Arnold’s affiliation with the USGA has been long and steady. “When I was a kid, it was my family and God and the USGA. That was kind of the way I was raised,” Palmer said during the ground-breaking ceremony for the new building.

In 1971 Palmer earned the USGA’s highest honor, the Bob Jones Award, given for distinguished sportsmanship in golf. Five years later, as National Chairman of the USGA Member’s Program, he enrolled U.S. President Gerald Ford as the first USGA Member. He is also the longest serving member of the USGA Museum and Library Committee.

For the first time in USGA history, an entire building has been dedicated to a single player, Arnold Palmer. At a ground-breaking ceremony for the Arnold Palmer Center for Golf History, Palmer said that this honor was, “like winning the Amateur, Open and Senior Open all at once.”

Discover Six Iconic Moments in the History of Golf

Permanent galleries in the Palmer Center revolve around six iconic moments key to understanding the growth of golf over the last century.

**Iconic Moment #1**

**The Great Depression**

The stock market crash of 1929 ended years of excess and confidence. When Bob Jones retired from golf in 1930, there was a void in the world of competitive golf. The public’s attention shifted to professional golf as championed by Walter Hagen and soon it gained greater status than amateur golf. At the same time, women began to take up the game in unprecedented numbers. Patty Berg and Babe Didrikson Zaharias were the new models for a generation of female golfers.

**Iconic Moment #2**

**The Grand Slam**

In 1930, Bob Jones did something that had never been done before. He won golf’s four most prestigious championships in one year. Friend and sportswriter O.B. Keeler called Jones’s victory sweep the “Grand Slam.” He won the Open and Amateur Championships of both Great Britain and the United States that year. Jones’s skill, grace, and integrity captured the nation’s imagination.

**Iconic Moment #3**

**The Global Game**

In this gallery you will meet America’s first golf hero, Francis Ouimet. This unknown American golfer stunned the world when he defeated British champions Harry Vardon and Ted Ray in a thrilling playoff victory in the 1913 U.S. Open. His startling victory placed golf on the front pages of many American newspapers for the first time and inspired a new generation to take up the game.

**Iconic Moment #4**

**Heroic Comebacks**

World War II ended in August 1945. The United States and her Allies claimed victory and the U.S. emerged as a world power. With the end of hostilities, professional sports resumed with a full schedule. Golfers Patty Berg and Sam Snead returned from service to resume their athletic careers. The greatest comebacks, however, did not come on the playing field, but off it. Ben Hogan survived a horrific car accident and then won the U.S. Open in 1950. Babe Didrikson Zaharias returned from colon cancer to claim the U.S. Women’s Open in 1954. Their strength, courage, and resiliency captivated a nation seeking inspiration and they became heroes to a new generation.

**Iconic Moment #5**

**Golf’s Greatest Rivalry**

At the 1962 U.S. Open, Palmer and Jack Nicklaus were tied at the end of the fourth round. In the playoff the following day, Nicklaus won by three strokes and the 22-year-old became the youngest person to win the U.S. Open since Bob Jones in 1923.

**Iconic Moment #6**

**Tiger Woods**

In 2000, Tiger Woods staked his claim as one of the greatest players the game has ever seen. He won the 100th United States Open Championship at Pebble Beach by 15 strokes over his nearest competitor. Woods has continued to dominate the game, attracting many new fans and players around the globe.