

Canada Cup Matches Stimulate Business, Tourism and Golf

At the Royal Kaanapali course, at Lahaina on the island of Maui, the 12th international pro competition for the Canada Cup team prize and the International individual trophy again exhibited itself as the world's pro golf championship.

Jack Nicklaus and Arnold Palmer, the United States team, shot 554 to emerge as the Canada Cup winners to the surprise of nobody. Nicklaus, with a final round of 70, gained eight strokes on Palmer, with his finishing 78, and won the International Trophy with a 276. Palmer was second with 278 and Ted Makalena of Hawaii and Gary Player of South Africa were tied for third at 279.

Of the 32 nations (including Hawaii and Puerto Rico), Argentina trailed the U.S. by 11 strokes. Spain was third with 572, then England with 578, Hawaii, 579, Canada, 584, and Japan, 585.

Some day some pros from Europe, Asia, Mexico, South America and Africa are going to give U.S. pros some interesting competition on the tournament circuit and it will be due to the original impetus of the Canada Cup competition.

Needs A Team of Angels

Ted Makelena, with five children, needs a team of angels to sponsor him on the tour. Ted looks like he could become one of the greats. The only post-graduate school that develops any stars these days is the U.S. tournament circuit.

In the Canada Cup tourney at Mexico City in 1958, Chen Ching-Po of Free China was tied with Ben Hogan at the end of the third round and one veteran golf writer was so shocked he quit drinking. Ching-Po did well in Hawaii, with a 68 among other rounds, indicating that the Canada Cup unveiling of his natural talent showed him as a guy who, with training of the American Circuit might

have become one of the world's greatest golfers.

Has Led to Golf Booms

The Canada Cup affair, which Fred Corcoran originated and developed for the late John Jay Hopkins, founder of General Dynamics, has achieved the Hopkins objective of golf as a developer of international friendship. Corcoran's imagination and sound business judgment has guided the tournament into important status as nicely tying together golf and business promotions. International Golf Association competitions certainly touched off a tremendous golf boom in Japan. It boomed golf tourist interest in Ireland, got France seeing how golf and

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de luxe real estate development work together, and fanned golf interest in Mexico.

When Hopkins died and General Dynamics had to curtail its broad range promotion, Corcoran and Frank Pace, General Dynamics president, persuaded Pan American World Airways, American Express and Sports Illustrated to become sponsors of the IGA. With Juan Trippe, the genius who made Pan American No. 1 among the air railroads, Howard Clark, the bright young man who made American Express the tourists' banker and helping hand, and Sid James, the brilliant

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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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