



## Miami Shores' Hard Selling Assistant

*Young Joe Benner Has Shrewdness,  
Imagination and Some Supermarket  
Ideas As Partners in Producing  
A Big Volume at Florida Club*

By **HERB GRAFFIS**

**J**OSEPH A. BENNER, jr., assistant to the well known veteran Jim MacLaughlin, pro at Florida's Miami Shores CC, probably is the most successful assistant professional in golf business.

Joe owns the pro shop at the Miami Shores club and another golf shop in the Balmoral Hotel in Miami Beach.

Benner is a protege of MacLaughlin's. Jim has been in pro golf for 35 years, 14 of them as professional at Miami Shores. He gave Joe a job when the lad got out of high school. He encouraged Benner to get a sound education in business before deciding whether to make a career in golf.

Jim started in pro golf at the  
(Continued on page 114)



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Photos of Benner's Shop  
appear on pages 30-31

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Jim MacLaughlin (left) is head pro at Miami Shores CC. Jim McMartin, a retired contractor, designed Benner's shop, one of the finest in the South.



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.

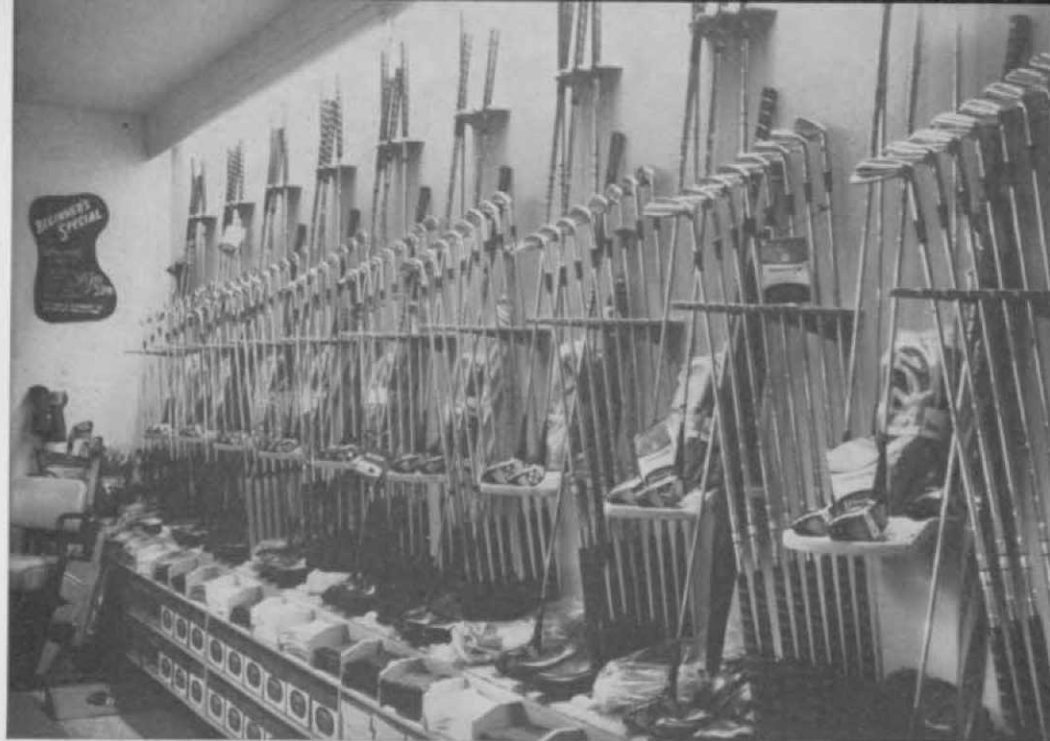
## *Inside the Shop at Miami Shores*



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.

