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When Tiger sneezes the PGA TOUR gets pneumonia, as far as the TV ratings are concerned. Last week's PGA Championship made for great TV but the ratings from last year, when Tiger lost to Y.A. Yang, dropped from 10.1 million viewers to 6.5 million. Last month ESPN saw a 50 percent drop from last year's British Open telecast. With network TV contracts up for renewal next year you can bet that Commissioner Tim Finchem is hoping for a Tiger comeback.

The next time you're playing and facing a long back up on the tee, make sure you don't use a swing training aid to stay loose. Julie Inkster was disqualified from the Safeway Classic for putting a weighted donut on her shaft so she could swing it and stay loose. Rule 14-3 of the Rules of Golf bars the use of practice devices during rounds. The USGA's "Decisions on the Rules of Golf" specifically addresses weighted head covers and "donuts" used to make clubs heavier to help players get loose. Their use is barred during rounds. Inkster had a 30-minute delay and went to the donut but the Golf Channel captured her doing it and a viewer called in and spoke to the officials.

Arjun Atwal's win at the Wyndham Championship was the first time in 24 years that a Monday qualifier won a PGA Tour event. It's happened a few times on the Champions Tour.

You have to give Dustin Johnson credit for taking his penalty last week without complaining and whining to the media. He's a class act and has come back from the embarrassing final round at the U.S. Open to be a factor in the past two majors. When Whistling Straights hosts another event I think they have to say bunkers on the hole are through the green and not play the decorative bunkers that crowds walk through as bunkers. To be fair, the players need to read the local rule sheets that are given to them each week. "We play hundreds of tournaments and I never read those things, said Nick Watney, Dustin's final-round playing partner. Not a good answer.

Rory McIlroy won this year and came close to winning both the British Open and PGA Championship. Now he says he wants to play Tiger Woods in the Ryder Cup. This is a great indication that the younger players, who have grown up in the "Tiger Era," are far different then some of Tiger's older contemporaries who caved in when playing with him on Sunday.

Sorry to see that Mike Weir won't make the FedEx Cup playoffs this year. A partially torn ligament in his elbow will likely sideline him for the rest of the year. Saying the pain was a seven out of 10, he seemingly had the cut made easily last week at the Wyndham but ended up with bogies on the three out the final five holes to miss out. Mike's had the problem since the British Open.



Two Wins Boost SST to 33 in '10

What a day, what a company! SST PURE made two visits to the winner's circle last week and in the process picked up its fourth major win of the year, clearly holding on to its ranking as the hottest company in golf. Players with a long history of asking SST to PURE their clubs won the PGA Tour's Wyndham Championship and the Jeld-Wen Tradition on the Champions Tour, propelling SST PURE to its 32nd and 33rd victories of the year.

Over \$120 million is the staggering amount won this year, just on the PGA Tour, by players who've asked SST to PURE their clubs.

The top-20 at the Wyndham included the winner, Arjun Atwal, followed by John Rollins, 2009 U.S. Open Champion Lucas Glover, Brant Snedeker, Scott Piercy, Joe Durant, Tim Petrovic, Will MacKenzie, Garrett Willis, Scott McCarron and Jeev Milkha Singh.

At the Jeld-Wen, following major winner Fred Funk, were Michael Allen, Mark Calcavecchia, Tom Lehman, Tommy Armour III, Bernhard Langer (who already had 2 senior championship trophies this year) and Loren Roberts.

Pros don't want a shaft oscillating as they're trying to impact the same club head sweet spot, and only SST PURE, using its patented and proprietary technology, can eliminate the oscillations normally found when shafts are randomly assembled. So SST PURE your shaft this week by locating your local SST PURE licensee at www.sstpure.com.

Tour rep Arnie Cunningham reports that the SST PURE PGA Tour Shaft Alignment Lab was busy this week. Arnie works with the players and coordinates having their clubs SST PUREd. "Robert Garrigus, Bob Estes, Mark Brooks, David Lutterus, P.H. Horgan III, Richard S. Johnson, Garrett Willis, Lee Janzen, Greg Kraft, Brian Gay, Padraig Harrington, and Chris Stroud had clubs PUREd. I also had a conversation with two other players who have had clubs PUREd at home. Mark Hensby is playing clubs he had PUREd at Hot Stix and Chris Wilson had his driver PUREd in Chicago."

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