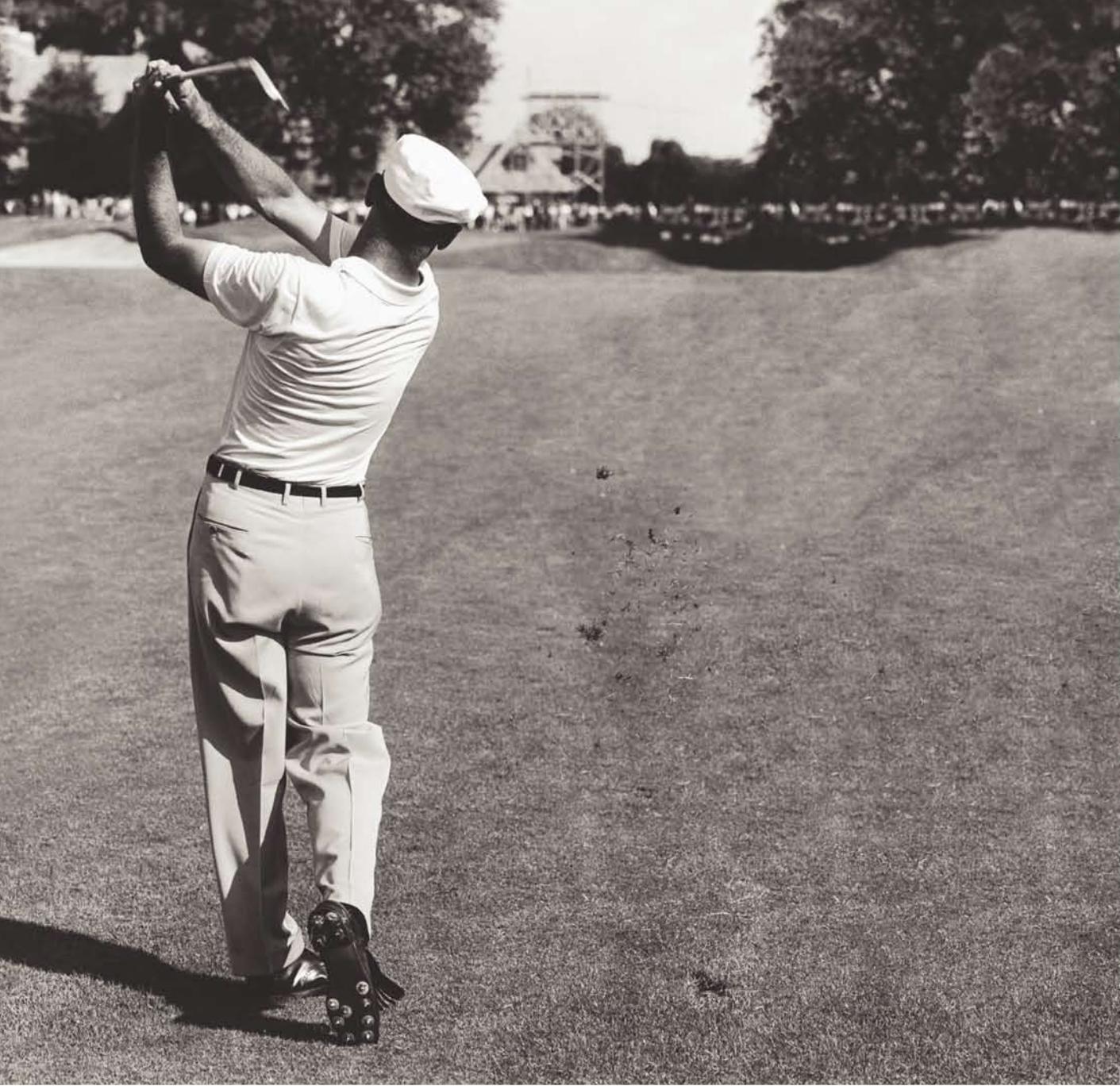




*Ben Hogan*®

GOLF 2005





Play  
Introduction  
Video



[Index](#) [View](#) [Print](#) [Exit](#)



| [Diagram](#) | [Custom](#) | [Specifications](#) |

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# IRONS



[Index](#) [View](#) [Print](#) [Exit](#)



[Diagram](#) | [Custom](#) | [Specifications](#) |

*Ben Hogan*

# APEX® 50 IRONS

*Consistent Quality  
and Performance*



Mr. Hogan's gift was his ability to grasp the mechanics of the game and translate them into simple, handsome and efficient clubs. During the past 50 years, this gift has been the inspiration for Ben Hogan golf's most memorable Apex models. The Ben Hogan Apex 50 Iron continues that legacy.

## APEX 50 IRONS FEATURES & BENEFITS

- Forged 1025 carbon steel for excellent feel and feedback
- Progressive muscleback design for optimum trajectory and solid feel throughout the set
- Top-line relief, rolled leading edge and traditional shaping for improved alignment
- Ben Hogan craftsmanship and uncompromised commitment to quality



Progressive Muscleback  
Design Shown



Apex Steel Shafts available in 3, 4 and 5 flexes.

# APEX® F•T•X™ FORGED IRONS

## Forged Transition Set



### A PRECISION DESIGNED, SHOT-MAKING INSTRUMENT

Designed to appeal to the most demanding players and shot-makers. The clubhead designs within this forged set transition from club to club, making each individual club a "precision designed, shot-making instrument."

The design changes, from club to club, are smooth and easy, making this forged transition set of irons truly unique in today's premium golf club market, and one that will appeal to any golfer who wants to improve their overall iron game. As the saying goes, "It's not how you drive, but how you arrive!!!" The new Ben Hogan Apex F•T•X forged irons let you arrive in style.

# APEX® F.T.X™ FORGED IRONS

## EASY TO HIT LONG IRONS, MORPHING INTO "FEEL AND CONTROL" MUSCLEBACK SHORT IRONS.

- Starting with the longest irons, the clubheads feature the perimeter weighting of a cavity back blade style, with longer blade lengths for improved playability, and a muscle back within the cavity for improved feel and shot-making capability.
- As the set moves down from the long irons into the mid irons, ball flight and solid impact naturally become easier, while at the same time feel and control become more important for great shot making. Accordingly, as each iron becomes shorter and more lofted, each individual iron design changes with the blade length shortening slightly and the cavity back "shallowing" out so more mass can be added to the muscle back for improved feel and control.
- Starting with the 8 iron and moving through the wedges, the cavity back disappears entirely resulting in a muscle back blade style. As the short irons become more lofted, the muscle back becomes larger creating the ultimate in shot making control and feel for the all-important scoring shots.



# BH-5 IRONS

*Believe You Can Get Your  
4 Iron To Stick!*

[Play Video](#)

NEW FOR  
2005



**EXTREME PERIMETER  
WEIGHT DESIGN FOR MAXIMUM  
PLAYABILITY AND CONTROL.  
WHO SAID YOU CAN'T BUY  
FORGIVENESS.**

- 17-4 stainless steel cast construction allows extreme perimeter weight design for forgiveness on off center hits. The large sweet spot provides great feel and solid ball contact.
- Thin Face design (.110"), deep undercut sole in the long irons produce a low rearward Center of Gravity for a high/hot launch angle. Iron set progresses to thicker face, higher center of gravity short irons to control short iron ball flight.
- Smooth Camber/Radius sole design promotes solid contact and helps eliminate mis hits.
- Beautiful mirror buff finish



# EDGE C•F•T™ HYBRIDS "h" IRON SET

Same Great Edge C•F•T  
Technology...



Improved By Including  
Two C•F•T hybrids



## IMPROVED LONG IRON SHOTMAKING

- New, Edge C•F•T hybrid #3h and #4h replace standard 3 and 4 irons

## INCREASED PLAYABILITY AND FORGIVENESS

- Innovative 2-piece clubhead design
- Compression Forged Titanium face and stainless steel body results in better perimeter and sole weighting

## HIGHER, LONGER, AND MORE ACCURATE BALL FLIGHT

- 3-Dimensional Weight Distribution with low, deep center of gravity provides higher launch angle with higher moment of inertia

# EDGE C•F•T™ HYBRIDS "h"

*Hit Long Shots You Never  
Dreamed Possible*



**HIT LONG, HIGH SOARING,  
STRAIGHT FLYING,  
SOFT LANDING SHOTS!**

## WHAT ARE THEY?

**EASY TO PLAY LONG CLUBS THAT  
REPLACE HIGH LOFTED FAIRWAY  
WOODS AND HARD TO HIT LONG  
IRONS.**

- The clubhead design features a very low center of gravity to get the ball in the air with greater ease compared to standard long irons.
- The small, 1/2 size metal wood-like shape contributes to 3-Dimensional Weight Distribution for a lower, deeper center of gravity, providing ideal launch and spin conditions for added distance and accuracy.
- Trailing edge sole relief provides added playability from all types of lies.
- The length of the clubs are longer than a typical long iron for added distance, but shorter than a typical fairway wood for increased control.
- Innovative 2-piece construction with the same design technology as the Edge C•F•T irons. A Compression Forged Titanium face insert in a stainless steel body moves weight from the club face to the critical sole and perimeter areas of the clubhead for increased forgiveness and playability.
- Lightweight, low kick Apex Edge shaft (steel and graphite) produces high launch and longer carry.



*Ben Hogan®*

# WOODS



# BIG BEN C•S3

*The Ultimate In Custom Shot Shaping  
Is Finally Here*



## INTRODUCING THE BIG BEN C•S3.

Sure, there are other systems that allow you to add or subtract weight to offset your natural fade or draw, but none with the precision of the Big Ben C•S3.

Our engineers ingeniously placed the C•S3 weight cartridges nearer the edges of the club. So you get more control over shot shape plus perimeter weighting to keep off-center hits on line, too.

The new Big Ben C•S3. Mission accomplished.

Custom shot shaping weight cartridges offset a fade or draw, and add perimeter weighting for added forgiveness.



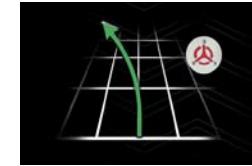
**Fade Bias** - Helps correct ball trajectory for those who commonly draw or hook the golf ball.



**Neutral Bias** - Ideal for golfers with consistent straight shots to maximize distance.



**Draw Bias** - Helps correct ball trajectory for those who commonly fade or slice the golf ball.



# BIG BEN C 455 FAIRWAY METALS

*Believe You Can Reach The  
Par Five In Two*



**INTRODUCING THE NEW BIG BEN C455 FAIRWAY METALS — THE PERFECT COMPLEMENT TO YOUR GAME.**

- C455 Stainless steel construction for forgiveness, feel and consistency.
- Exclusive Speed Slot design and classic Hogan head shapes give you confidence every time you address the ball.
- Aldila NV Shaft
- Tour proven NV Shaft is tuned specifically for the C455 Fairway Metal Design to maximize performance.

**ALDILA** NV-H TOR

Aldila NV Shaft

# BEN HOGAN® JUNIOR CLUBS

## *"Little Ben"*

Introducing a new line of Ben Hogan JR. clubs to meet the needs of younger golfers. Ben Hogan JR. clubs have been specifically designed for younger players with smaller grips, lightweight flexible shafts and smaller, lighter club heads. Ben Hogan JR. clubs are available in 2 sizes for age groups 5-8 and 9-12 years old. Each set comes with a lightweight Ben Hogan stand bag and matching head cover(s). If you want your children to love and enjoy the game as much as you do, make sure you get them started with the right equipment from Ben Hogan.

### LITTLE BEN 1

Designed for children 5 to 8 years old (height 42" – 52"). Each LB-1 set includes a 18 degree driver w/head cover, 7 iron, 9 iron, Little Ben putter and BH stand bag.



### LITTLE BEN 2

Designed for children 9-12 years old (height 53"- 60"). Each LB-2 set includes a 15 degree driver (240cc) & 18 degree fairway metal w/ head covers, 5 iron, 7 iron, 9 iron, Little Ben putter and a BH stand bag.





*Ben Hogan®*

# WEDGES



[Index](#) [View](#) [Print](#) [Exit](#)



[Diagram](#) | [Custom](#) | [Specifications](#) |

*Ben Hogan®*

# COLONIAL FORGED WEDGES

*Designed With Tour Players Input  
For Up And Down Control*

## DESIGNED FOR ULTIMATE SHOT-MAKING

- Designs come straight from the PGA Tour, and feature common elements found in many tour players' wedges
- Increased offset for optimum trajectory control

## SUPERIOR SPIN AND GREEN-SIDE CONTROL

- Maximum allowable USGA groove width

## EXCEPTIONAL FEEL

- Forged 1020 carbon steel construction for incredible soft feel

## VERSATILITY

- Five loft and bounce angle combinations
- Special trailing edge grind provides great playability from all types of turf, sand, and soil
- "Pulled Heel" grind allows leading edge to sit closer to the ground when laying the blade open

## OPTIMUM CONTROL AND CONSISTENCY

- Lightweight Apex steel shafts

## CONTEMPORARY BEAUTY

- Satin chrome finish for reduced glare and long lasting beauty



# CARNOUSTIE WEDGES

*Contemporary Beauty...  
State Of The Art Performance*

## SUPERIOR SPIN & GREEN-SIDE CONTROL

- Tungsten EDM Face coating
- CNC (Computer Numerical Control) Milled "U" shaped grooves with Radiused Edges
- Maximum allowable USGA groove width

## GREATER CONSISTENCY & SHOT-MAKING

- Precision milled club face provides a perfectly flat hitting surface

## EXCEPTIONAL FEEL & TOUCH

- Soft 304 stainless steel construction

## CONTEMPORARY BEAUTY

- Black chrome

## MAXIMUM CONSISTENCY & TRAJECTORY CONTROL

- Lightweight Apex steel shaft

## VERSATILITY

- Three loft and bounce angle combinations
- Suitable for all types of sand, soil, and turf conditions
- "Pulled Heel" grind allows leading edge to stay close to the ground when laying blade open



Special 5612 Sand

Special 5205 Gap

Special 6006 Lob

Ben Hogan's mission in making golf clubs was to build them to "as near perfection as modern tools and instruments will allow." The Ben Hogan Carnoustie wedge series more than lives up to that statement. With the contemporary beauty of a black chrome finish, a milled club face for perfect flatness, CNC milled grooves, and a new proprietary Tungsten EDM face coating, no other wedge series delivers performance at this level.



# RIVIERA WEDGES

*Classic Style...  
State Of The Art Performance*



## SUPERIOR SPIN & GREEN-SIDE CONTROL

- CNC (Computer Numerical Control) Milled "U" shaped grooves with Radiused Edges
- Maximum allowable USGA groove width

## GREATER CONSISTENCY & SHOT-MAKING

- Precision milled club face provides a perfectly flat hitting surface

## EXCEPTIONAL FEEL, TOUCH AND BEAUTY

- Soft M175 stainless steel construction
- Nickel chrome plating
- Lightweight Apex steel shaft

## VERSATILITY

- Seven loft and bounce angle combinations
- Suitable for all types of sand, soil and turf conditions
- Numerous 2, 3 and 4 piece wedge "set" configurations possible
- "Pulled heel" grind allows leading edge to stay close to the ground when laying blade open

# SURE-OUT WEDGES

*Designed To Get Out  
Of Trouble With Ease*



The re-birth of a Ben Hogan classic design. Modeled from the popular Sure-Out of yesteryear utilizing today's latest technology. The Sure-Out wedge provides the confidence and the playability to get out of trouble from anywhere. Performance that is worthy of its ancestry. Sure-Out by Ben Hogan.

## SUPERIOR SPIN AND GREENSIDE CONTROL

— Maximum allowable USGA groove width

## EXCEPTIONAL FEEL, TOUCH AND BEAUTY

— 17-4 Stainless steel construction

— Nickel chrome plating

## MAXIMUM CONSISTENCY AND TRAJECTORY CONTROL

— Lightweight Apex steel shaft

## VERSATILITY

— 2 loft and bounce combinations

— Suitable for all types of sand, soil and turf conditions



*Ben Hogan*®

# BETTINARDI® PUTTERS



# SS SERIES



## SS SERIES

The new crown jewel of the Ben Hogan by Bettinardi putter line. The SS Series putter features a solid stainless steel putter head precisely milled to exacting specifications. The unique One Piece Technology™ manufacturing process featuring the exclusive Honeycomb™ face finish; produces the finest putter ever offered in the Ben Hogan by Bettinardi putter line.

Available in 1 right hand and 1 left hand model.

# BABY BEN PUTTER



## BABY BEN PUTTER

Used by Jim Furyk to win the 2003 U.S. Open. The Baby Ben Putter is the evolution of the very popular Big Ben Putter. The Baby Ben is milled from a solid billet of aluminum and features the exclusive beehive center cavity. The Baby Ben has a unique hourglass design providing easy alignment and acceleration through the hitting area. The Baby Ben gives you the confidence to make long putts feel like gimme's.

**Now available in both center  
and heel shafted models**

**Available in Right and Left hand.  
34" and 35" Stock Length**

# THE HAWK

## THE HAWK

The newest edition to the Ben Hogan by Bettinardi putter line. The Hawk series putters feature a contemporary look and feel with the quality, craftsmanship and performance that you would expect from a Ben Hogan by Bettinardi putter. The Hawk series is milled from a solid billet of aluminum and features unique rear weighted alignment designs.

**Available in both center  
and heel shafted models**

**Available in Right and Left hand.  
34" and 35" Stock Length**



# C SERIES PUTTER

## C SERIES PUTTER

Back by popular demand, the C Series Putter is made of 100% carbon steel and features all the benefits you would expect to find in a Ben Hogan by Bettinardi putter. The One Piece Technology™ manufacturing process with the exclusive Honeycomb™ finish makes the C Series unmistakably a Ben Hogan by Bettinardi putter.

Available in 3 popular right hand models and 2 left hand models.





*Ben Hogan®*

# BALLS



[Index](#) [View](#) [Print](#) [Exit](#)



[Diagram](#) | [Custom](#) | [Specifications](#) |

*Ben Hogan*

# TOUR DEEP™

*Superior Distance. It Can Now Be Measured  
In Millimeters As Well As Yards*

NEW FOR  
2005



**EVERYTHING YOU WANT  
IN A GOLF BALL.  
DISTANCE, ACCURACY,  
DURABILITY AND FEEL.**

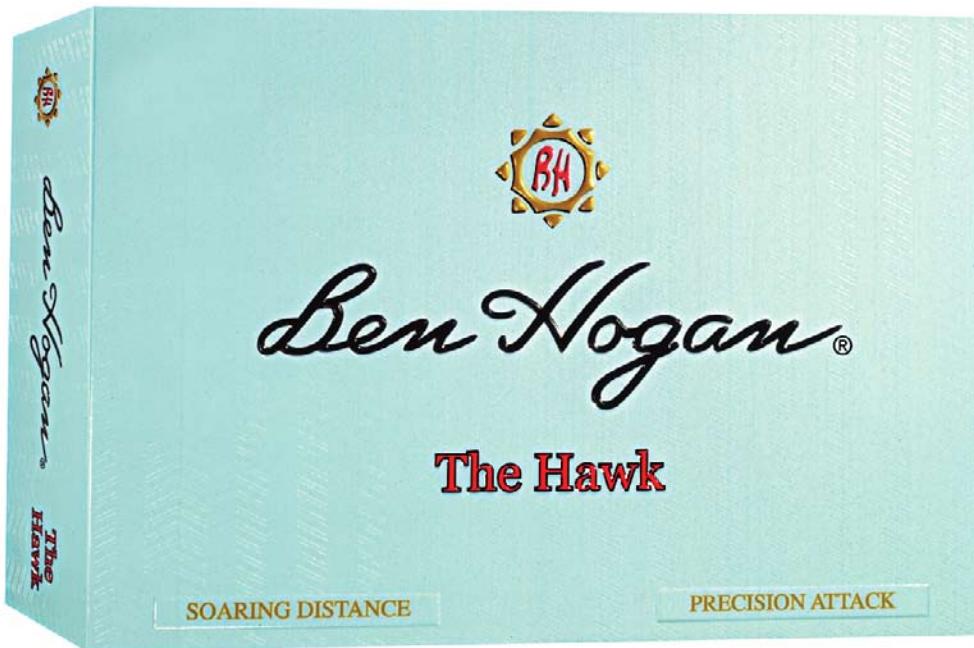
In a golf ball, distance comes from a larger core. But a larger core requires a thinner cover. Precisely what we've accomplished in the new Tour Deep™ golf ball.

It boasts the thinnest cover in all of golf by a relatively monumental .08 millimeters. Add to that six strategically placed deeper dimples that improve lift and extend ball flight, plus a newly patented production process. The result? Spin, control and accuracy. Plus distance that exceeds the game's best-selling ball.

The new Tour Deep. Longer. Better. No matter how you measure it.

# THE HAWK

*Soaring Distance, Precision  
Attack Accuracy*



## **SO LONG, YOU'LL THINK IT'S MIGRATING SOUTH**

Ben Hogan was known as "The Hawk." He earned the nickname for his uncanny ability to constantly survey a golf course, break it down, and then execute his precision attack. There really could not have been a more appropriate name for this man or this new golf ball bearing his name.

- Soft as a feather
- Soaring length
- Superb Grab & Hold™ control
- Sensitive feel and true roll for putting
- Whiter than White™ scuff resistant Urethane cover



*Ben Hogan*®

# GOLF BAGS



[Index](#) [View](#) [Print](#) [Exit](#)



[Diagram](#) | [Custom](#) | [Specifications](#) |

*Ben Hogan*

# CART BAGS

## STAFF BAG

- Tube Construction
- Material: Buffalo Vinyl
- Top: 6 Way Padded Top
- Pockets: 8 Pocket Design
- Strap: Three point shoulder strap
- Colours: Ben Hogan® Staff Colours
- Other Features: Extra Large Rainhood included



## HAWK CART BAGS

- Tube Construction
- Material: 840 D Nailhead with 1680 Nailhead
- Top: 7 Way Padded Top
- Pockets: 9 Pocket Design
- Strap: Padded Shoulder Strap
- Colours: 4 Colour versions
- Other Features: UmbrellaSheath Jewelry Pocket



# STAND BAGS

## APEX STAND BAGS

- Stay Construction
- Seven Way designed top
- Padded Felt lined Jewelry Jewelry Pocket
- Sealed Dry Pockets
- Seven Pocket design
- Beverage Pockets
- Izzo Double Strap
- Contoured Hip Pad



## RADIAL STAND BAGS

- Stay Construction
- Material: 840 Nailhead material with a 1680 2-Tone Trim
- Top: 8 Way Padded Top
- Pockets: 6 Pockets
- Strap: Izzo Dual Strap
- Colours: Six Colour Versions
- Other Features: Jewelry Pocket





*Ben Hogan®*

# ACCESSORIES



[Index](#) [View](#) [Print](#) [Exit](#)



[Diagram](#) | [Custom](#) | [Specifications](#) |

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# CAPS



## TOUR CAP

- 100% Cotton Twill
- Sandwich Brim treatment
- Six colour version prepack
- Three embroidery spots

## SIGNATURE

- 100% Cotton Twill
- Four coloured version prepack
- Sandwich Brim treatment
- Six colour version prepack
- One embroidery spot



## UNSTRUCTURED

- 100% Cotton Twill
- Sandwich Brim treatment
- Six colour version prepack
- Three embroidery spots

## SUNBURST

- 100% Cotton Twill
- Four colour prepack
- Sunburst on edge of brim
- Four embroidery spots



## TOUR VISOR

- 100% Cotton Twill
- Six colour prepack
- Sandwich treatment on brim
- Three embroidery spots

# ACCESSORIES

## STAFF TRAVEL COVER WITH WHEELS

- Durable padded 1680 D Nailhead nylon trimmed with 1200 D Nailhead nylon
- Equipped to hold up to a 9-1/2" staff bag
- Inside sponge padded cover to protect clubs
- Inside strap holds bag securely
- Shoe compartment
- Rigid bottom with easy rolling in-line skate wheels
- Size: 49-1/4" (L) x 14-1/2" (W) x 12" (H)



## SHAG BAG

- Deluxe padded 1680 D Nailhead nylon trimmed with 1200 D Nailhead nylon
- Large storage capacity (holds over 10 dozen practice balls)
- Durable, neoprene wrapped handle
- Size: 13" x 9.5" x 4 3/4"



## BRIEFCASE

- Durable 600 D Rip Stop nylon
- Big main compartment with internal divider
- Padded laptop compartment
- Front panel business organizer
- Padded shoulder strap
- Size: 15-3/4"(L) x 7-1/4" (W) x 11-1/4" (H)



## SHOE BAG

- Deluxe and durable padded 1680 D Nailhead nylon trimmed with 1200 D Nailhead
- Individual shoe compartment with velvet lining
- Mesh ventilated
- Durable, neoprene wrapped handle
- Size: 9-7/8"(L) x 5-1/4" (W) x 13-3/4" (H)



## DUFFEL WITH WHEELS

- Durable padded 600 D Rip Stop nylon trimmed with 1200 D Nailhead nylon
- 2 big compartments with oversized heavy duty zippers
- Easy rolling, in-line skate wheels with skid plates
- Telescoping handle with handle storage compartment
- Adjustable padded shoulder strap
- Size: 26" (L) x 14-1/4" (W) x 13-3/4" (H)



## DUFFEL BAG

- Durable padded 1680 D Nailhead nylon trimmed with 1200 D Nailhead fabric
- Big u-shaped opening for main compartment
- Air ventilated shoe compartment
- Padded, wrapped handle, for easy grip
- Adjustable padded shoulder strap
- Size: 27" (L) x 11-5/8" (W) x 11-5/8" (H)



# ACCESSORIES

## BACKPACK

- Deluxe padded 1680 Nailhead nylon trimmed with 1200 Nailhead nylon
- Big main compartment with a business organizer panel
- Padded laptop compartment
- Front pocket is designed to hold personal CD player and CDs
- Detachable cell phone holder
- Fully padded back panel
- Size: 18" x 12" x 7.5"



## TOUR TOWEL

- Thick, plush and super absorbent golf towel
- 100% cotton
- A metal grommet with an attached ring clip
- Size : 19" x 38"



## DEN CADDY

- Miniature version of the Ben Hogan players staff bag
- Durable padded Buffalo Vinyl... just like the actual staff bag
- Tube construction for durability
- 5 pockets for storage
- Available color: Red/White/Blue
- Size: 9.5" Top x 20" Height



## 68" TOUR UMBRELLA

- 68" durable canopy umbrella with 8 panels
- Sturdy 16mm fiberglass shaft
- Wind resistant design
- Rubber grip
- Available in 2 color options:  
**Red/White/Blue**  
**Black**



## HEAD COVERS

- Durable synthetic leather with nylon jersey cloth mesh
- Elasticized material with zipper opening
- Fits 400CC driver
- Set of 3: 1, 3 & X
- Available in 2 color options:

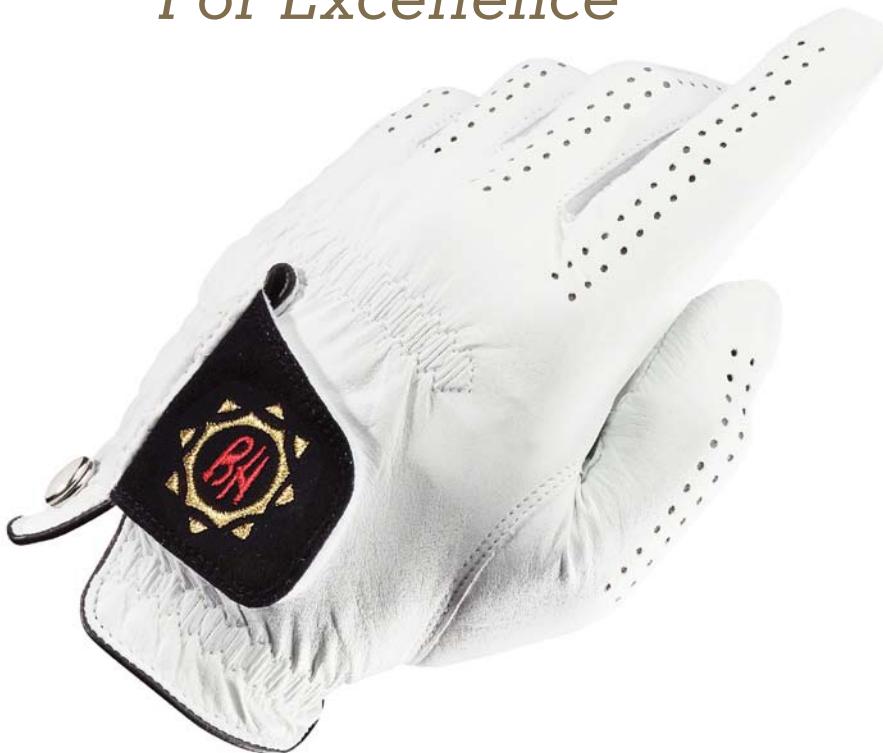
**Black/Silver**

**Blue/Red**



# GLOVES

A Passion  
For Excellence®



When Mr. Hogan set out to develop a golf glove with the same standard of excellence he established for clubs, his vision was simple; find a material that allows the player to feel the shot better than the naked hand.

## THE LEGEND™ GLOVE

The Lightest, Most Comfortable Fit

- Premium Abyssinian Cabretta Leather palm for superior feel, grip and durability
- CoolMax® located across the knuckles and in the fourchettes for superior fit and breathability



## THE LEGACY™ GLOVE

Feel The Shot Better Than The Naked Hand

- Finest Abyssinian Cabretta Leather for a soft, velvety feel
- Exceptional durability
- CoolMax® fourchettes for superior fit and breathability



*Ben Hogan*®



**Callaway Golf Canada Ltd.**

ISO REGISTERED COMPANY • COMPAGNIE ENREGISTRÉE ISO

**250 COURTLAND AVENUE, CONCORD, ONTARIO L4K 4N3**

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Index View Print Exit

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