

Canada Cup Matches

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youth who, as Sports Illustrated's publisher, has lifted it out of 60 fathoms of red ink, Corcoran has himself an all star backfield to quarterback in making the IGA first in world golf operations.

Doubtful Starters

There was some question about Puerto Rico and Hawaii having Canada Cup teams as these sectors are part of the U.S., but the IGA pattern isn't so tight that it chokes out local interest at the expense of geographical formalities. There also was brief talk about an arrangement that had national teammates playing against each other for the International individual trophy, but that's one of those things that is theoretically solved, maybe, but not practically as a player who is leading the individual race is not going to throw strokes away in giving his partner a boost.

The Canada Cup tournament primarily promotes golf. It isn't a commercial deal that uses golf to sell something. Consequently, the affair has class that golf affairs that are conducted for peddling products simply can't achieve. One thing that the Canada Cup is doing, in its happy blending of sport and commerce, is making itself a prominent factor in tourism. The Hawaiian state government put \$40,000 into the kitty for promoting the Canada Cup tournament. In tourist advertising it got a beautiful bargain.

Tour Follows Conference

The CMAA's annual conference will be held in the Shoreham Hotel in Washington, D.C., Feb. 9-13. The managers' organization has made arrangements for a 14-day tour of Europe following the conference for those who care to take advantage of it. It will begin on the 15th with a flight from the John F. Kennedy Airport in New York to Frankfurt, Germany via Lufthansa Airlines.

Penn State Turf Conference

Penn State's turf conference is scheduled to be held in University Park, Pa., Feb. 15-18.

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