

Jones book truly is 'magnificent'

BY MARK LESLIE

Robert Trent Jones Sr. — the patriarch of golf course architects who has breathed life into 500 courses in the United States and 34 foreign countries, has been sifted, shaken, scrutinized, plagiarized and otherwise thoroughly dissected by the media for the good part of a century. Now he has finally outdone all those writers who have hung on his coattails.

Jones, 82, who has been called "the game's master builder" by Charles Price, "the world's best salesman" by Jack Nicklaus and other less-honorable names by more than a few golfers, has written the consummate book detailing his insights into the factors of design that implant individuality, and challenge, into golf courses.

"Golf's Magnificent Challenge," written with Larry Dennis and with photography by Scottsdale, Ariz.-based photographer Tony Roberts, is 287 pages of stunning color photographs mixed with insights on the design and playability of many famed courses around the world.

The most honored golf architect in history, Jones takes the reader of this McGraw-Hill book on a fascinating tour of "heroic" holes, heroes of course design, the awe-inspiring challenges of nature and his own wit.

Some tidbits from this flashy flashback, and glossy breath-taker:

- "Both the United States Golf Association and the PGA feel that par is a standard and that a score around par should be the winning total in their championships... The problem is that these standards need to be maintained, and that's the dilemma. Technology keeps improving. The ball travels farther..."

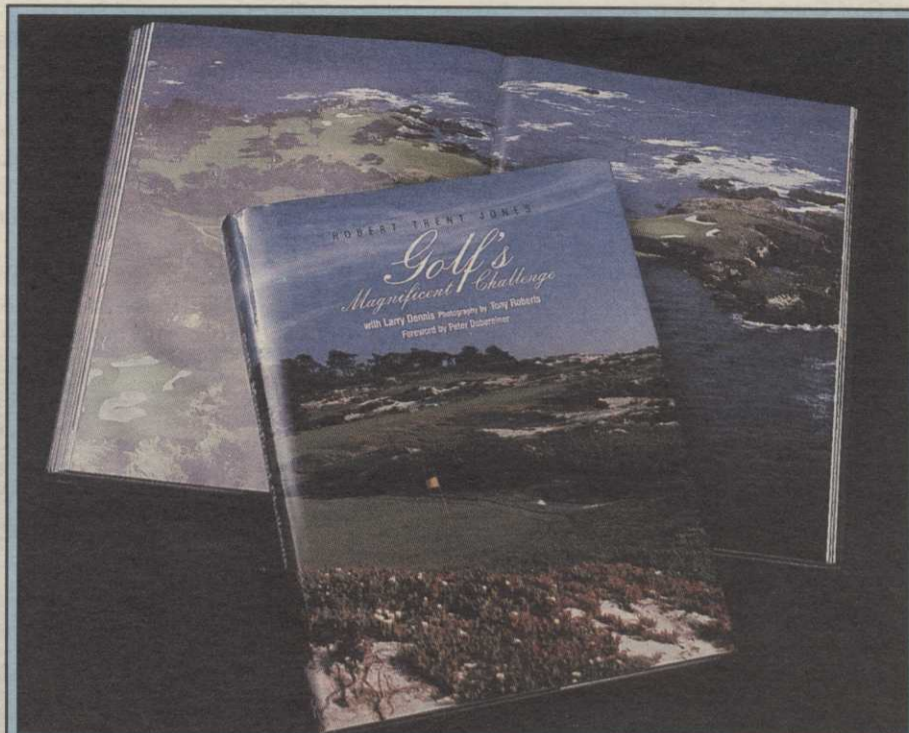
"Something must be done to keep the challenge in the game. The player is the attacker of the golf course and will use any legal means he or she can to make better scores. There is nothing wrong with that, because that's why we play golf. But the architect must defend against this attack to maintain the challenge and integrity of the game. If it becomes too easy, nobody will want to play it.

"Technology must be controlled, of course, and the governing bodies of golf are attempting to do that. It's difficult to stretch the great old courses much beyond their present length, and while new courses can be built longer, there is only so far an architect can go before a course becomes unplayable for most golfers."

- "Water is my favorite hazard, for several reasons. It is the most penal hazard, and it certainly is the most dramatic hazard. It adds beauty and it often is useful in the maintenance of the course.

"I've found that water holes, because of their beauty and challenge, are the most popular among the majority of golfers. They get excited about water. It is a hazard that is immediately recognizable, and it appeals to them, even if in a perverse way. They are intimidated by it, but they are fascinated by it."

- "Trees are trees and rough is rough, but bunkers have personalities. Bunkers have reputations. They even have names! The Church Pews and Big Mouth at Oakmont, the Sahara Desert at Baltusrol, the Vardon Bunker at The Country Club, the White Faces of Merion, Hell's Half Acre at Pine Valley, which is not really a bunker but a wasteland, or Hell's Half Acre at Baltimore's Five Farms, which is indeed a series of



Tony Roberts photo

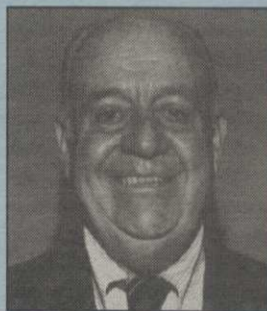
The collaborators...

Since creating his own major, golf architecture, at Cornell University, Robert Trent Jones Sr. has established himself over six decades as perhaps the most famous of all architects.

He is a fellow of the American Society of Landscape Architects, an advisory member of the National Institute of Social Sciences, a member of the American Academy of Achievement, and received the first Donald Ross Award from the American Society of Golf Course Architects.

Working with Jones was a gem assignment for writer Larry Dennis and photographer Tony Roberts.

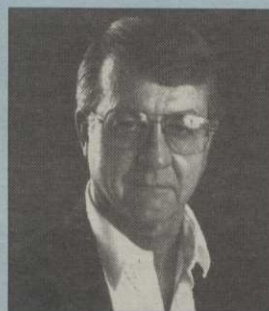
For Dennis, an editor and sportswriter who has won many national awards for his



Robert Trent Jones Sr.

coverage and analysis of golf, it was a year-long assignment. The author of eight golf books, Dennis has been senior editor of Golf Digest, editor of The Golf Club, and editor/publisher of the U.S. Open Annual. He is based in Huntington, Conn.

Roberts has been following tournament golf for the



Larry Dennis

past 17 years, covering more than 125 tournaments at courses the world over. He is a graduate of New York University with a degree in filmmaking. His work has appeared in major magazines like Golf, Golf Digest, Golf Monthly (UK), Golf World and Connoisseur, and in several books.

penal bunkers — all are the stuff of legends."

- "... a great course doesn't have to have a lot of sand, but it must be designed accordingly so that the playing values and the challenges are maintained."

- "I have been accused of making all my courses look alike. I guess that's a compliment of sorts — Tillinghast, Ross and a lot of others all have readily identifiable styles. But the fact is, all of their courses do not look alike, nor do mine. If people want to criticize, that's their right. But if that's all they can say, they'd better study up on golf course design.

"Does Spyglass Hill look like Firestone? Does Peachtree look like Ballyunion New? Does Mauna Kea look like Sotogrande or The Dunes...?"

- "... while it should be fair, the fairway bunker never should be easy and should never afford the player an opportunity to get the ball close to the hole without a superlative effort."

- "The use of trees and rough together requires a judicious touch on the part of the architect and the course superintendent to maintain a fair balance for the player... I suppose my affinity for linksland courses is showing here, but I think the combination

of trees and rough should be avoided whenever possible, fully realizing that it is not always possible."

- "In general ... I do not think trees are acceptable hazards. Thick stands of trees, especially at fairway's edge, are unfair from the player's standpoint... I have no problem with a truly wild shot winding up in jail. But it bothers me when a shot that misses the target by only a few yards suffers the same severe penalty."

- "Designing par-4 holes is the toughest task the architect faces... Because of the number of them, it's more difficult to create a variety, so the lengths of the par-4s must vary more drastically than on the 3s or 5s. Everybody is enamored of long, strong par-4s, but once the architect falls in love with them it's easy to end up with a string of holes that look alike.

"When you are putting together a sequence of strong holes, you can overdo it. It's like a rich diet. If you eat too much of it, it makes you sick."

Golfer, architect, developer — whoever you are, you are in for a treat with this book, and your coffee table will be well adorned ... for a cool \$59.95. But what's \$59.95? It won't buy you a round of golf at a lot of courses today.

NEW LITERATURE

ASGCA issues new members list

The American Society of Golf Course Architects has published its 1989 Membership Directory, providing addresses and phone numbers for each of the organization's 102 regular and associate members.

"With eight newly elected associate members," President Robert Trent Jones Jr. said, "ASGCA membership has topped the 100 mark for the first time. With our growing membership, the society is well positioned to design the 5,000 new courses we will need by the year 2000."

A map, showing the location of each ASGCA member is included in the directory.

To obtain a copy of the directory, send a stamped, self-addressed business-size envelope to the ASGCA, 221 N. LaSalle St., Chicago, Ill. 60601. Circle #304

Irrigation Assn. buyers guide out

The Irrigation Association's 1989-90 Membership Directory and Industry Buyers' Guide is now available as well as a brochure outlining an expanded roster of available books, standards, video and audiotapes, and membership materials.

The directory, available for \$50, contains more than 50 categories of products that IA members supply, and is used for merchandising, referencing sources of materials, and possible markets.

The brochure features more than 20 irrigation-related books. Ten new releases focus on irrigation efficiency, planning and designing irrigation systems, and updates on methods and materials.

For more information contact the Irrigation Association, 1911 N. Ft. Myer Drive, Suite 1009, Arlington, Va. 22209; 703-524-1200. Circle No 303

Ransomes releases Bab-Cat brochure

Several new features highlight the Bob-Cat mid-size mower from Ransomes Inc. are highlighted in Bob-Cat's new brochure.

The operator-present safety system is impressive. When blades are engaged or transmission is in gear, the operator must hold down the handles or the engine automatically shuts down.

Smooth tread, hi-flotation front caster wheels have been added to eliminate turf marking. A new 4 1/2-gallon fuel tank more than doubles time between fuel stops.

For the brochure, contact Maria E. Large, Ransomes Inc., One Bob-cat Lane, Johnson Creek, Wis. 53038; 414-699-2000. Circle #301

Griswold brochure promotes trust

Griswold Controls has added to its library of product literature with a brochure called "Griswold — The Name You Can Trust."

The full-color, eight-page fold-out brochure describes several different lines of Griswold landscape irrigation products including remote-control valves, multi-schedule controllers and moisture-sensing systems.

For more information contact Michelle Luttrell, Griswold Controls, 2803 Barranca Road, Irvine, Calif. 92714; 714-559-6000. Circle 302