

Tournament Activity, Smart Merchandising Policy Give Carman Fast Start at Buena Vista



Buena Vista (N. J.) CC was dedicated less than a year ago but Ed Carman, the pro there, hasn't lost any time in making his shop a real paying proposition. Ed's forte is promotion of as many tournaments as he can fit into the calendar at the southern New Jersey course where golf goes on for practically 10 months a year. When Carman opened his shop last July 12th there were no bare walls showing, as so often is the case with new establishments, and he hasn't allowed his stock to dwindle at any time since. He is certain that his No. 1 merchandising policy plus attention to club tournaments have already got him better established than many a pro who has been at a club for four or five years. The photos on this page will give you an idea why Ed is making a go of it at Buena Vista at least from a merchandise standpoint.

