

# \$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**

**I**S 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  
(Continued on page 72)



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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(Continued from page 41)

for the small sum of \$145.

This material is easily installed. Should a carpenter be necessary, it can be installed 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 installation. 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 important part of the job. Care must be used in measuring. Strips should be placed so that they fall between the holes of the pegboard. If not they will be blocked and your pattern arrangement for many attractive 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 placements 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 specifications.

The panels should be at the site of installation 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 pegboard 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 partitions 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 present the biggest problem. In the case 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 working 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 uncluttered and allowing room for the important lounge area.

Special golf display fixtures are available 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 yourself these questions: Which looks better? Which would make it easier for the customer to buy?