dmbb44725.mov / AMF: Ben Hogan Legend Shaft Golf Clubs, 1970s / Duke Digital Repository

Announcer: Ben Hogan has achieved a breakthrough in golf shaft design. (club hits ball) The revolutionary Legend shaft. This exclusive Ben Hogan innovation combines features that until now could not be found in any one shaft. The Legend shaft and clubs have the lightness of graphite, but with the strength and accuracy of steel. Swing a Legend at your pro shop (club hits ball) and you'll want to get your hands on the whole set.