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# GOLF

# TIPS

JULY 2004

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As always, the new putter market offers a dizzying array of styles, weighting schemes and materials. Don't be afraid to experiment.

# putters

Good technique is critical to good putting, but so is a putter that complements your stroke, and one that gives you confidence by both looking and feeling good. Putter designers and manufacturers are aware of this fact and spend untold amounts of money and time figuring out how to make their products look, feel and perform better than previous models. According to Bob Bettinardi, whose beautifully crafted putters are now made exclusively for Ben Hogan, materials and processes are the keys to creating superior products. "I've worked with metals forever. I know all about aluminum and stainless steel, where to put weight and how to produce a certain look and feel. Those are things a golfer notices as soon as he or she picks up a new putter, and because of that, we work hard to make sure the golfer is immediately impressed." But putters are much more than looks and feel these days, as the popularity of mallet-style, high-MOI models demonstrate. "In the past, you had to stick with fairly conservative shapes because that's what people wanted," says Bettinardi. "But now, the floodgates are open. I can be as creative as I want and not be concerned that golfers will be put off by something that looks different. Designers are free to do almost anything—as long as it works—and that's a great thing for everyone, especially the golfer."

■ Items in red indicate new for 2004.

## UNDERSTANDING OUR CHARTS

**Putterhead:** Denotes the material used for the body of the putterhead, less inserts or specialty weight plugs.

**Putterface:** Indicates whether or not the putter is equipped with a face insert or a striking surface that has otherwise been altered to enhance performance.

**Construction:** Indicates whether the putterhead is cast, forged or milled. The milling process is said to produce a more consistent putterhead in regard to face flatness.

**Design:** Describes the head shape in broad categorical terms: blade, heel-toe or mallet. Blades are classically styled putters, ideal for players who prefer a delicate feel. Heel-toe models feature a concrete displacement of weight to the heel and toe for greater stability. Mallets boast large, rounded heads that are easy to align. Balancing is also an important part of design, as it can significantly affect performance.

## fisher golf

F-Series

www.fishergolf.com  
(800) 465-3473 | \$119-\$135



*Longer dwell time for increased control and a better roll.*

■ Key to the Fisher Golf F-Series design is a proprietary polymer face insert. According to Fisher, the unique

face material increases "dwell time," which is the amount of time the golf ball remains in contact with the face. Many putting experts contend that the longer the dwell time, the truer the putt will be, with a softer acceleration and much less skidding. The F-Series is said to elicit such a roll, with the insert gripping the ball through a longer stroke arc for excellent direction and distance management (up to double the dwell time compared to metal-face putters).

There are eight F-Series putters to choose from.

**Putterhead:** Stainless steel **Putterface:** Proprietary KevFlex polymer **Construction:** Cast **Design(s)** Heel-toe blade (F-1, F-2, F-6, F-7); Blade (F-5); Heel-toe flange (F-8, F-9); Face-balanced mallet (F-3) (available LH)

## green maurer

Sho-Me Pro Series

www.showmeputter.com  
(866) 656-4723 | \$99



*Heel-toe weighting and CG placed above the ball for a skid-free roll.*

■ Putters are getting stranger all the time. Arguably some of the oddest-looking putters on the market are the

Sho-Me flatsticks. Boasting a design that's truly one-of-a-kind, the Sho-Me putters feature a parabolic alignment aid on top of the putterhead for not only a unique appearance, but to enhance performance in three key areas. For one, the alignment aid creates better posture, helping to set the eyes correctly over the ball. The aid also makes it easy to align the putterhead correctly and keep it moving along the target line throughout the stroke. More importantly, its weight positions the CG above the ball which, Green Maurer contends, reduces skidding over 130 percent.

**Putterhead:** Aluminum **Putterface:** Polymer (milled) **Construction:** Cast **Design(s):** End-shafted mallet (One-Ball, Drain-0); End-shafted modified blade (Blade) (available LH)

## gauge design

Pro Series Type M3 AL

www.gaugedesigngolf.com  
(760) 591-9869 | \$210



*This putter may take up a lot of room in the bag, but it delivers one of the softest and most consistent rolls we've seen.*

■ The Type M3 AL features Gauge Design

Golf's patented Aluinsler System, a new blend of insert technology that offers the golfer a proprietary weighting scheme that increases the heel-toe balancing effect without compromising a more firm feel through impact. The result is a putter that has an elevated center of gravity and a high MOI for less skidding and improved roll. The yellow alignment line is visible even from the corner of the eye to assist golfers with their alignment without having to stare directly at the putterhead. The M3 AL is available in heel-shafted and center-shafted models. Three additional Pro Series mallets also are available.

**Putterhead:** Aluminum **Putterface:** Same (milled) **Construction:** Milled **Design(s):** Face-balanced mallet (available LH)

## guerin rife

Two-Bar

www.guerinrife.com | \$179



*Super-high MOI and RollGroove technology are quite a combo.*

■ The Two-Bar is the latest creation from longtime putter innovator, Guerin Rife.

Two high-MOI induction, heavy-weighted steel bars are located parallel to, and on both sides, of the intended target line, for an effortless and stable stroke through the ball. The Two Bar features a "Four-Point Stability Weighting System" which surrounds the center of mass exactly 1.5 inches behind the face. In addition, the contrasting center line combined with the slight notch above the putterhead lets golfers know for sure when their eyes are located directly above the ball and on line. The RollGroove technology found on the putterface grips and lifts the ball at impact, thus imparting an immediate forward roll.

**Putterhead:** Aluminum (Stainless-steel bars) **Putterface:** Same (milled) **Construction:** Milled **Design(s):** Mallet (no LH)

## golfworks/maltby

XTREME Moment

www.golfworks.com  
(800) 848-8358 | \$99



*According to Mr. Maltby, the XTREME features the highest MOI in golf.*

■ Designed by renowned club designer Roger Maltby, the XTREME

Moment is among the most technologically sophisticated putters available. For starters, two large tungsten heel and toe weights are inserted into the back perimeter of the putterhead for an extremely high MOI and a remarkably strong resistance to twisting during the stroke. The unique "ball-in-motion" bright-white alignment aid encourages a straight back-and-through motion as well as a consistent setup, with the ball placed directly in front of the putter's center of percussion. Made from aircraft titanium for the ultimate in looks, quality and feel.

**Putterhead:** Aluminum **Putterface:** Same (milled) **Construction:** Milled **Design(s):** Face-balanced mallet (340g and 350g models available) (no LH)

## la jolla

GA Series

www.lajollaclub.com  
(800) 468-7700 | \$109



*The GA Series design is an inventive way to assure players of a correct setup.*

■ The most striking features of the GA (Geometrical Alignment) Series putters

are half-circles on the topline and back cavity areas of the putterhead. The half-circles are positioned in these regions to help the golfer create perfect putter positioning at address. All the golfer has to do is connect the half-circles to form a whole. A connected circle is visible only from the correct address position, ensuring optimal putter loft, lie and hand position. If set up incorrectly, the circle will appear broken or distorted. Players will appreciate fixing their flaws before the stroke, as opposed to after it's too late. Free Bickler training aid included.

**Putterhead:** Stainless Steel **Putterface:** Same (milled) **Construction:** Cast **Design(s):** Heel-toe blade (GA 200-1, GA 200-2, GA 300-1, GA 300-1); Face-balanced mallet (GA 400-1, GA 400-2) (no LH).