



By: Steve Hosid
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So after two straight British Open events, one he almost won and the other a strong eighth-place finish, what did Tom Watson learn? Finish strong and don't eat Chinese food. "They have a saying over there that you don't eat Chinese food in the U.K., and it didn't quite agree with me," he said. "I'm kind of down in the dumps right now. My body is." Watson even skipped his Tuesday practice at the Senior U.S. Open because he wasn't feeling well.

Arnold Palmer is a Demon Deacon grad of Wake Forest, but there he was on Friday opening the new course he designed down Tobacco Road at N.C. State. The Lonnie Poole course will be home to the Wolfpack's men's and women's teams. Arnold has also designed a new course over at Wake, which opens in a few weeks.

Palmer keeps very busy and on Sept. 10th will celebrate his 80th birthday. My good friend, Dr. Howdy Giles, has a new book coming out in time for the birthday celebration. "The King and I" is a pictorial history of all the events and special functions Howdy went to with Arnold. Howdy is also Arnie's dentist and showed me a ball mark he made from the gold taken from Arnie's teeth that he engraved with the Palmer logo umbrella using his dentist drill.

Arnie took over this year as host, for only one year, of the Bob Hope Classic, He replaced George Lopez, who has lots of friends including the President Barack Obama, who just recorded an opening for Lopez's new talk show but couldn't help him get through customs while returning from the British Open. "I had trouble getting back into the U.S. and I'm a citizen, actually," he said. "There is a guy that has my name that is apparently a bad guy, and every time I enter the U.S., I get pulled aside." Lopez, who is a golf nut, was supposed to play in the Mike Weir Charity Classic prior to the Canadian Open last week but was delayed as a result of the incident.

Seve Ballesteros is aiming to captain Europe in next year's Royal Trophy match play tournament against Asia. "I sincerely hope to captain the European team at the next editions of the Royal Trophy," he said. "Europe and Asia coming together for the Royal Trophy is very significant and this is a competition that means a lot to me." Europe won the 2006 and 2007 events.

Phil Mickelson, as many of you may have heard, returns to the PGA Tour next week and Tiger is playing a rare back-to-back events. Actually Woods will play three in a row when you add in the PGA Championship the following week. It could be the play one, practice for a week at home, and then play a major hasn't worked out. Tiger always does what he has to do to win and this time it just may be his scheduling.



Two Wins Boosts SST Win Streak to 21

Tiger Woods' victory in the Buick this week was the 21st week in a row that a player who has a history of playing PURED clubs has won on the PGA or Champions tours. In an article published earlier this year *Golfweek Magazine* described how Tiger blind tested a dozen set of irons of which only two sets had been SST PURED. The results? He chose one PURED set as his gamers and the other PURED set as his backups.

Coupled with that victory was Fred Funk's win at the Senior U.S. Open. Funk also has a history of asking SST to PURE his clubs that dates back to his Players Championship win a few years ago. Joey Sindelar, who also PUREs his clubs, was the runner-up with last week's Senior British Open Champion Loren Roberts in fourth.

Both victories raise the total to 29 PGA or Champions Tour events won in 2009. The total money won is \$116 million just on the PGA Tour by players who have asked SST to PURE their clubs. Just like these best players in the world you can ask your local SST PURE licensee to PURE your clubs using the very same patented and proprietary programs and computers used to PURE the players clubs in the SST PURE PGA Tour Shaft Alignment Lab.

What does PUREing your clubs mean? Every shaft has inconsistencies. When a shaft is randomly assembled in the club head, as your clubs probably were, the shaft oscillates as energy is released on the downswing. This makes it virtually impossible to impact the ball repeatedly in the same sweet spot position.

SST PURE analyzes each shaft to determine the most stable position that shaft must be oriented in the clubhead to virtually eliminate these off-line oscillations. This stable position is the PURED position. Twenty-one straight weeks is the longest winning streak in all of professional sports and no club, shaft or ball manufacturer can make the claim.

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