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High-handicappers take hope — again

Polara ball is back, promising to reduce sidespin

By DOUG PIKE

With or without the USGA's blessing — without, actually — Pennsylvania's Andy Gesek has reintroduced the Polara golf ball in hopes of alleviating frustration among high-handicappers...

"It's all in the dimple design," said Gesek, founder of the Web site northof90.com, a reference to his scores. "They're standard at the equator, smaller at the poles." The pattern somehow reduces sidespin, a hacker's worst enemy...

Polara isn't intended for tournament golfers or sticklers for the rules. "The player we're marketing to uses the occasional foot wedge," Gesek said. "They practice selective enforcement of the rules."

Those golfers represent a large but overlooked market segment...They play golf for fun — hit it, find it, repeat as necessary — and don't let complex regulations get in the way of a good time.

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