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SID MATTHEW

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Inside:

GREATNESS OF JONES

Road to Grand Slam Began 100 Years Ago

COUNTRY CLUB OF COLUMBUS

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AUGUSTA GOLF ASSOCIATION

Organization Raises Millions to Grow the Game





Countdown TO THE Grand Slam

It was 100 years ago that Bobby Jones won his first major championship. Had he failed, the greatest amateur of all time may have walked away from the game. Now friends and family are taking steps to ensure his legacy never wanes.

BY STAN AWTREY

PHOTOS COURTESY OF USGA
AND SIDNEY L. MATTHEW

THE YEAR 1923 included some remarkable feats in the world of sports.

Zev won the Kentucky Derby and the Belmont Stakes, falling one race shy of horse racing's Triple Crown.

"Big Bill" Tilden won the U.S. National Championship to claim his fourth national tennis championship. He continued to dominate the sport into the early '30s.

The New York Yankees won the World Series, beating the New York Giants in six games. Hall of Famer **Herb Pennock** won two games, including the one that clinched the title.

And on Long Island, N.Y., **Bobby Jones** won the U.S. Open at Inwood Country Club. Jones, 21, earned his first major championship the hard way. He defeated **Bobby Cruickshank** by two shots in an 18-hole playoff, setting the path for the seven remarkable years that were to follow.

One hundred years later, only the most devout horse race enthusiast will remember Zev. True baseball fans will remember Pennock, but they default to the names **Babe Ruth** and **Lou Gehrig** when discussing those old Yankees. Tilden was a great player, but the memory of his booming serve has been dulled by the passing of time.

Yet when asked to name the top three golfers of all time, even today's generation will put — in some form of order — **Tiger Woods**, **Jack Nicklaus** and **Bobby Jones**. There is no question that Jones belongs with the greatest of all golfers and at the pinnacle of sportsmen.

And that's exactly what **Bob Jones IV** and the other members of the Jones family are trying to ensure. They are determined to have the memory of Jones and his legacy continue in perpetuity. And the effort will begin this summer as a commemoration of the 2023 U.S. Open championship and continue through 2030 when the golfing world will celebrate the centennial of the Grand Slam.

"My grandfather had such a positive impact on golf and our culture," Jones said. "We don't want to see that go away. He made so many contributions that we don't want to see those forgotten."

Jones and **Marty Elgison**, the attorney for Jonesheirs, Inc., began to conceive the strategy for the run-up to the Grand Slam centennial a couple years ago. They have worked with the USGA, the clubs at which Jones won his national championships and the Atlanta Athletic Club, which will host the U.S. Amateur Championship in 2030 as a culmination of the Jones Jubilee.

"It's going to be huge," Elgison said. "And the unique thing about Jones is that he won a major championship every year leading up to the Grand Slam, so you've got this series of anniversaries."

It starts with the 1923 U.S. Open, where Inwood Country Club is planning a gala at which Jones and Elgison will speak. Other clubs like Winged Foot and Merion have already reached out and the others are expected to join the festivities.

Not only did 1923 mark the first of Jones' 13 major championships, it set the tone for his future and ensured he would still be playing. A defeat might have changed the path of history.

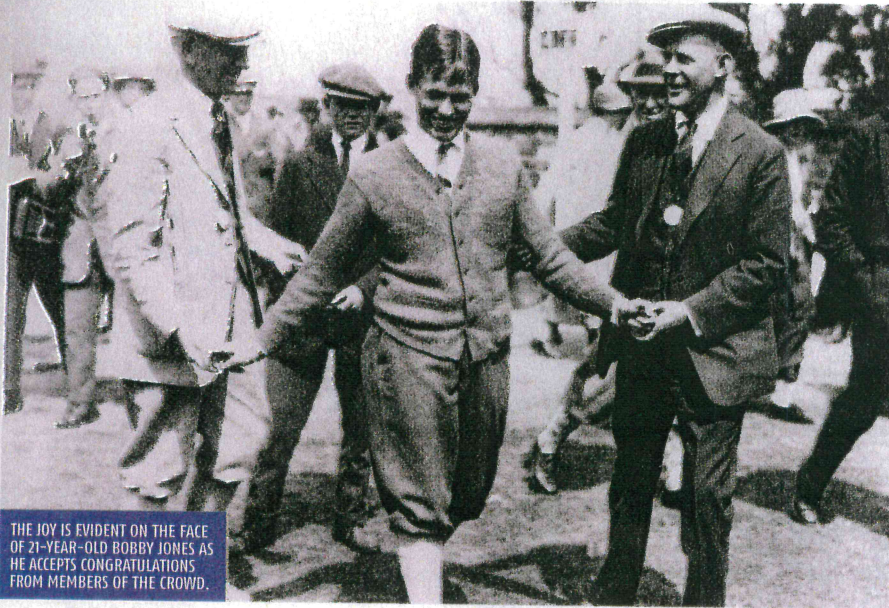
"If Bub hadn't won the U.S. Open in 1923, he would probably have quit playing competitive golf," Bob Jones IV said.

Jones historian, Tampa attorney **Sidney Matthew**, agrees that the 1923 U.S. Open victory was the turning point for Jones. It began what esteemed writer **O.B. Keeler** referred to as the "seven lean years and

JONES (R) WITH PLAYOFF COMPETITOR BOBBY CRUICKSHANK AND PRESIDENT WARREN G. HARDING.



A CROWD ESTIMATED AT 3,000 SURROUNDS THE 18TH GREEN AT INWOOD COUNTRY CLUB AS JONES PUTS THE FINAL TOUCH ON THE 1923 U.S. OPEN CHAMPIONSHIP.



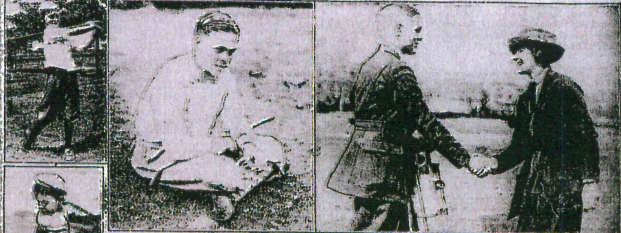
THE JOY IS EVIDENT ON THE FACE OF 21-YEAR-OLD BOBBY JONES AS HE ACCEPTS CONGRATULATIONS FROM MEMBERS OF THE CROWD.

THE LIFE STORY OF BOBBY JONES

The American Open Golf Champion Intimately Discussed
By O. B. KEELER

Young Atlanta Wonder Learns Game With One Club at Tender Age

When a young child is born, it is a gift from heaven to the parents. It is a joy to the world. It is a blessing to the church. It is a gift to the nation. It is a joy to the world. It is a blessing to the church. It is a gift to the nation.



Probably none of the men in the picture are familiar to the readers of this paper. But they are the men who were with Bobby Jones when he won the U.S. Open in 1923. They are the men who were with him when he won the U.S. Amateur in 1921. They are the men who were with him when he won the U.S. Open in 1926. They are the men who were with him when he won the U.S. Open in 1930.

YOUNG BOBBY JONES' RECORD OUTDOES FAMOUS STARS; HE HAS REMARKABLE AVERAGE CHAMPIONSHIP SCORE

Robert Jones, the young Atlanta wonder, has won the U.S. Open for the fourth time. His record of 275 strokes is a new record. He has a remarkable average championship score of 71.3. This is a record that no other player has ever achieved.

Chapter III. EARLY CONQUERORS—A WONDERFUL RECORD.

Let us now turn to the early years of Bobby Jones' life. He was born in Atlanta, Georgia, on November 23, 1902. He was a prodigy from the start. He learned to play golf at the age of four. He was a member of the Atlanta Golf Club at the age of six. He won the Atlanta Open at the age of eight. He won the U.S. Amateur at the age of 18. He won the U.S. Open at the age of 21. He won the U.S. Open again at the age of 24. He won the U.S. Open again at the age of 27. He won the U.S. Open again at the age of 30.



This is Howard Meeks, champion golfer who, the King Master, taught Bobby Jones, when 17 years old, to play golf.

seven fat years." The seven years that began in 1923 and culminated with the Grand Slam in 1930 are quite fat.

Much of the problem, Matthew explained, can be attributed to the approach Jones took to the game.

"Jones played flat out and that's why he lost," Matthew said. "Walter Hagen said that Jones would probably win the U.S. Open before he won the Amateur because he went for broke every time. In the Amateur anyone could knock you out in 18 holes with a hot putter. Jones needed four rounds in order to even it out."

The aggressive approach prevented Jones from winning the championship in 72 holes in 1923. He entered the final round with a three-shot lead and made a double-bogey on the final hole, but was tied by Cruickshank, who birdied the 72nd hole to force an 18-hole playoff.

The playoff was wild and the two men were dead-even going to the final hole. Neither player found the fairway on the 18th hole, but Jones hit a 2-iron to within eight feet, whereas Cruickshank hit his third shot into a bunker. Both men two-putted and Jones had earned the first of four U.S. Open championships.

"Crucky hits it in the bunker and Jones had to make a decision," Matthew recalled. "He has to decide whether he's going to hit it over the lagoon or is he going to play safe. Stewart Maiden taught him to shoot the works. That was his mantra. And that's when he hit the iron shot on the green to win the tournament. Here is his golfing guts. Jones always said his biggest flaw was that he had no back-off."

My grandfather had such a positive impact on golf and our culture. We don't want to see that go away. He made so many contributions that we don't want to see those forgotten.

*You can't quit now.
You're the greatest
player who ever lived
and you've got a lot
of them left to win.
You've got to shoot
the works. That's all
there is to it.*

66 KEELER

After winning the Open, Keeler told Jones, "You can't quit now. You're the greatest player who ever lived and you've got a lot of them left to win. You've got to shoot the works. That's all there is to it."

Jones went on to add 12 more major championships:

- 1924: U.S. Amateur at Merion Golf Club in Ardmore, Penn., where he defeated **George Von Elm** 9 and 8.
- 1925: U.S. Amateur at Oakmont (Penn.) Country Club, where he defeated friend and fellow Georgia Tech alum and Georgia Golf Hall of Famer **Watts Gunn** 8 and 7.
- 1926: The Open Championship at Royal Lytham and St. Annes in Lancashire, England, where he won by two strokes, and the U.S. Open at Scioto Country Club in Columbus, Ohio, where he won by one shot.
- 1927: Open Championship at St. Andrews, Scotland, where he won by six shots, and the U.S. Amateur at The Minikahda Club in Minneapolis, where he beat **Chick Evans** 6 and 7.
- 1928: U.S. Amateur at Brae Burn Country Club in West Newton, Mass., where he defeated Phillip Perkins 10 and 9.
- 1929: U.S. Open at Winged Foot Country Club in Mamaroneck, N.Y., where he won in a 36-hole playoff.
- 1930: The Amateur Championship at St. Andrews, where he defeated **Roger Wethered** 7 and 6, the Open Championship at Royal Liverpool Golf Course in Hoylake, England, where he won by two shots, the U.S. Open at Interlachen Country Club in Edina, Minn., and the U.S. Amateur at Merion, where he beat **Eugene V. Homans** 6 and 7.



JONES (L) IS PRESENTED THE U.S. OPEN CHAMPIONSHIP TROPHY BY USGA PRESIDENT WYNANT D. VANDERPOOL AS CRUICKSHANK (R), HIS VANQUISHED OPPONENT, LOOKS ON.




BOBBY JONES RECEIVED A HERO'S WELCOME AT TERMINAL STATION IN ATLANTA WHEN HE RETURNED FROM NEW YORK.

Elgison said many of the clubs have already reached out about hosting a Jones celebration of some sort to commemorate his victory at their club.

In addition to keeping the memory of his grandfather alive, Jones wants to continue to help the charity that is seeking to find a cure for syringomyelia. The Bobby Jones Chiari and Syringomyelia Foundation (bobbyjonescsf.org) continues to raise awareness and find a cure for Chiari malformation, syringomyelia and related

disorders. More than \$6 million of funding has been made possible through the charity. It recently hosted its 11th annual fundraiser at East Lake Golf Club.

"We want to tell the story of Bobby Jones to a new generation and find a cure for this terrible disease," Elgison said.

And now a new generation will learn more about one of golf's greatest champions over the next seven years. His legacy will never be diminished. 

Stan Awtrey is editor of Golf Georgia.