



This is the MacLaughlin-Benner branch shop in the Balmoral Hotel in Miami Beach. All other photos on these pages are of the shop located in Miami Shores. Pro line equipment is displayed but not sold at Balmoral because it is thought that it is best handled at a course shop site. However, all other professional equipment and services are available here. Balmoral shop is operated by Dave MacLaughlin, Jim's brother.



Sweaters and socks in this section are marked for easy selection.

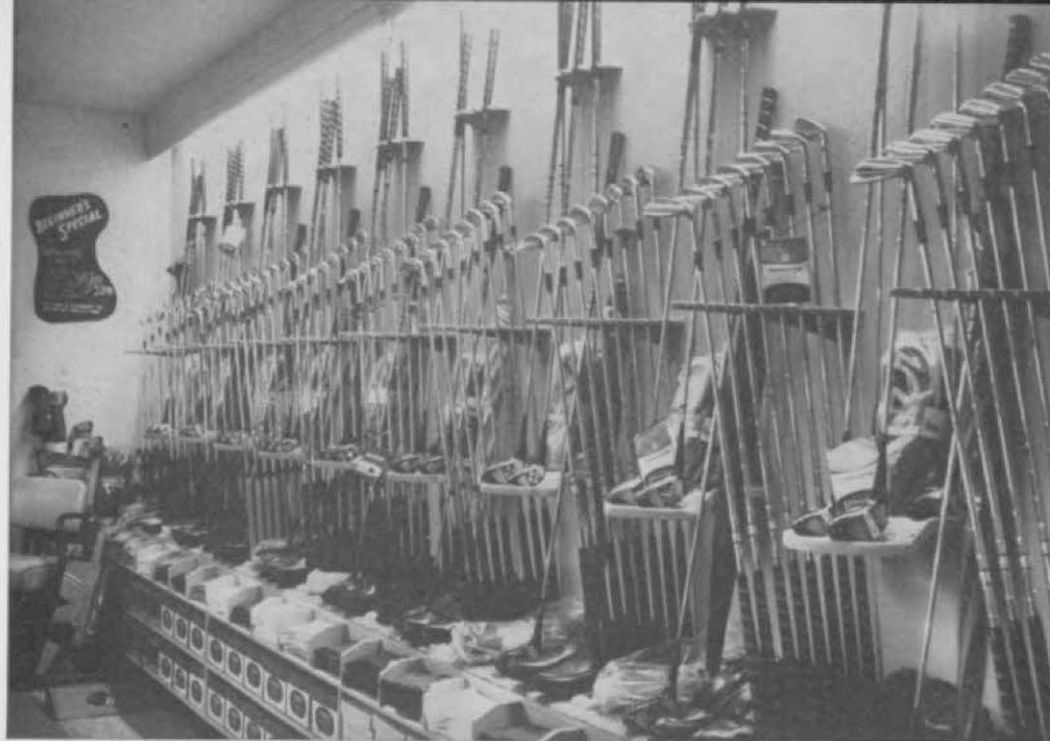
Inside the Shop at Miami Shores



Located near starter's station are golf bags and head covers. Starter uses P.A. system to call players' turns and his station overlooks first and tenth tees.



Used club department is located in back room where there is mass display of trade-in clubs. Rental sets (bottom of photo) are composed of four woods, nine irons and putter. All are pro-line clubs and aren't more than two years old.



Joe Benner devised this method of club display about 10 years ago. Line of grooved brackets (center of photo) and small, round shelves just below them enable display man to get some interesting layouts.



(Upper right) Shirts and rainwear are displayed in individually marked section for easy selection. Mirror gives added flourish to lighting effects.

(Above) This is the back of the "U" section. Putters and wedges are shown at left and counter in center is used for selling balls and shirts. This section is hub of the shop operation.

(Right) In foreground is self-service glove counter which has identification plates at head of each bin showing styles and sizes. Counter is located in large "U" section of shop and is ringed by shoe and other displays.

