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**Padraig Harrington was not the first player** from Dublin to win the British Open. Who was the first player? Dublin, Texas, native Ben Hogan. **Harrington** is the seventh player to win consecutive British Opens since World War II. All but two of them recorded one of those victories at Royal Birkdale. The exceptions were Tiger Woods (St. Andrews, Royal Liverpool) and Bobby Locke (Royal St. George's, Royal Troon).

**Joe Steranka, the chief executive officer of the PGA of America**, had some interesting things to say about the golf industry during his pre-PGA Championship press conference this week. "Two million people put food on their table because of the golf industry," said Steranka. "We're a big driver of the economy. A solid job for a lot of people. We're a brand based on people. We've had a huge impact on tourism and home building. Resorts know you have to have golf." Golf is a \$76 billion annual industry that raises more than \$3.5 billion for charity each year, according to Steranka. The economic impact of the golf industry grew by \$14 billion per year from 2000 to 2005.

**A quote of the week from John Daly**, who in spite of doctor's orders is still playing in Moscow this week. "I like the European Tour, they have more traditional courses where you can hit what club you want off the tees on the par fours or fives," he said. "There is a great risk-reward element to the courses."

**The real quote of the week goes to David Duval**, who had three great rounds at the British Open. It's about the Reno Tahoe Open where he committed to play. When asked about Michelle Wie, who was given an exemption to the event, Duval said, "You're in or you're not in. It's pretty simple. Whether I agree if she should be playing – I think she would be better off on the Futures Tour competing against women – is neither here nor there. (Tournament director) Michael Stearns thinks she can bring people in, and that's his job. If some guy needs a spot in the field, chances are he's not going to sell any tickets. She might add 2,000."

**The most impressive quote of the week, however, goes to Padraig Harrington**, who remarkably won the British Open last week in spite of having a very sore wrist. Harrington insists that every club he tests or plays with must be SST PUREd, so his quote takes on special significance.

"I'm really thrilled with the way I felt today on the golf course," Harrington said. "I hit the ball as pure as I could and just felt really good. I felt comfortable out there. I felt really within myself, very comfortable."

**Congratulations to SST PURE founder and CEO Dick Weiss**, who had a hole in one while on a business trip to Canada last week. Yes, his club was PUREd!



## SST PURE Continues to Dominate

Still celebrating Padraig Harrington's second consecutive British Open victory last week, SST enjoyed another excellent tournament as players with SST PUREd clubs dominated the top 20 at the Canadian Open. Let's begin with Billy Mayfair and his second place finish followed by Sean O'Hair in third.

**Former Masters Champion and local favorite Mike Weir** finished in fifth and was followed by Briny Baird, Bob Estes, Jim Furyk, Carlos Franco, Mark Calcavecchia, Fred Couples and Eric Axley.

**The money won by players with SST PUREd clubs this year** now climbs to more than \$88 million with 21 tournament championships, including the British Open, in the bag. With one major, the Tour Championship and the FedEx Cup still ahead the \$100 million mark is a very realistic possibility. Think of that ... \$100 million won by players who made a decision to have SST PURE analyze their shafts to find the most stable position that shaft must be inserted in the club head.

**When dealing with tour pros, we're talking about** the most skeptical human beings to walk the face of the earth. Pros won't do anything they feel is speculation; they want to see proof. Sure, they see the printouts that showed the improvement after PUREing, but the real tests comes when they hit their first balls with a shaft that SST PUREd. They see the accuracy and feel the repeatability of sweet spot hits because the oscillations that occur in randomly assembled shafts are reduced and eliminated with PUREing. They also see the winner's column become more and more populated with players with SST PUREd clubs.

**Just as the pros are having their clubs PUREd** you can do the same thing this week at one of SST licensees located in the United States, Canada, Europe and Australia. Why not play with clubs that will not be fighting you. Regardless of your handicap you'll see and feel and improvement when you SST PURE your clubs. Locate your closest SST licensee at [www.sstpure.com](http://www.sstpure.com).

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