



WOMEN'S DEPT. FEATURE AT FT. WAYNE PRO SHOP

Sales to women at Ft. Wayne (Ind.) CC, where Orville Chapin is pro, are probably about as high in percentage to men's sales volume as at any other pro shop in the country. Furthermore, Chapin claims that there is no other country club where women members are more uniformly smartly dressed for golf than at his club.

The answer is in departmentalizing the women's business.

There's a pegboard on one wall on which Orville and Mrs. Chapin change attractive displays frequently. In addition to using this space for display of women's merchandise they frequently show merchandise women buy for their husbands — or urge that the husbands buy.

The dress display is extensive and new numbers are frequently added. Many of the women members buy sports outfits for their daughters at the pro shop. Mrs. Chapin, the smiling woman who is showing a dress to a member in one of the accompanying pictures, has demonstrated to many pros — certainly to her husband — that women's business can be made a very important and profitable feature of pro shop business.

