

Color in Golf Balls

In the present period of color, it is not unusual that golf balls have responded to the demands of the times. Although it has been known by a few on the inside that several manufacturers were experimenting with "canary," "burnt orange" and other bright colors for golf balls, it was not until the North and South series at Pinehurst that the new brilliantly enamelled balls made their appearance.

The claim is made that greater visibility is possible, and those who have tested them say that the claim is sustained. Some have even gone so far as to say the ball seems larger. Tom McNamara, who played with a bright yellow ball at Siwanoy last November, and later used the ball extensively at Key West, says that we may expect the new idea to spread like wildfire in the East. The brilliant yellow blending with the green turf will give a rich green and gold effect on the golf course that should inspire the artistic golfer to greater performances. A manufacturer's trade announcement says: "We were naturally optimistic in regard to the reception of color in golf balls, but the results so far have outreached our rosiest expectations."