

NEW GOLF BALL GOES COLD

# THE BIG CHILL

**A**S A YOUNGSTER, I played as late into the season as possible and remember using low-compression golf balls because they produced a better feel in the cold. That memory makes the introduction of the ColdFusion ball—designed for use when temperatures dip below 60 degrees—intriguing. The ball has a large core with a thick, elastic ionomer cover resulting in a compression of 70. According to the company, a 10-degree drop in temperature can result in a 2½-yard loss of distance. To combat that, the core of the ColdFusion (\$30 a dozen) is designed to retain its elasticity, and the thicker, soft cover helps enhance feel in chilly conditions—not an insignificant attribute as anyone who has felt the sting of a poorly hit long iron in cold weather can attest. —*E. Michael Johnson*

**Cold call:**  
ColdFusion says its core and cover are built for chilly days.