

WORKBOOK

2005 BUYING GUIDE FOR YOUR GOLF SHOP

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BORROWING BIG IDEAS

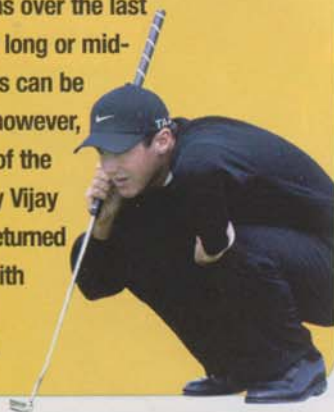
Ever since Karsten Solheim revolutionized the putter business with his heel-toe weighted Ping Anser, putter makers have been searching for the Next Big Thing. Who knew that the great breakthroughs would come from driver technology?

The buzz with drivers is low, deep and big, as in, put the center of gravity of the club closer to the sole of the club, as well as away from its face, and make the clubhead as close to the USGA limit as possible. This does two things: it helps the golfer launch the ball higher and with less spin, and it makes the club more resistant to twisting at impact.

For putters, the same concepts apply, with the idea that a low and deep c.g. gets the ball rolling faster, while the high resistance to twisting (also known as moment of inertia) helps the ball hold its line no matter what part of the putter face strikes the ball.

BUZZ

Ernie Els recently joined the traditionalists saying the long putter must go. The club was tolerated because it gave players with shot nerves a chance to have fun again. As young players—like Trevor Immelman, below—have started using either long or mid-length putters as a matter of course, the grumbling has gotten louder. The 13 PGA Tour wins over the last two years by long or mid-length putters can be misleading, however, since seven of the wins were by Vijay Singh (who returned to winning with a standard-sized putter).



RALPH LOEWEN/GETTY IMAGES



Aserta/Eclipse - \$200

Lengths: 33, 34, 35, 36 inch.

Shaft: Center or heel.

The Pitch: Aserta places the bulk of the mass toward the top of the clubhead in an effort to generate immediate top-spin. RH, LH.

Contact: asertasports.com; 866-878-7655.

Ben Hogan/Bettinardi by Ben Hogan Baby Ben - \$200

Lengths: 34, 35 inch.

Related Product: Bettinardi by Ben Hogan Big Ben.

The Pitch: A sculpted block of aluminum is milled with a "bee hive center cavity," positioning mass away from the clubface to encourage correct launch conditions. RH, LH.

Contact: benhogan.com; 866-834-6532.

Callaway Golf/Tour Blue TT-1 - \$375

Lengths: 33, 34, 35, 36 inch.

Shaft: Full or half offset.

Related Products: Tour Blue TT-2, TT-3.

The Pitch: Milled from a pure titanium block, this putter comes in three models, each with tungsten weights inserted into the sole. RH only.

Contact: callawaygolf.com; 760-931-1771.



Cobra Golf/Inner Mallet 1 - \$150

Lengths: 34, 35 inch.

Related Products: Inner Mallet 2.

The Pitch: Milled, forged-aluminum face on this low-slung mallet is supplemented by a tungsten weight that increases moment of inertia. RH, LH.

Contact: cobragolf.com; 800-225-8500

DeLaCruz Golf/Center of Percussion - \$250

Lengths: 33, 34, 35, 36 inch.

The Pitch: The titanium head with wolfram (tungsten ore) insert centered in the face puts mass directly at the point of impact. RH only.

Contact: delacruzgolf.net; 760-727-3900.

Dunlop/Red Neck Airhead - \$129

Length: 35 inch only.

Related Products: Breda, Bubba, Double Wide, Kelsey, Lurch, Wilbur.

The Pitch: The light, red-colored aluminum neck increases swingweight, thus helping the golfer square the face at impact. RH only, except Bubba, which is available in LH.

Contact: dunlopsportsonline.com; 800-235-5516.



Gauge Designs/J-Spec 1 - \$325

Lengths: 33, 34, 35 inch.

Shaft: Center or heel.

The Pitch: The extended weight directly behind the center of the clubface aids with alignment.

RH, LH.

Contact: gauge designs.com; 760-591-9869.

MacGregor/Bobby Grace MOI M6.4K - \$250

Lengths: 33, 34, 35, 36 inch.

Shaft: Center or heel.

Related Products: MOI M5K, MOI M7.5K (mid-length), MOI M14K (long).

The Pitch: A beryllium-copper face insert gives this putter a soft feel, while interchangeable weight plugs in the sole help to create a high moment of inertia.

RH, LH.
Contact: macgregorgolf.com; 800-841-4358.

Never Compromise/Voodoo Daddy - \$190

Lengths: 34, 35 inch, mid-length or long.

Shaft: Center or heel.

Related Product: Voodoo.

The Pitch: The heavy rear-weighted mallet putter encourages correct alignment with a sightline that streams down the middle.

RH, LH.
Contact: nevercompromise.com; 800-999-6263.

Nike Golf/Blue Chip Oz T100 - \$167

Lengths: 33, 34, 35 inch.

Related Products: Mid-length Oz.

The Pitch: With extra weight concentrated in the rear of the club, the new version of the Oz seeks to reduce skidding for truer rolls.

RH, LH.

Contact: nikegolf.com; 503-671-6453.

Odyssey/White Hot 2-Ball Blade - \$215

Lengths: 33, 34, 35, 36 inch.

Shaft: Center or heel.

Related Products: White Hot 2-Ball Lined, White Hot 2-Ball Tour Lined, White Hot 2-Ball Mid & Long, Center Shaft White Hot 2-Ball.

The Pitch: The offset design and namesake alignment aid help square the blade at contact.

RH, LH.
Contact: odysseygolf.com; 760-931-1771.



Ping/G2i Craze-E - \$160

Lengths: 34, 35 inch.

The Pitch: The blue and silver geometric back of the club promote straight alignment that the low, posterior center of gravity is designed to carry through in the stroke.

RH, LH.
Contact: pinggolf.com; 602-687-5000.

Ping/Doc-17 - \$220

Lengths: 34, 35 inch.

The Pitch: Approaching the USGA-limit of 7 inches from heel to toe, this putter increases its moment of inertia by swinging the weight around its perimeter.

Contact: pinggolf.com; 602-687-5000.

Ray Cook/Gyro - \$140

Lengths: 34, 35 inch.

Shaft: Center or heel.

The Pitch: With weight around the perimeter and behind the face, this compact, glossy stainless-steel head carries a higher moment of inertia than one would expect.

RH, LH.
Contact: raycookgolf.com; 512-894-4910.

Scotty Cameron by Titleist/Red X - \$285

Lengths: 33, 34, 35 inch.

Related Products: Red X2.

The Pitch: Cameron modernizes a timeless mallet design with a German stainless-steel face insert, surrounded by a shock-absorbing elastomer.

RH, with LH in 35 inch only.
Contact: titleist.com; 800-225-8500.

Scotty Cameron by Titleist/Futura - \$270

Lengths: 34, 35 inch, mid-length, long.

The Pitch: Three-quarters of the putter's weight is stored in the horse-shoe-shaped rod off the back of the head.

RH, LH.
Contact: titleist.com; 800-225-8500.