

18 HOLES WITH LARRY DAVID SAVE \$75 IN GREENS FEES

GOLF

M A G A Z I N E

4 KEYS TO EXTRA DISTANCE

Your step-by-step guide to driving long and straight

By Charles Howell III

KNOCK IT STIFF FROM 50 YARDS

By Dave Pelz

Lost your shirt?
Broke a club?
Beaned your buddy?
Don't worry: Our on-course guide will save you

"They repossessed my golf clubs"
PGA Tour Winner's Nightmare Fall

GEAR EXTRA

NEW R7 HT

TAYLORMADE'S HOT DRIVER

FAIRWAY WOODS

SONARTEC
BEN HOGAN
BOBBY JONES

IRON HYBRIDS

BRIDGESTONE
CLEVELAND & NIKE

FIRST LOOK

WILSON'S HIGH-TECH CUSTOM-FIT PUTTER

HOW TO

FIX YOUR SETUP IN SECONDS

STAY SMOOTH ON 3-FOOTERS

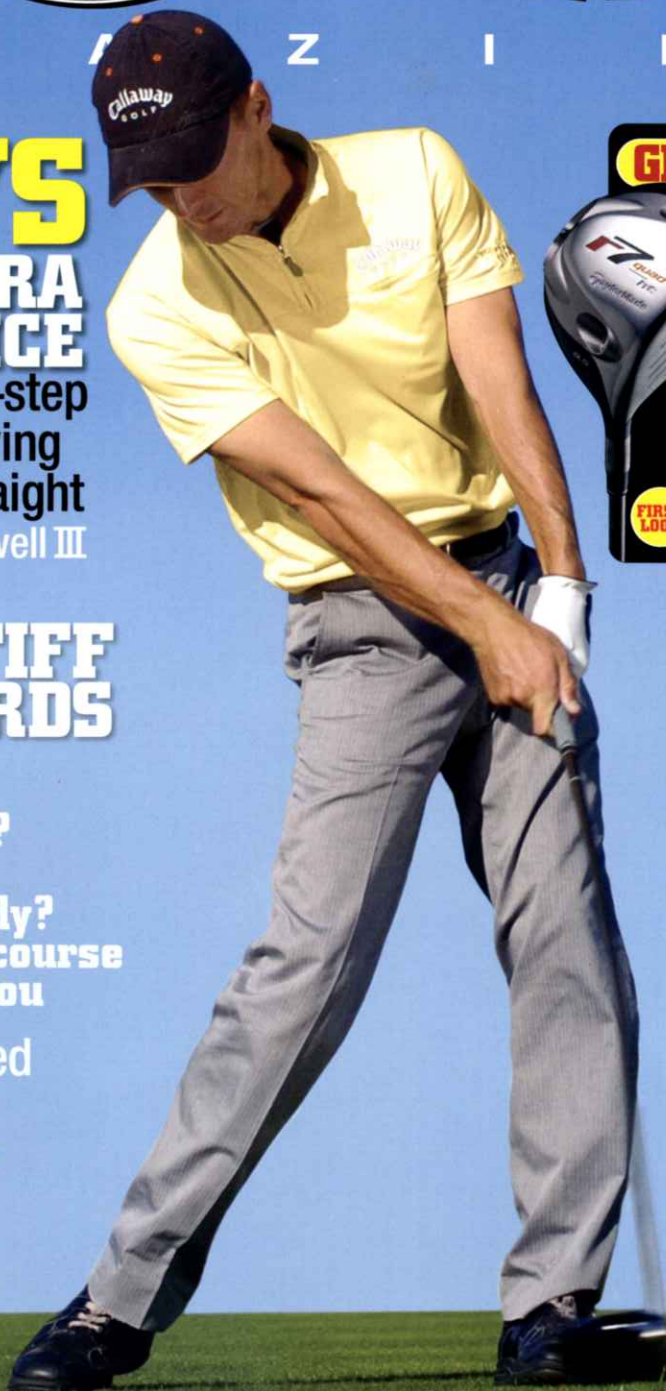
STOP SHANKING: THE EASY WAY

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MARCH 2005



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Pictured: Charles Howell III

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Back in the Fairway

Mr. Orlimar returns, under a new name—Bobby Jones

CLUB-COMPANY STARTUPS FACE AN uphill climb in golf's challenging economic climate. But one newcomer, Bobby Jones Golf, may have what it takes. A well-known brand name thanks to Bobby Jones clothing, the real story is that this debut line of drivers, fairway woods and hybrids marks the return of noted designer Jesse Ortiz, creator of the much-loved Orlimar TriMetal fairway woods. • The flagship product, Bobby Jones Players Series by Jesse Ortiz fairway woods, bears a resemblance to the old TriMetals. By current standards, they sport shallow faces because, Ortiz says, "Golfers have more mis-hit variance from heel to toe than sole to crown." For that same reason, the faces are longer than average from heel to toe. Also like the TriMetal, these stainless-steel heads feature hard maraging steel faces for a crisp sound and feel.

Bobby Jones Players Series by Jesse Ortiz woods come in 13°, 15°, 17° and 19° lofts. (\$200, graphite; 866-858-5522 or bobbyjonesshop.com)

ALSO FROM JONES...

● For the 50-and-over crowd, Bobby Jones offers limited-edition Collection Series fairway woods (\$300; not pictured), which have a wider body and shallower face. They come standard with Fujikura Speeder graphite shafts and leather grips.



THE KEY TECHNOLOGY

is a thin, forged maraging steel crown. It weighs only 10 to 12 grams, or 30 grams less than conventional stainless crowns, which means more weight can go low and back for high-flying shots. Ortiz points out another benefit to the light metal top. "Clubs with graphite crowns have a similar weight savings, but the graphite dulls the sound and feel at impact," he says. "With ours, shots feel and sound hot."

For a look at more new fairway woods, see page 180.