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The Callaway Golf Club

By Paul Kirk

The Callaway golf club is one of the most popular and also reliable types of golf club in the market

today. There are so many people (particularly retired men) that are fascinated with golf today and it is no wonder why the Callaway golf club is now in the peak of success in the world of golf clubs.

The Callaway Golf club is headed by Ely Callaway. He bought half of Hickory Stick USA and renamed it Callaway Hickory Stick USA. After purchasing it, he decided to hire the best people that would be an instrument in supporting his dream of Callaway golf club. He hired Richard C. Helmstetter to be the Chief Club Designer and this as others would say is the point of no return. The designs for Callaway golf club are truly revolutionary and innovative which is why the Callaway golf club is dubbed as the type of golf club that is unique and also high-performance kind golf equipment. After that, Ely Callaway renamed his company into Callaway Golf and then relocated from Cathedral City, California to a sleepy seaside town called Carlsbad, which is just north of San Diego.

One of the most innovative designs that the firm came up with was to create a stainless steel driver that had a larger and more forgiving head than any previous design. The CEO, Callaway dubbed it as "Big Bertha" which was derived from a German cannon back in WWI which was famous for its capability of shooting long distance range. This type of design was the one that made Callaway golf club a house hold name in the states because it experienced millions of sales and the Big Bertha type of Callaway golf club was the reason why Callaway became the number one manufacturer of golf clubs not only in the US but in the whole world which shows how popular golf is to the whole world.

At present, there are six classifications of the Callaway Golf club. The first classification is the drivers which are comprised of two models which are the Big Bertha Fusion FT4 and Big Bertha Titanium 454. The next classification of Callaway golf club is called the Fairway Woods. Fairway Woods have three types of clubs which are Big Bertha Fusion Fairway Woods, Big Bertha Titanium Fairway Woods, and Big Bertha Fairway Woods. The next classification of the Callaway golf club is a hybrid which is designed for long and distant shots. The model for this type of Callaway golf club is called Big Bertha Heavenwood Hybrids. The next classification is called irons which are divided into five types of models and these are Big Bertha, Big Bertha Fusion, X-Tour, X-18, and X-18 Pro. Another classification of the Callaway golf club would be the wedges and the model here is called Forged+ Wedges. The last

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classification for Callaway golf club is called the Putters. The Putters have two models in its classification which are Callaway golf I–Trax Putter and tour Blue.

The classification and models of Callaway Gold Club mentioned above are the ones that the firm manufactures. All of these models were made in the lieu with science, research, and practice. All of these models are worth a try and who knows? You might be the next Tiger Woods in the world of golf.

Paul Kirk

www.theoldprintworks.com/golfing

Callaway Golf – Tips And Useful Information For The Avid Golfer Part 1

By Edwin Shackleford

Callaway Golf is one of the most respected names in the golf industry for its quality of products that cater to both recreational and professionals alike. As part of its efforts to give its customers the best, the company produced Callaway Golf Magazine and released its first issue early in 2004. Just recently, last November 2005, the Custom Publishing Council (CPC) of New York City's University Club made the magazine the Bronze Award winner for Best New Publication.

The magazine is distributed to loyal customers, upscale golf clubs and key retailers free of charge and is also available online for downloading from the company's website. The publication, with a distribution output of over 800,000 quarterly, has useful information not found in most golf consumer magazines.

For one thing, Callaway Golf magazine features exclusive content such as interviews with Callaway Golf Staff Professionals. Michael Campbell, Phil Mickelson, and Annika Sorenstam are just some of the names that have been associated with Callaway.

Aside from interviews and the information on Callaway's latest offerings, the magazine also contains useful tips on golfing provided by none other than the company's own staff professionals.

In its first issue (February 2004) Annika Sorenstam featured tips on efficient swings. The Swedish Sorenstam tops the LPGA's list of the highest average driving distance with a yardage of 269.7 after making the ERC Fusion her driver of choice.

A brief sampling of that feature (which you, too, can use for your own game) follows:

1. At address, Annika focuses primarily on good balance and comfort, with her whole body relaxed and tension-free.
2. Annika maintains the relationship formed between her club, hands, arms and shoulders, sweeping the club away low to the ground.

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3. Annika rotates her upper body away from the target, while swinging her hands into a position directly above her right shoulder.
4. Annika drops the club into the hitting position while retaining her wrist angle. Her arms, shoulders and body release together.
5. At impact, the ball gets in the way of the club. The feeling is of "collecting" the ball as she releases her hands, arms and clubhead.
6. Annika points her right shoulder at the target and keeps her spine straight. Her key thought is complete her follow-through.

(From Callaway Golf Magazine ISSUE 1 FEBRUARY 2004) These tips along with other useful in-depth information on Callaway's products (such as the Big Bertha Titanium 454 Driver or the HX golf

balls with the hexagonal dimple system) all serve to present its readers the exciting possibilities that Callaway can offer golfers of any level.

Edwin Shackelford has been helping individuals improve their golf game for years. Try his Free Online Training Today!

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