$300 Worth

Inexpensive pegboard panelling can bring a Cinderella transformation to your shop

Pegboard and panelling (at top) are nicely blended in this display area facing the shop lounge.

By IRVIN E. SCHLOSS

Is modernization of a pro shop worth $300 to a club?

If a club takes pride in its facilities, operating personnel and, of course, members, it can't afford to neglect a single one of its surroundings. The small investment that goes into modernizing a pro shop certainly pays the club richly in the increment of capital value and in creating prestige. And, this investment usually is justified by an increase in the pro shop's business, an increase in which the club as well as its professional share.

The appearance of the professional's shop has made more progress in the last few years than any other thing in golf. Courses have remained practically the same over the last half century. Clubhouses have been improved, but even 50 years ago there were some fine ones that have mellowed over the years and still are show spots.

Hub of Activity

Today, quite a few golf shops are rivals of the best downtown specialty stores. Players of the modern era aren't satisfied to buy merchandise in dark, cluttered and often untidy holes in the wall that once were the hallmark of the club professional. Many clubs today wisely realize that the golf display room often is the hub around which activity revolves. They want it to be attractive.

Unfortunately, improved golf shops still are in the minority by modern standards — but they need not be.

Pegboard is the most universally used material for modern display. Look at the stores in your area. Smart, expensive shops, the drug store on the corner, the supermarkets around you all make practical and artistic use of this material.
You, as a professional, club pres. or golf chmn., have the same opportunity to take advantage of this low-cost material.

It is readily adaptable, with the use of available fixtures, to many needs of golf display. The cost of a complete installation to modernize the shop is so small that the professional or club official can't afford not to make the investment.

**Material Requirements**

Let's consider the average size shop, say 15 x 30 ft. This shop will require a maximum of 23 sheets of 4 x 8 ft. masonite pegboard. The cost of this material will vary according to location but will average about $5 or less a sheet, or approximately $115 for the above size shop.

The necessary stripping for an installation of this size will cost approximately $10. Add another $10 for screws and necessary installation materials, another $10 for paint and you have a virtual Cinderella transformation of your present shop.

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Pegboard that runs from baseboard to ceiling makes it a simple matter to rearrange displays in club sales section (top). Movable rack (center) made of pegboard can be quickly and easily transported to first tee area, lockerroom and other spots where display is wanted. At bottom, counter is faced with pegboard.
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for the small sum of $145.

This material is easily installed. Should a carpenter be necessary, it can be in-
stalled in less than two days.

How it is installed is most important.
Nine out of 10 installations are done
improperly. Don’t make this mistake.

A carpenter doesn’t know how to install
this material — especially for golf display
use. It will be up to you to instruct him
if you want a truly satisfactory installa-
tion. Complete instructions are given in
this article.

The pegboard installation should be
made so that all holes are available so
fixtures can be placed wherever desired.
The use of 3/4 in. x 3/4 in. soft pine or
spruce strips make this possible. Careful
measurement and layout is then important.

Care in Measuring

Remove any protrusions from the old
wall. Strip the walls every 16” vertically
with the wood strips. This is the most im-
portant part of the job. Care must be used
in measuring. Strips should be placed so
that they fall between the holes of the peg-
board. If not they will be blocked and
your pattern arrangement for many attrac-
tive displays will be disrupted.

Correct placing of strips is easily done
with a little patience. Start at one corner
of the room and install the first 3/4” x
3/4” strip. Use a level to be sure the
strip is absolutely vertical to compensate
for any wall irregularities. Do not worry
if the strip is not tight against the corner.
Most rooms have some irregularities.
Corner moulding strip will cover this gap.

From the corner strip measure place-
ments for the other vertical strips so that
they will fall between the holes in the
pegboard panels.

Where the panels join, the strip will be
used half for one panel and half for the
next panel. Thus each panel will overlap
only half of the 3/4 in. x 3/4 in. strip, thus
not blocking any holes.

Insist on This Alignment

A carpenter probably will not install
pegboard this way unless you insist upon
it and furnish him with exact specifi-
cations.

The panels should be at the site of in-
stallation at least 24 hours before they are
to be nailed in place.

Dampen the backs of each panel and
stack flat one on top of the other. Allow
the panels to absorb moisture for 24 hours
so that they will expand as much as pos-
sible. Then, when they are nailed in place,
the panels will tighten and insure a
smooth, tight installation.

The type of walls upon which the peg-
board is placed will make a difference in
the ease of installation. Wooden walls, of
course, are the easiest and all strips need
merely to be nailed in place.

If installation is in a new building with
2 in. x 4 in. partition uprights, the parti-
tions usually are spaced 16 ins. on centers
and present no problem, as this is the
width at which strips should be placed.

Concrete or concrete block walls pre-
sent the biggest problem. In the ease of
concrete, the strips should be pre-drilled
with a 3/16 in. bit every 16 ins. so that
they can be nailed to the concrete walls
with masonry nails. Here the pegboard
should be screwed to the strips with 3/4
in. countersunk screws.

Start at the Middle

It is better to fasten the panels to the
strips by starting in the middle and work-
ing to the top and bottom.

Masonite pegboard is available with one
coat of paint already applied. This is
called “pre-coated” and will save in cost
of paint and labor on the final job. Finishing
the installation with moulding strips
at the floor and ceiling as well as in the
corners and around window frames adds
to the appearance of the shop.

Painting is easily done with a roller.
Soft, light pastel colors are recommended.
But remember that you are selling clubs
and equipment, not gaudy walls.

With a good pegboard installation most
of your merchandise can be displayed on
the walls. The number of showcases can
be kept to a minimum, leaving floor space
uncharttered and allowing room for the
important lounge area.

Special golf display fixtures are avail-
able from Miller Golf Printing and Supply,
Dunedin, Fla. A 15 x 30 ft. shop can be
well equipped with fixtures costing about
$50.

This rags to riches transformation will
cost $300 including labor.

Don’t Neglect Good Lighting

Your shop, of course, should be well
lighted. Flood lights accentuate feature
displays. A colored lens on the floodlights
will be attractive in some cases.

Compare the uncluttered appearance of
the pictures included with this article with
some of the shops you’ve seen. Ask your-
self these questions: Which looks better?
Which would make it easier for the cus-
tomer to buy?