

Willie Low (inset) inspects ancient set of clubs he keeps in pro shop. At right is wing of new Phoenix clubhouse.



## Willie Low Turns Designer

By **BOB ALLISON**  
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The huge new clubhouse of Phoenix CC is one of the most remarkable serving any golf club in the country. Its most popular spot — as was the case with the old building now being dismantled — is the golf shop of Willie Low.

The Scottish-born Low, in his 26th year at Phoenix, has a big, bright headquarters for his golf equipment sales and service.

"It's one of the greatest in the country," Willie says enthusiastically. "You know, we pros used to have to know how to teach and how to fix clubs, and that was that."

"Now we're merchants, too. We grad-

ually had that role thrust on us. We had to learn to be businessmen as well as golfers. It's just as well, too. It means a great deal to have a place like this," Low adds.

Willie himself is responsible for the appearance of the new shop. He designed most of the display furniture himself. It includes one item which is sure to be copied by pros everywhere.

### Devises New Rack

To get away from the old way of racking clubs along walls where passersby could knock them to the floor, Willie conceived a walnut-sided "box", about four feet square and table-high, with aluminum tubes in rows inserted into each face across the box. Each row of

tubes holds one set of golf clubs. With three rows of tubes in each face, Willie's boxlike tables accommodate 12 sets of clubs each. They're out of the way, but with the heads projecting, they are still well displayed.

Willie has an excellent selection of apparel and clothing in his commodious display room. His office is shared with his sec. bookkeeper (Mrs. Low). In the storage room 750 golf bags can be racked without one touching another. The men's locker room with 350 lockers is located next door.

#### Practically A Town Club

Phoenix CC is the area's oldest still active golf club. It's practically "Phoenix Town Club" now. It's location, once on the fringe of farmland, is surrounded by residences and buildings of a rapidly growing city.

Now and then it was suggested the club find a new location. But its intention to stay where it is — permanently — was underscored by a decision to build a clubhouse which, with complete and elaborate furniture and equipment, carries a price tag of nearly \$2 million.

The clubhouse has a main dining room seating 800, a large men's grill, an elaborate bar and lounge, a women's clubroom, a youth activities room, cardrooms, steam rooms and a huge kitchen.

#### Brooks No Opposition

Phoenix CC's prestige has never suffered despite construction of many new clubs in the Phoenix-Scottsdale area. Its membership list has been closed for years. It is reported the club can pay for the new clubhouse without assessments.

Its par-71 course, noted for narrow fairways and hazards of trees and traps, serves in alternate years as the site for the Phoenix Open. The club itself has sponsored for more than 40 years one of the Southwest's great amateur tournaments, the Phoenix Invitational.

Last summer its membership provided Willie and Mrs. Low a free trip to his birthplace, Aberdeen, Scotland, in testimony of his quarter-century of service as golf pro.

#### Revenue Ruling Rescinded

A 1960 ruling by the Internal Revenue dept. (56-409) that said that the value of meals and lodgings furnished the families of certain employees is additional compensation, and taxable as such, has been reversed. It was recently rescinded by ruling 60-348.

## John E. McAuliffe Dies In Florida Winter Home

John Edward McAuliffe, founder and board chmn. of Triangle Conduit & Cable Co., Inc., in New Brunswick, N. J. died Mar. 11, at his winter home in Palm Beach, Fla. He was 69 years old.

Mr. McAuliffe's death, following a lengthy illness, ended parallel careers in sports, politics, and industry that covered almost half a century. Brooklyn-born, he founded Triangle in 1916. It grew to a four-plant operation, grossing over 60 million dollars in sales in 1959. He was also board chmn. of Triangle Conduit & Cable (Canada) Ltd.

Jack McAuliffe was a golfing enthusiast from the time of his youth when he won the club championship at St. Albans GC in Queens five times. Later he became sec. of the Metropolitan Golf Association and in recent years sponsored many tournaments, including the Triangle Round Robin for professional women golfers and the National Invitational Mixed Four-some.

He was the Finance Chairman of the Republican party in New Jersey and active in party councils. He was also a member of the Metropolitan Club of New York.

Surviving are his widow, the former Eloise Schmutz; a son, John E. Jr.; three daughters, Mrs. Eleanor Menger, Mrs. Dorothy Vicino and Mrs. Martha Jane Rich; a sister, Mrs. Anna Duran, and 14 grandchildren.



J. E. McAuliffe

#### Too Much Printing on Heads

A noted industrial designer, looking at irons on pegboard shelves in a pro shop display, asked, "What's the reason for all the stamping on the backs of these clubs? Some of them carry as much printing as a telephone directory but what does it say that helps sell a club or makes it more useful? Wouldn't the club with the manufacturer's name or trademark simply displayed look better and give the design a chance to assert itself?"