



GOLF GUIDE 2010



Find the Right Golf Clubs

Golf is a game of subtleties. A slight rotation during a swing of a degree or two can mean the difference between hitting the green and landing in the bunker. Those same subtleties are no more apparent than in a set of golf clubs.

With continued advancements in club technology, it is possible to see a difference in your game as a result of new clubs, whether you desire increased power, accuracy or forgiveness. But if there are flaws in your swing, new clubs will not make them disappear. Clubs can only improve on what's already there.

You don't have to go out and purchase the most expensive set of clubs -- concentrate on getting the right set. Selecting golf clubs that are the correct size is the first step. Unless you stand over 6 feet or under 5 feet, standard-size clubs should be correct for most men and women. Men's clubs are generally 1 inch taller per club.

The shaft is the next

essential consideration. Today's shafts are usually composed of steel or graphite. Steel shafts are more durable and generally less expensive than graphite. They offer more control but require a faster swing to generate distance. Graphite is popular because of its light feel. However, ball control is sacrificed by the increased power generated from the swing. Shaft stiffness is also a factor. You will find a range of flexibility, from extra-stiff to shafts for seniors with more "bend" to them. Beginners and players with less powerful swings will find a flexible shaft more effective, while players with powerful swings will gain more control with a stiffer club shaft.

Loft is another term you will come across in your search. It refers to the height the ball will achieve in flight. Inexperienced players are generally encouraged to choose clubs with more loft as they are more forgiving on less accurate swings.



Improve your game with the right set of clubs.

Driver designs have recently reached the United States Golf Association's (USGA) limits for size and length. In the case of such drivers, bigger seems to be better. A bigger club head generates more speed through the swing and can offer a larger sweet spot and more forgiveness.

Irons also offer a variety of styles and options, broken down first into two categories: cast irons or forged irons. Cast iron heads are recommended for beginners. They provide a larger sweet spot and are more forgiving on

accuracy. Forged irons feature a head with a flat, weighted back. This higher center of gravity (CG) means a more concentrated sweet spot and more control for experienced players.

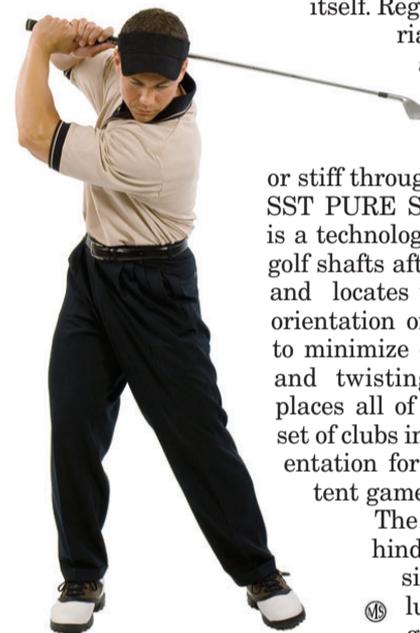
If you're in the market for new clubs, remember that what's right for one player may not be right for another. Club fitting with the help of a professional is a good place to start. A pro will analyze every facet of your game and help you determine which equipment is right for you.

Achieving Pure Perfection

Golf enthusiasts know that all it can take is one missed stroke to lose a game. While skill on the course is one factor in a great game, the equipment used is another major contributor to performance.

It is essential for golf clubs to perform consistently and correctly, which is why many avid players and professionals look to technological advancements in their quest for perfection.

Every golf club created is unique to itself. Regardless of material manufacture and output, the shaft cannot be perfectly round, straight



or stiff throughout its length. SST PURE Shaft Alignment is a technology that analyzes golf shafts after manufacture and locates the most stable orientation of any golf shaft to minimize off-line bending and twisting. The system places all of the shafts in a set of clubs into the same orientation for a more consistent game.

The technology behind the system is simple but revolutionary to the golf game. The

shaft is first removed from the head and placed in a computer-driven machine. This machine checks for irregularities in straightness, roundness and stiffness that are inherent to the manufacturing process. Then the shaft is corrected, or PUREd as the company calls it.

Independent testing on players of all skill levels has established that SST PURE improves impact repeatability on the center of the clubface by up to 51 percent. Clubs that have been PUREd have a softer feel than randomly installed shafts.

This technology is frequently relied upon by PGA tour players, some of whom will not even hit a ball until their clubs have gone through the analysis.

The process can be performed on existing clubs, new clubs or new shafts -- steel or graphite -- from all major manufacturers. For more information on SST PURE(R) shaft alignment or to locate a licensee near you, call 877-254-4648 or visit www.sstpure.com.

Apart from using technology to improve your golf game, here are some other strategies you can employ.

* Invest in a good set of golf shoes that will provide the right level of traction and comfort.

* Improvements in your golf game will come from plenty of practice on the course and at the driving range. Frequent practice is valuable in lowering your handicap and taking strokes off of your game.

* Improved attitude can also go a long way toward a better golf game. Learn from setbacks and don't get discouraged.

CLASSIC CARTS

**SALES
SERVICE**

John & Kim Slemph
2005 Elm • Yankton
605-668-0230



GOLFER'S Special

18 holes of golf with cart **\$22**

Tee off before 1:00 p.m.
Mon.-Thurs., excluding holidays. Must mention upon check-in.
Tee times required.

the Bridges
AT BERESFORD
605.763.2202
601 S. 7th St.
Beresford, SD, 57004
www.beresfordbridges.com

Full bar, snack bar,
driving range

Come in
FORE
a test drive

MR. GOLF CAR, INC.
golf cars are our only business

Check us out for
new and used cars

E-Z-GO & other brands
Large selection that changes daily.
822 8th St., Springfield, SD
605.369.2625 • www.mrgolfcar.net



Weekend Golf Special AFTER 5:00 P.M.

Adults: \$10 walking
Junior: \$5 walking • Cart: \$5
(Junior: 12 & under, must be accompanied by an adult)
Please call 605-677-7058
for tee-times.



The Bluffs
2021 EAST MAIN, VERMILLION, SD