



## A fond farewell

I just have a short and sweet newsletter for you. No equipment announcements (yet) or a review for you.

But I will say a fond farewell to **Henrik Stenson's** 9-year-old 3-wood.

It finally broke.

*No, they don't last forever.*

## Just a quick one...

### From this past weekend

I have a friend that moved a couple years ago to Midlothian, Texas from California after he retired from the Air Force to be close to his wife's family. For the record, I have no idea where this is. Incidentally, he said he's never going back to California even for a visit: *"Four years was enough."*

I digress. He loves to play golf, but he had never been to an event of any type. I suggested that he go out this past weekend to the PGA event that just finished up at The Colony. So, he took his wife and four girls for the day.

We spoke on Sunday night and was happy for his girls. Autographs, selfies

and sore feet. It was a great time. He also said something that struck me:

*"They play the game like we do...except much better."*

He explained what he meant by the obviously true statement. The ladies play our game for the most part. They hit it about 220-240 yards generally, they hit a lot of fairway woods (which really impressed him) but are not surprisingly, a lot more accurate and like any professional, they can score from anywhere. That's what makes them professionals. He said we can learn a lot from them. I couldn't agree more. Many amateurs struggle to hit fairway woods off the ground for various reasons. Don't think I'm going to give you a tip, because I struggle myself and am about a week away from putting a 9-wood back in the bag to compliment 3- and 5-woods.

I know I may be offending the sensibilities of many, and I apologize. But my friend has noticed what quite a few have already. When you're playing from 6,500 yards and you're on a long Par 4 or just any Par 5, most of the greens are out of reach for the average player if a fairway wood is not being used. And most LPGA players can drop a well struck 5-wood onto a green with great accuracy (there's that word again). *I'm actually very jealous.*

As much as he didn't want to admit it, he had a lot to learn from the ladies that day. And to top it all off, his girls want to take golf lessons now. That ladies and gentlemen, is one way to grow the game. And, even better, he'll have playing partners well into his sixties.

For the record, I asked for a picture of them at the tournament. His girls declined and his wife didn't approve any of the other pictures that were taken of them.

Call us **817.595.4563** for information for a fairway wood lesson, Tim will set you straight in a hurry. Or if, like my friend, you have kids who want to take up the game or even just try it out, [\*\*let us know\*\*](#) and we can help with that too!

Game improvement never  
looked this good



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More **DISTANCE.**

The new Callaway Epic Forged Iron

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## FACE FLEX

You'll get added ball speed across the face thanks to Callaway's 360 Face Cup. A shallow rim extends around the face of the Epic Forged, flexing and releasing at impact to up ball speed and distance, whether you middle it or not.



## DISTANCE WITHOUT ACCURACY MISSES THE POINT

*Extra yards are gold, but not if they come at the expense of accuracy. When you're out on the range try to hit more than just distance markers and greens, go for the flag.*



## Leave no yard untapped

Play with irons that make it easier to go further. We'll set your irons up so you can get every single yard you're capable of.

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**Consistently better**

*'The hands'*  
is not the right answer

From the top, which part of your body initiates the downswing? Many get into a good position at the top, but then allow the downswing to start with their arms or even hands.



*This is a good position.*



*A downswing started  
with the arms.*

You want accuracy and consistency of ball strike with approach shots. That is much, much easier to achieve if the large muscles control your first movement back to the ball.





### **Easy to say, harder to do**

Male golfers especially are conditioned to try and hit the ball with their arms and hands. I want all of you to take an #8 iron, get out on the range, hit balls, and to try and quieten your arms and hands. Try consciously hitting the ball with your “body” rotation. Notice how much more solid you can strike the ball. Practice this.

**Contact us >**

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