
IN CHICAGO



At pre-show buildup, Bobbie Benitone (Miss Illinois), balanced precariously on Michigan Ave. bridge and swung driver. If she had swayed too much it's doubtful if Nic Bel Castro (l) and Ben Orloff, show officials, could have saved her.



(Right) Wendy Lee Blume, Chicago show queen, gets grip tip from Harry Pezzullo (l), president of Illinois PGA, which sponsored the show, and Ben Orloff, who was its manager. (Above) Arnold Palmer packed them in when he gave a two-hour demonstration.



Holy Week is supposed to be the slowest week of the year in show business, but the Illinois PGA section didn't find it that way when it held its fourth annual golf show on the Easter weekend at McCormick Place in Chicago. More than 55,000 persons poured through the turnstiles to attend three days of clinics staged by Arnold Palmer, Byron Nelson, Marilyn Smith, E. J. (Dutch) Harrison, Mary Mills, Chandler Harper, Herman Keiser, Bob Harris, Jack Fleck, Dick Hart, Bob Brue and others. Illinois PGA section pros helped the golf followers to interpret what was demonstrated. Then, too, there were fashion shows and all kinds of equipment exhibitions.