

welcome aboard, Bob Rickey

GOLFDOM is pleased to welcome Robert D. (Bob) Rickey to its staff as Director of Industry Relations and author of a new monthly column, "Inside the Industry."

"Inside the Industry" is exactly where Rickey has been since 1944 when he joined MacGregor as advertising and public relations manager. In 1948, he was given additional responsibility for pro golf sales, which led to his promotion in 1955 to vice president in charge of the pro golf operation. He held this position until 1966, when MacGregor's new parent firm, Brunswick Corp., named him vice president of marketing for all products.

Until his early retirement from MacGregor on June 1, Rickey served for four years as vice president-customer and industry relations. This position included responsibility for all sports promotions, which in turn meant direct responsibility for MacGregor's staff, which includes

such luminaries as Jack Nicklaus, Tom Weiskopf, Johnny Miller, Hank Aaron, Pete Rose, Rod Carew, Don Schula and Bear Bryant.

During the 30 years of his business career, Rickey has given unselfishly of his time and efforts to many industry organizations and has gained a reputation as a true friend of golf. He has served as a board member of the National Golf Foundation for the past 25 years and as its president for the past eight. Since his retirement from MacGregor, he has continued his work with the foundation as a special consultant. In addition, Rickey has been an officer of both the Golf Club and Golf Ball Manufacturers associations, serving as president of the former four times. He has also been chairman for both the Professional Golfers' Assn. of America Relations Committee and the United States Golf Assn. Relations Committee. At this year's PGA Merchandise Show, Rickey concluded

four terms as president of the Golf Manufacturers and Distributors Assn., which represents the exhibitors at shows for golf professionals.

Indicative of his fine work with this organization, he was unanimously voted honorary president for life.

Rickey points out that he is the third generation in sports. His father, Clarence, was president of the original MacGregor Golf Company, and his grandfather, Flint, was a first cousin of Branch Rickey and managed for him in the St. Louis Cardinal's chain.

Rickey's father is still remembered in the industry for, among other things, creating, along with Tommy Armour in 1934, the first line of golf equipment sold exclusively through golf professionals. He is also remembered for having signed three unknown Texans in one six-month period—Ben Hogan, Byron Nelson and Jimmy Demaret. It is apparent to us that the son inherited his father's eye for spotting golf talent.

continued on page 54

play *Confidence* the club the pros pay to play

*Official PGA statistics compiled at five of the major tournaments during the 1974 season show Confidence the overwhelming choice of the pros among investment cast clubs being played on the tour. "And remember, Confidence is the club the pros pay to play".

There must be a reason!

1974 TOURNAMENTS

	A-JAY	LOBO	LYNX	PEDERSON	<i>Confidence</i>	PING	RYDERCUP II	TITLEIST	WILSON 1200
GLEN CAMPBELL LOS ANGELES OPEN	0	0	0	1	11	0	1	1	3
PHOENIX OPEN	0	0	0	1	11	6	0	0	2
ANDY WILLIAMS SAN DIEGO OPEN	0	1	0	1	7	3	0	0	2
HAWAIIAN OPEN	0	1	2	1	9	4	1	0	2
BING CROSBY NATIONAL PRO-AM	0	1	0	1	10	2	2	0	2

Figures available upon request. All statistics were compiled by the Darrell Golf Survey, the only recognized agency of the Professional Golfers Association.



Sold through pro shops only.

**Manufactured by
MADER PRODUCTS, INC.**

Distributed by



13402 Estrella Avenue
Gardena, California 90248
(213) 321-4771

Circle No. 160 on Reader Service Card

Company's Special Vehicle Div. has introduced a "prestige" golf car, which may be used by clubs as a VIP vehicle. Called El Presidente in honor of Lee Trevino, the special electric car features personalized canopy, television set, eight-track stereo tape deck, an AM-FM radio and built in bar.

"El Presidente . . . can also be a revenue-producing factor for any country club," said Jim Munn, general manager of the division. "We see it being used by clubs for visiting dignitaries and on a reserve basis, by members for entertaining their special guests. That's where the revenue-producing part comes in. Clubs can help pay for the El Presidente by the revenue they earn through rental of the El Presidente to members."

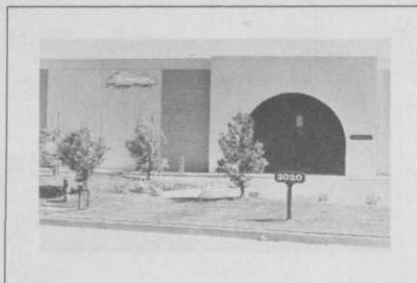
The car has the basic design of the Otis golf car, but features strips of chrome to accent the powder blue Cylolac body, giving the car a racy look. In addition, the car has a welded tubular steel frame, four-wheel stability, automotive type steering, battery power for more than 54 holes of golf and its own built-in battery charger, as well as interior deep pile charcoal carpeting.

A prototype of the El Presidente was driven by entertainer Sammy Davis Jr. at the Greater Hartford Open last Labor Day.



NEW PLANT FOR MOODY

COSTA MESA, CALIF.—Moody Sprinkler Company, Inc., has moved to a new modern plant at 3020 Pullman Street here. The expanded manufacturing facility is geared to step up production of irrigation company's Customline and Rainmaster lines to meet increasing demands from turfmen throughout the country and abroad, according to the company. Warehousing and distribution are now computer controlled for greater service efficiency.



CARBONITE EXPANDS GRAPHITE LINE

EL CAJON, CALIF.—Carbonite Corp. is producing a graphite shaft for irons in addition to its line of no-twist graphite shafts for woods. The new shafts may be fitted for all iron lengths and cover both regular and stiff flexes. Reportedly, the last eight inches of each shaft are not tapered, making it possible to trim the tip end to fit each numbered iron.

"The flex curve of each iron progressively becomes stiffer to match the increasing weight as the irons go higher in number," explained company president Bob Basso. "By trimming the non-tapered tip from shafts that are identical in construction, a uniform feel is achieved for the whole set of irons." Similar to Carbonite's no-twist graphite shafts for woods, the new irons remain square to the line of flight before, during, and after impact, thereby rewarding the golfer with better directional control, according to Basso. "Only pure (aerospace quality) graphite is used in all our shafts, which have a softer feel than conventional steel but, unlike steel, absorb vibration and shock at impact."

Tip diameter of Carbonite's iron shaft is .370 and butt diameter is .600. The dimensions are identical in all shafts.

TEUTONIX ACQUIRES BALL-O-MATIC

SOUTH BEND, IND.—Teutonix, Inc., manufacturer of Bucket Boy range ball dispensing equipment, has acquired the exclusive marketing and manufacturing rights to all Ball-O-Matic products. The terms of the agreement were not disclosed. In making the announcement, Roland L. Eckmayr, president of Teutonix, stated that the company will continue making the Ball-O-Matic products with the same degree of quality as before the takeover.

WELCOME *from page 10*

As a columnist for GOLFDOM, Rickey actually will be returning to an earlier career. After graduating from Northwestern University's School of Journalism in 1943, he worked for the Chicago Daily News and Dayton Daily News.

Few people in golf can match Rickey's credentials and his contributions to the industry. In addition to his duties on GOLFDOM, Rickey will also be special projects director for our sister publication, GOLF Magazine.

Both magazines are indeed privileged to have Bob Rickey aboard.

RICKEY *from page 11*

long time ago, I now can chuckle when I recall it. Perhaps you can appreciate now why I have had the unique experience of feeling sympathy for competitors recently.

Unfortunately, I am afraid that this kind of thing will happen again, as long as golf is played competitively and as long as confidence in equipment is so heavily weighed by psychological factors and the intangibles of "feel" and "click." As trying and frustrating as this kind of experience may seem at the time it occurs, it is one of the oddities that makes the golf business so different from other businesses and so much fun to be a part of. □

EDITOR'S NOTE: *With all the self-congratulations expressed on page 10, you, our readers, may have felt slighted at not having been mentioned. Of course, we haven't forgotten; you are the reason for the new column.*

"*Inside the Industry,*" we think, fits in perfectly with our concept of the golf industry as a whole entity; we do not think each sector within it exists as an autonomous unit—nor do we think it should.

We feel now is the time to pull back a few paces and, from this longer perspective, look at the shifting kaleidoscope that is the golf industry.

Participate with us in this venture. If something—a thought, a gripe or a compliment—moves you, write to us. We'll see that Bob Rickey gets the message.

The address: Bob Rickey, % GOLFDOM Magazine, 380 Madison Ave., New York, N.Y. 10017.