

# pga

## SHOW IS BIGGER & BETTER

**T**his year, the PGA enjoyed the largest participation ever from both exhibitors and professionals at the annual merchandise show, held at Palm Beach Gardens, Florida, January 20-23.

The association's figures disclose that a total of 2,111 people registered at the PGA booth. Among these, there were 790 PGA professionals, 191 non-PGA professionals and 255 professionals' wives—875 exhibitors and their representatives also registered.

The show was housed in a new, 300 by 150 foot tent. It was very elaborate, and its blue and white colors gave the displays a brighter, lighter and fresher appearance than ever before. There was room for 229 booths, compared with 198 at last year's show.

There was not too much room in the booths, however! These were jammed with buyers, as were the aisles, and the manufacturers were all agreed that they wrote more business at this show than in any previous year. □



Susie Maxwell and Cushman's Vaughan Border.



Orders kept coming at the MacGregor booth.



Mrs. Dal Whittle chats with Bill Baker.