



On the shortlist this week...

Oh Captain, my Captain!

We will have a par 3 challenge on **Saturday, 26 of January**, on one of our short holes for Captain's Day.

One-day-only sale

Thursday, 24 January - buy **any cap** and get 40% off Luca spray

Saturday, 26 January - get 10 % on any **golf shoes**

Save 20 % on **Callaway rangefinders**

Still up for grabs

Buy a logo cap and bag tag for only R 450

Buy any adidas items and get 10% discount (*from 1 January - 31 January*)



Titleist Pro V1/1x for R600 per dozen

We've got a treat for you!

The Callaway Epic Flash will soon be arriving in store and we will have demos ready for you to come and try out.

Experience the fastest driver for 2019.



[Contact us >](#)

Gear up this summer

Callaway Ladies 12 Halo golf shoes



G/Fore shoes



G/Fore gloves (Peter Millar range)



[Reserve here >](#)

Play the game!

Don't stand in one place hitting 30 pitch shots and then 30 bunker shots. Position yourself near the practice bunker. Hit a pitch shot. Then hit a bunker shot. Then try a high lob shot. Then a bump and run. Then a bunker shot with some release. Changing clubs and targets all of the time. That's playing the game!





You should keep your stats!

Do you keep statistics of your rounds? These numbers do not lie, and tell the story of your strengths and weaknesses. Having factual evidence and knowing what parts of your game require the most improvement will certainly lead to better practice sessions as well as quicker skill improvement. Share those stats with your swing coach, so your coach can help you create a proper action plan for improvement.

	AVERAGE SCORE									Relationship
CATEGORY	71	75	79	81	85	89	91	95	99	
GIR	12	10	8	7	5	3	2	0	0	Strong
% Fairways	81	71	61	56	46	36	31	21	11	Weak
Iron Accuracy	80	68	53	47	33	20	13	0	0	Good
Putts per Round	29.0	30.3	31.7	32.3	33.7	35.0	35.7	37.0	38.3	Weak
Pitch/Chip/Sand	5.1	7.4	9.8	10.9	13.3	15.6	16.8	19.2	21.5	Strong
Birdies	3.2	2.4	1.8	1.5	0.8	0.1	0	0	0	Strong
Pars	11.8	10.3	8.8	8.1	6.6	5.1	4.3	2.8	1.3	Strong

Revealing the lie

Manufacturers try and solve problems

Most golfers lose the ball to the right. So, some manufacturers make, especially their game improvement irons, with more and more upright lies. They're trying to find a solution to what MIGHT be a problem you have.



Research shows that for some golfers who lose the ball right, a more upright lie does change average ball flight. It does however show that for some it has entirely different results.



Each of you is different.

Your spine tilt; knee flex; and how low or high you prefer the handle, will not only affect lie angle;

but potentially also shaft length.

And then there's your in-swing movement. An inside path and outside path will probably create different lie angle needs.

The best for you But the only way to tell is an assessment

That's why we want you to **Don't settle for what you have** and look for a piece with a proper assessment.

Is your lie angle correct? Are your clubs making it harder to hit good shots?

There's a famous saying from Dr. Bob Rotella:



*"Hit the shot you know
you can hit, not the
one you think you should."*

Great advice for when you're on the golf course in competition.

But for most golfers, the implication of that is "most longer clubs stay in the bag forever".

Most golfers struggle with consistency when using fairway woods, hybrids, longer irons, and sometimes even mid-irons, so how do you apply this advice?

Do most of these clubs remain unused in the bag forever?

We have some sports psychology for you:



*"This quarter, learn to
hit a shot you can't
hit consistently at the
moment, and create
more opportunities."*



Get a better experience

By increasing the length of club that you can hit consistently from the fairway, you change your golf game.
Escape from difficult positions becomes easier. Setting up opportunity becomes easier.
Both of those lead to a better playing experience.

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