Lincoln-Mercury Sports Panel

Press kits were located for appearances of the Lincoln-Mercury Sports Panel Members and other local sports stars at the Detroit Auto Show in November 1967 and the Chicago Auto Show in February/March 1968. This material was located in the Lincoln-Mercury Public Affairs collection, AR-1997-213544, box 5. (Note: the press material was not dated, so the year had to be determined with the perpetual calendar.)

Sports Panel members were:

Al Kaline (baseball)
Dan Gurney (auto racing)
Sharron Moran (golf)
Byron Nelson (golf)
Jesse Owens (track)
Arnold Palmer (golf)
Bart Starr (football)
Billy Welu (bowling)

Their dates of appearance at the auto shows were as follows:

Al Kaline	Detroit, Sat. 18 Nov
Dan Gurney	Detroit, Sat. 18 Nov
Sharron Moran	Chicago, Fri. 23 Feb - Sun. 25 Feb
Byron Nelson	Chicago, Fri. 23 Feb - Sun. 25 Feb
Jesse Owens	Detroit, Sat. 18 Nov - Sun 15 Nov; Chicago, Fri. 23 Feb - Sun. 03 Mar
Arnold Palmer	Detroit, Sat 18 Nov; Chicago Mon. 26 Feb
Bart Starr	Chicago, Fri. 23 Feb - Sun 03 Mar
Billy Welu	Detroit, Mon. 20 Nov - Tues 21 Nov; Chicago, Sun 25 Feb – Fri. 01 Mar

Other Sports Stars making special appearances were:

Detroit:

Baseball: Jim Northrup, Mickey Stanley, Joe Sparma
Football: Wayne Walker, Lem Barney, Tommy Watkins, Ron Kramer, Gail Cogdill, Karl Sweetan, Mel Far

Chicago:

Figure skating: Carol Heiss
Baseball: Pete Ward
Football: Mike Pyle, Fuzzy Thurston, Willie Davis, Dave Whitesell, Ron Bull, Bill Nelson,
Hockey: Stan Mikita, Doug Jerrett
Track: Glenn Cunningham

LINCOLN-MERCURY SPORTS PANEL PRESS INFORMATION

3000 SCHAEFER ROAD, DEARBORN, MICHIGAN 48121

AR-1997-213544:5

AR-1997-213544:5

News Release

Public Relations Department • Lincoln-Mercury Division
3000 Schaefer Road • Dearborn, Michigan 48121
Telephone: (313) 322-2250

SPORTS PANEL PHILOSOPHY
RELEASE ANYTIME

Athletic competition means excitement to most Americans.

The excitement of Al Kaline cutting down the lead run by wheeling and throwing a perfect 300-foot strike to the plate; of a hushed gallery watching Arnold Palmer sink a 30-foot putt to win a major tournament on the 72nd hole; of Bart Starr making a split second diagnosis of an enemy defense and pitching a 60-yard spiral to his favorite flanker.

Outstanding performers like these epitomize qualities people admire: excellence of performance, competitive spirit, leadership, personal magnetism and grace under pressure — all products of inspiration, flair, winning psychology and a certain indefinable quality known as class.

In fashioning the Lincoln-Mercury Sports Panel, the division has singled out those athletes who best personify these attributes to assist in merchandising promotions, appear in advertisements and serve as consultants in their various specialties. The super stars who compose the Sports Panel are building an identification between their own personal brilliance, prowess and versatility and Lincoln-Mercury's car lines and sales organization.

It's no secret that sports and other leisure-time activities are enjoying a fabulous boom, especially among the young-minded, affluent families who make up the heart of the division's market. These are the trend-setting consumers who recognize and respect a winner; who appreciate that extra "better than" touch of class that makes the entire Lincoln-Mercury lineup an exciting group of automobiles.

# # # #

AR-1997-213544:5

News Release

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DAN GURNEY BIOGRAPHY
RELEASE ANYTIME

Dan Gurney is popularly rated as the most versatile American racing driver in history — a jack-of-all trades who not only drives all types of racing machinery, but designs and builds his own competition cars as well.

The tall, handsome Californian has shown the back of his black racing helmet to the best drivers in the world and in just about every type of vehicle. Gurney will climb from the cockpit of a Formula I Grand Prix car into one of his own All American Racers championship cars. The next week he could be in a stock car, a sports car or a sports/prototype.

The 34-year-old Korean War veteran currently is enjoying one of his greatest years in a colorful racing career that dates back to the late 1940's when he started drag racing on California dry lakes. He captained Team Cougar which won four Trans-American sedan races in the Sports Car Club of America competition and set lap records at five road courses. With co-pilot A. J. Foyt, he won the 24-hours of LeMans, the world's longest, fastest and most prestigious endurance race. On June 19, a week later, he roared to first place at the Belgian Grand Prix at Spa.

As founder of All American Racers, Inc., in Santa Ana, Calif., Gurney builds and designs two versions of the American Eagle — one for championship car races such as the Indianapolis 500, and a Formula I version for Grand Prix racing. Five All American cars qualified for the Indy in 1966 and another eight this year — more than any other builder.

Last March, Gurney realized a lifelong ambition when he headed the first all-American team to win a Formula I type of race in 46 years. In one of his own Eagles he took the checkered flag in the "International Race of Champions" at Brands Hatch, England.

Gurney's other Formula I victories include the Grand Prix of France in 1962 and 1964, the Solitude Grand Prix of Germany in 1962 and the Grand Prix of Mexico in 1964. He finished second in the world driver point standings in 1961 as a member of the Porsche Factory team.

One of his most remarkable feats has been to win the Riverside 500 stock car race four consecutive years, 1963 through 1966.

As a member of the Lincoln-Mercury Sports Panel he joins Arnold Palmer, Bart Starr, Al Kaline, Jesse Owens and others in assisting the division in promotion programs, appearing in advertisements and serving as advisers in their various specialties.

The exciting Cougar XR7-G show car — introduced at the Detroit Auto Show, Nov. 17-26 — owes part of its name to Gurney. The "G" for Gurney is in recognition of his advice and assistance in designing this car and the standard Cougar XR-7, both of which shows strong European sports car influence.

Gurney affirmed his popular appeal last spring when Lincoln-Mercury introduced a special performance-oriented version of the Cougar called the Dan Gurney Special. The car accounted for almost a third of the luxury/sports car sales during its three-month period of availability.

Daniel Sexton Gurney is six-feet two-inches tall and weighs 185 pounds. He was born in Port Jefferson, N. Y., but moved to Riverside, Calif., as a child. He now lives in Corona del Mar with his wife, Arleo, and their four children.

# # # #

DAN GURNEY

Member of Lincoln-Mercury Sports Panel

Makes a special appearance at the Lincoln-Mercury exhibit, Detroit Auto Show, Saturday afternoon and evening, November 18.

# # # #

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AL KALINE BIOGRAPHY
RELEASE ANYTIME

In an age of specialists in professional athletics Al Kaline stands out as the complete ballplayer — a superb athlete who executes all the requirements of his trade with an almost effortless consistency and grace.

With his lifetime batting average well over the .300 mark, he likewise is recognized as one of the finest when it comes to covering outfield territory and picking off baserunners with the rifle-like strength and accuracy of his famed right arm.

Few players have achieved greatness as quickly as the 32-year-old rightfielder. A prep and sandlot star in his native Baltimore, Md., he was sought by all major league clubs in 1953, although a few of them backed off at the prospect of offering a big bonus to a slender 155-pound high school boy. The Detroit Tigers, however, were sure of their man and persuaded Kaline to accept a contract for a reported $30,000. He's been with the club ever since.

Kaline broke into the lineup at the beginning of the 1954 season when the Tiger's regular right fielder became injured. The following season he won the American League batting crown with a .340 average. At the time, he was still nearly two months under voting age, the youngest batting champ in league history at the age of 20.

After 15 seasons with the Tigers, Kaline shows no signs of slowing down. Although he was sidelined for 30 games with injuries during the 1967 season, he still enjoyed one of his greatest years, leading the team with a .308 average, hitting 25 home runs and collecting 78 runs batted in. Experts attribute his steady veteran's hand in helping to guide the youthful club to a second place tie in the standings in a pennant race that wasn't decided until the final out of the final ball game.

Kaline goes into the 1968 season with a .305 lifetime batting average with 2,228 hits, 304 home runs and 1,195 runs batted in. He has been selected for the All-Star game 13 consecutive years, playing in 12, more than any Tiger in history.

He has won 10 of a possible 11 Gold Glove fielding trophies, missing only in 1960. His 22-game hitting streak in 1961 equalled the Tigers' longest since 1935. In 1959, he led the American League in slugging with a .530 percentage.

As a member of the Lincoln-Mercury Sports Panel, he joins with Arnold Palmer, Bart Starr, Dan Gurney and others in assisting the division in promotion programs and appearing in advertisements.

Kaline is married to his high school sweetheart, the former Louise Hamilton, and is the father of two sons, Mark Albert, born in 1957, and Michael Keith, born in 1962. They make their home in Franklin, a Detroit suburb.

# # # #

AL KALINE

Member of Lincoln-Mercury Sports Panel

Makes a special appearance at the Lincoln-Mercury exhibit, Detroit Auto Show, Saturday afternoon and evening, November 18.

# # # #

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SHARRON MORAN BIOGRAPHY
RELEASE ANYTIME

The Ladies' Professional Golf Association received a generous increase in both beauty and brains for its 1967 tour with the addition of 24-year-old Sharron Moran, a member of the Lincoln-Mercury Sports Panel.

Blonde and beautiful, Sharron has been voted America's "Most Beautiful Golfer" by the nation's sportswriters.

She earned her bachelor's degree in social sciences at the University of Arizona in 1964 and later added a Master's degree at San Diego State University.

A native of Batavia, Ill., Sharron was introduced to golf 11 years ago by her father, a golf professional now located in Antioch, Ill. She won women's titles in Batavia and Aurora, Ill., and in 1962 captured the Illinois Women's State Medal Play Championship.

In 1966 Miss Moran advanced to the semi-finals of the Women's Western Amateur and teamed with Roberta Albers to win the International Four-Ball Title. She also traded shots with the lady professionals and finished as low amateur in the Baton Rouge Invitational, Waterloo Open, Glass City Classic and Babe Zaharias Open.

Sharron relaxes by playing the guitar and singing, and she keeps her 5-5, 123-pound frame in beautiful shape by exercising and eating such foods as yogurt, honey and wheat germ.

As a member of the Lincoln-Mercury Sports Panel, she joins with Arnold Palmer, Bart Starr, Dan Gurney, Al Kaline and others in assisting the auto division with various promotional programs.

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SHARRON MORAN

Golf Professional
and
Member of the Lincoln-Mercury Sports Panel

Makes a special appearance at the Lincoln-Mercury exhibit, Chicago Auto Show, Friday evening, February 23; Saturday afternoon and evening, February 24; Sunday afternoon and evening, February 25.

# # # #

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BYRON NELSON BIOGRAPHY

RELEASE ANYTIME

Byron Nelson, the senior member of the Lincoln-Mercury Sports Panel, achieved such stardom during his brilliant professional career that an entire golfing era became identified with his name.

The Nelson era came to an end shortly after World War II when the big Texan retired at the peak of his career. "I've played 14 straight years of tournament golf and that's enough for any man," he explained.

During his career he compiled one of the most remarkable tournament records in history. He won money in 113 consecutive events; he once won 19 tournaments in one season, including a string of 11 straight victories; in one three-year span he won 34 tournaments and in 1945, his greatest year, he averaged 68.3 strokes for 120 rounds.

His major accomplishments included victories in the Masters, the PGA twice, the USGA twice and the Vardon Trophy. He is the only person ever to be voted "Athlete of the Year" by the Associated Press for two consecutive years. He also played on three Ryder Cup Teams and was the leading money winner in 1944 and 1945.

Nelson was not only admired for his almost mechanically perfect style on the course but he also was a great favorite of both the fans and his fellow players. A syndicated columnist once said of him: "He is so uncomplaining about bad breaks, so modest in victory and so gracious in defeat, that he wins the admiration of everyone, both as a player and a gentleman."

(more)

Nelson's famous "Texas style" is still widely copied today. It featured an upright, compact swing with wrists cocked moderately at the top of a rather short upstroke. The chief strength of his game, he said, was his driving. "The principal reason I won is because I kept the ball where I could drive it."

He sums up his philosophy of golf like this: "One of the several reasons golf as a participant sport is so steadily expanding is its adaptability to all sizes, shapes, circumstances and ages. It is not necessarily the tallest, strongest, youngest or most athletic who wins. In golf, it's not who you are, or what you have that counts. It's how badly you want to win."

Nelson was born February 4, 1912, and was raised on his parents' farm near Waxahachie, Tex. He started playing golf when he was 12 years old and he turned professional at age 20.

Following his retirement from the professional tour, he returned to Texas to manage his sprawling 673-acre "Fairway Ranch" near Roanoke. He still golfs regularly, tutors promising young players and is a regular sportscaster for major professional tournaments.

As a member of the Lincoln-Mercury Sports Panel, he joins with Bart Starr, Arnold Palmer, Dan Gurney, Jesse Owens and other great athletes in assisting the division in promotion programs, appearing in advertisements and acting as consultants in their various specialties.

# # # #

BYRON NELSON

Golf Professional
and
Member of the Lincoln-Mercury Sports Panel

Makes a special appearance at the Lincoln-Mercury exhibit, Chicago Auto Show, Friday evening, February 23; Saturday afternoon and evening, February 24; Sunday afternoon and evening February 25.

# # # #

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JESSE OWENS BIOGRAPHY
RELEASE ANYTIME

Jesse Owens is considered by many sports experts to be the greatest track and field star in American history.

He also has served as one of the nation's finest goodwill ambassadors and has devoted much of his life to helping underprivileged boys.

Owens' life follows the classic pattern of the American success story — an individual rising to the top through sheer ability and hard work. Born in rural Alabama in 1913, he broke 11 world track and field records during an illustrious athletic career and was chosen by President Eisenhower as his personal emissary to the 16th Olympiad in Melbourne, Australia, in 1956. In 1960, he was selected over immortals such as Jim Thorpe and Bobby Jones as the "Champion of the Century" by the country's sportswriters.

Owens moved with his family to Cleveland, O., as a small boy and started gaining national attention at age 13 when he became the first junior high school boy ever to clear six feet in the high jump and leap 22 feet in the broad jump. Four years later, at the National Inter-scholastic School Meet in Chicago, he ran the 100-yard dash in 9.4 seconds to equal the world record and set a world record of 20.7 seconds in the 220-yard dash. A week earlier he recorded a 24-foot broad jump to set another world mark. His 100-yard dash stood as a schoolboy record for 34 years.

He continued to rewrite the books at Ohio State University where, as a freshman, he toppled world records in the 60-meter and 60-yard dashes. In his sophomore year he put on one of the most fantastic exhibitions in athletic history when he shattered

three world records and tied another in a single afternoon at a track meet at the University of Michigan.

At the 1936 Olympic games in Berlin, Owens gained international distinction by winning four gold medals in the 100-meters, 200-meters, broad jump and running on the victorious relay team. Adolf Hitler created an international incident at the 1936 Olympics when he refused to present the gold medals to Owens.

Eleven years later, in the midst of a three-year tour with the Harlem Globetrotters, he returned to post-War Berlin and the site of the Olympics. More than 75,000 people stood in tribute, applauding thunderously, when he jogged around the cinder track.

In 1955, the U. S. State Department delegated Owens as America's "Ambassador of Sports" and dispatched him on a goodwill tour of the Far East. Wherever he went — New Delhi, Madras, Bombay, Singapore — crowds of 15,000 to 20,000 thronged the streets to greet the legendary American athlete.

At a stop in Manila, he received a good-natured challenge to a 100-yard dash from some members of the Philippines' Olympic team. He accepted and covered the distance in 9.7 seconds, leaving the young men far behind. He was 43 years old at the time.

Owens resides in Chicago where he is a partner in a public relations and market research firm. He is a board member and former director of the Chicago Boys Club and served five years as Sports Specialist for the Illinois Youth Commission. One of his major concerns is the Jesse Owens Educational Foundation which he established to help needy youngsters secure a proper education.

Owens and his wife, Ruth, have been married for 35 years and have three married daughters and five grandchildren.

As a member of the Lincoln-Mercury Sports Panel, he joins Arnold Palmer, Dan Gurney, Bart Starr and others in various promotional and advertising activities.

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JESSE OWENS

Track Immortal
and
Member of the Lincoln-Mercury Sports Panel

Makes a special appearance at the Lincoln-Mercury exhibit, Chicago Auto Show, Friday evening, February 23; Sunday afternoon and evening, February 25; Monday evening, February 26; Wednesday evening, February 28; Thursday evening, February 29; Friday evening, March 1, Saturday evening, March 2; Sunday evening, March 3.

# # # #

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Lincoln-Mercury Division
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News Release

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ARNOLD PALMER BIOGRAPHY
RELEASE ANYTIME

Arnold Palmer, one of the most famous and respected athletes in history, is an international symbol of excitement and excellence in a game played by millions.

The 38-year-old native of Latrobe, Pennsylvania, once was quoted as saying: "I want to win tournaments more than anything else."

He has done just that.

During a brilliant 13-year professional career, Palmer has won 66 tournaments, a figure exceeded only by Ben Hogan and Sam Snead. Included in these victories are an unprecedented four Masters championships and three other major tournament wins.

He also has been the leading money winner on the pro circuit four times and is the only golfer ever to win over a million dollars in tournament play.

Palmer's method combines great power and skill with an agressive attack on any course he plays and a tremendous ability to charge from behind. His flair and warm rapport with the gallery has created a fabled multitude known as "Arnie's Army."

Members of this legion have been known to go to great lengths in demonstrating their devotion to the commander-in-chief. In 1964, for example, Palmer was experiencing a mild slump. When time came for the Masters at Augusta, Ga., the air force wing of the "Army" rented a plane and circled the course trailing a huge sign reading: "Go, Arnie, Go." He rewarded them with a victory.

Failure is a foreign word to Palmer; rather, his career has been measured by the degrees of success he attains each year on the tour.

No one — not even the ever-confident Palmer himself — could foresee what 1960 would hold in store for him. He won the Masters, the U. S. Open and six other tournaments. Another outstanding year was 1963 when he became the first man ever to win $100,000 in official money, en route to collecting victories in eight tournaments.

He began developing his well-known golf style as a small boy when his father, Deacon Palmer, a professional himself, started tutoring him in the basics of the game. As a teenager, he began adding finesse to his natural ability while winning amateur tournaments throughout Pennsylvania. He attended Wake Forest College on a golf scholarship and earned his keep by winning the Atlantic Coast Conference Championship and the Southern Conference title twice.

The year 1954 was perhaps the most significant in his life. In a period of several months he won the U. S. Amateur Championship, married Winnie Walzer of Coopers-town, Pa., and turned professional.

Palmer, who is a charter member of the Lincoln-Mercury Sports Panel, has no mysterious secret of success. He is an exceptionally strong man (five-feet 11-inches, 180-pounds) with the big forearms and shoulders of a blacksmith. He has a smooth, polished bearing, which suggests that he is always in control of himself and his en-vironment, and a fixed concentration that thousands of galleryites and glaring tele-vision cameras cannot disturb.

His golfing fame has led him into numerous and diverse business ventures and a rigorous schedule of personal appearances. To meet all his commitments, he hops around the country in his own twin-engine jet.

Palmer's career also has taken him to the far corners of the world where he has proven an excellent ambassador of goodwill for his country by communicating through the international language of golf.

As a member of the Lincoln-Mercury Sports Panel, he joins Jesse Owens, Dan Gurney, Bart Starr and Al Kaline in assisting the division in various promotions and appearing in advertisements.

Palmer lives with his wife and two daughters, Peggy, born in 1956, and Amy, born in 1958, in Latrobe. He was born September 10, 1929.

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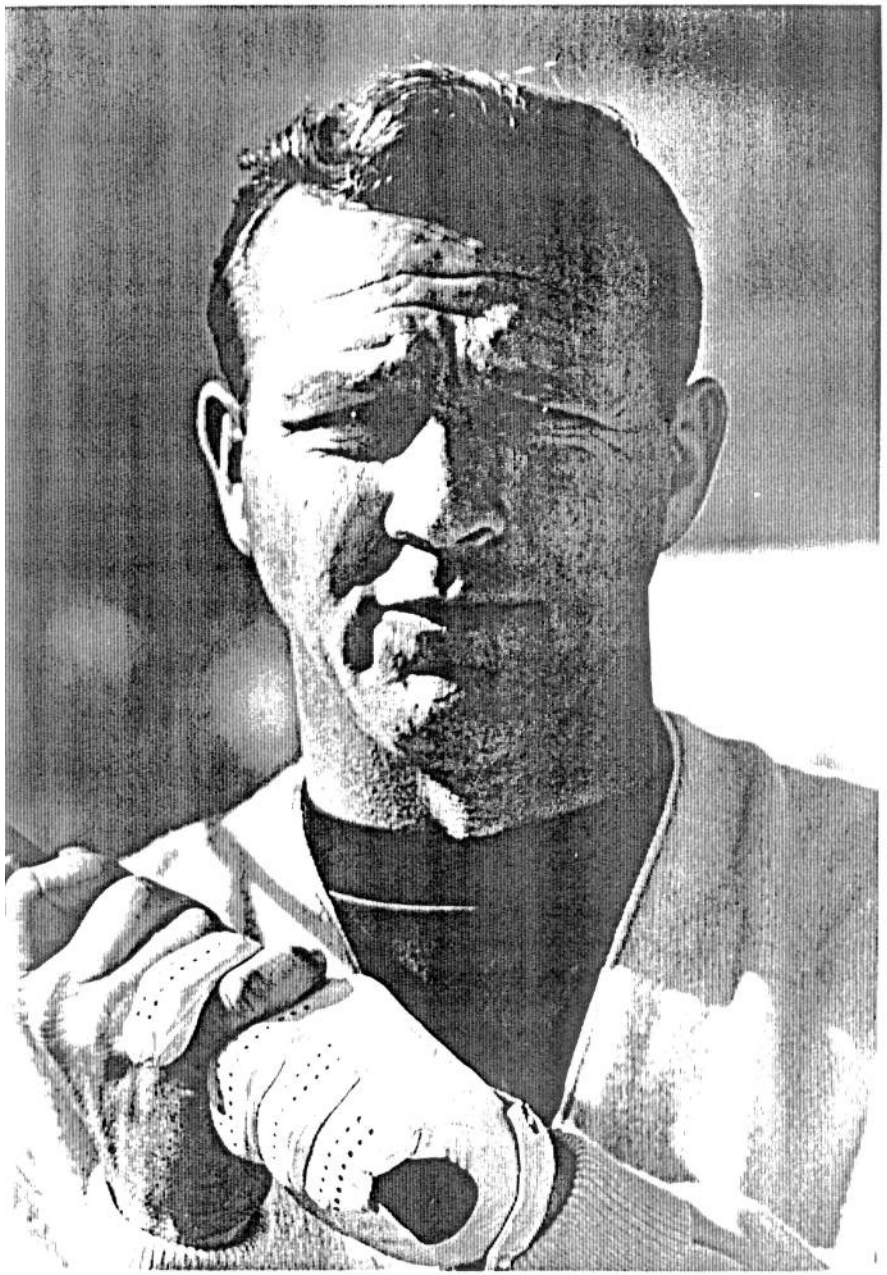

ARNOLD PALMER

Golf Professional
and
Member of the Lincoln-Mercury Sports Panel

Makes a special appearance at the Lincoln-Mercury exhibit, Chicago Auto Show, Monday evening, February 26.

# # # #

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BART STARR BIOGRAPHY

RELEASE ANYTIME

Number 15 for the Green Bay Packers — the team's 17th draft choice in 1956 — has been one of the most successful quarterbacks in the history of professional football.

Since he took over as the Packers' regular signal caller at the beginning of the 1960 season, Bart Starr has led the team to six National Football League division titles and four world championships.

Some of Starr's personal achievements during this period include leading the league in passing three times, the Most Valuable Player in the League Award in 1966, and selection to the All-Pro squad five times.

He holds NFL records for the fewest percentage interceptions, the most consecutive pass attempts without an interception (294), and the highest percentage of pass completions, more than 57 per cent. In the past two Superbowl games against the American Football League champions he has completed almost 62 per cent of his passes.

Vince Lombardi, Starr's coach for the past nine years, once said of him: "To me, Bart Starr stands for what the game of football stands for — courage, stamina, coordinated efficiency, vitality and enterprise. He is not only the most valuable player in the National Football League, but he also is a fine man."

(more)

The son of a career Air Force Officer, Starr was born and raised in Montgomery, Ala. He won All-American honors as a high school quarterback and went on to the University of Alabama where he won four football letters and was an honor student.

During the off-season Starr lives in Green Bay with his wife and two young sons.

As a member of the Lincoln-Mercury Sports Panel, he joins with other great athletes such as Arnold Palmer, Dan Gurney, Al Kaline and Jesse Owens in assisting the division in promotion programs, appearing in advertisements and acting as consultants in their various specialties.

# # # #

BART STARR

Green Bay Packers
and
Member of the Lincoln-Mercury Sports Panel

Makes a special appearance at the Lincoln-Mercury exhibit, Chicago Auto Show, Friday evening, February 23; Saturday afternoon and evening, February 24; Sunday afternoon and evening, February 25; Friday evening, March 1, Sunday evening, March 3.

# # # #

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News Release

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BILLY WELU BIOGRAPHY
RELEASE ANYTIME

Billy Welu is the biggest professional bowler, the most widely traveled and one of the most popular.

He also is one of the most successful. During his professional career, the 34-year-old Texan has been one of the most consistent and colorful players in the game.

Despite his size (six-feet three-inches, 240-pounds), Welu's bowling trademark is a smooth, almost flawless, delivery.

His long list of professional achievements include winning the American Bowling Congress (ABC) Masters title in 1964 and 1965, the Bowling Proprietors Association of America All Star championship in 1959, and the Professional Bowlers Association (PBA) tournaments in Phoenix in 1964 and Indianapolis in 1962. He also captained the teams which took top honors in the ABC Class Division championships from 1958 through 1964 and in 1966. Welu has been selected a consensus All-American four out of the past six years.

At the $100,000 Tournament of Champions in Akron, O., last April, he put on one of the most remarkable bowling exhibitions in history, when he set three new world records in the first two hours of play. He rolled consecutive games of 269, 300, 259, 203 and 268. This gave him a four-game total of 1,097, a five-game total of 1,300 and a six-game total of 1,568 — all new world records.

Welu has traveled throughout the world staging exhibitions and clinics in such remote places as Caracas, Venezuela, and Seoul, South Korea. He once calculated his mileage at more than 1,500,000.

On January 6, he will launch his fourth season with Chris Schenkel as the color-man on the Lincoln-Mercury sponsored "Pro Bowlers Tour." The 13-week series will be seen on Saturday afternoons over the ABC network.

Welu is a natural athlete who starred in baseball at St. Thomas College in his native Houston and became so proficient at golf that he once seriously considered turning professional. A bachelor, he now lives in St. Louis, Mo.

As a member of the Lincoln-Mercury Sports Panel, he will join Arnold Palmer, Dan Gurney, Al Kaline, Jesse Owens, Bart Starr and others in assisting the division in various promotions and appearing in advertisements.

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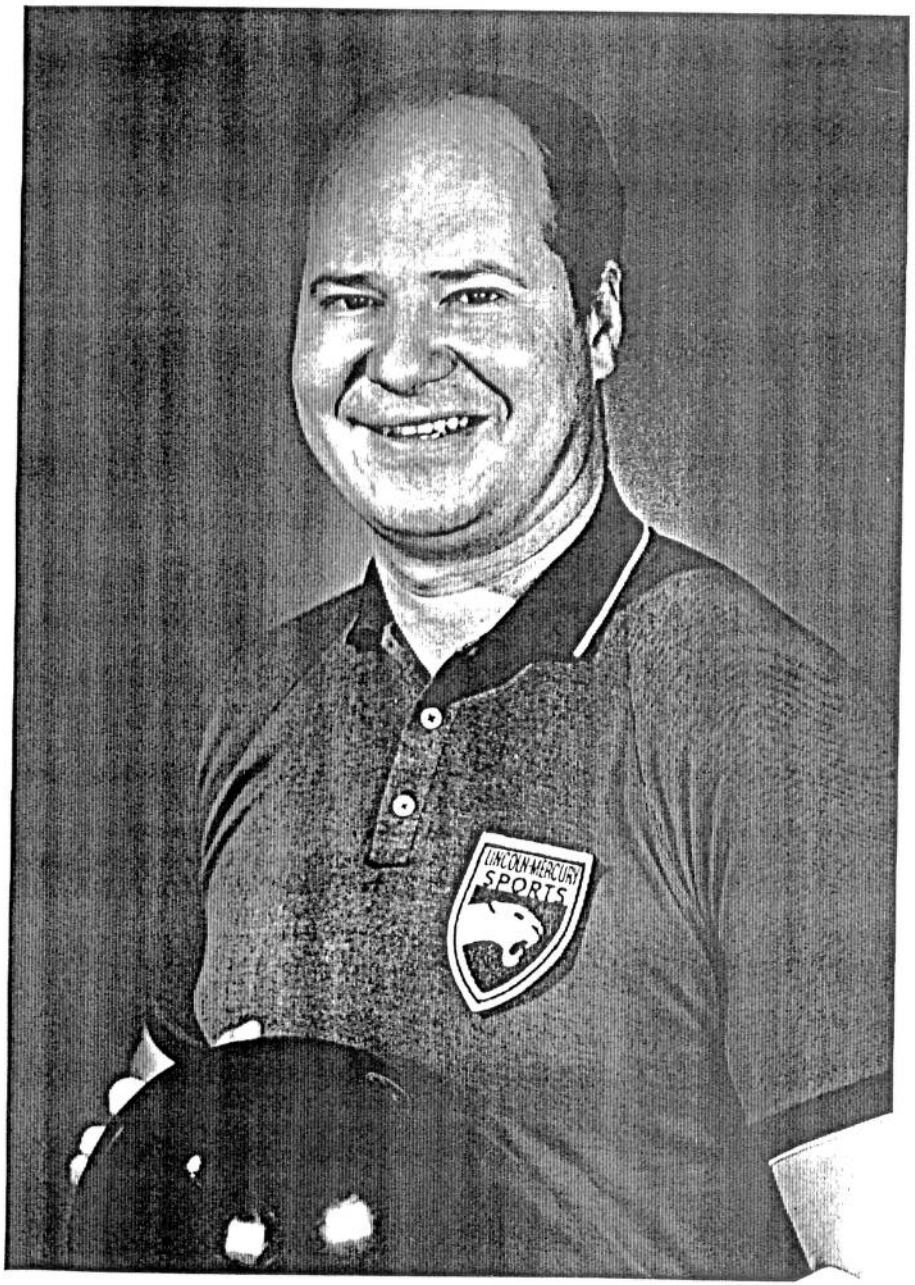

BILLY WELU

Bowling Professional
and
Member of the Lincoln-Mercury Sports Panel

Makes a special appearance at the Lincoln-Mercury exhibit, Chicago Auto Show, Sunday evening, February 25; Monday evening, February 26; Tuesday evening, February 27; Wednesday evening, February 28; Thursday evening, February 29; Friday evening, March 1.

# # # #

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