

days. Without undue egotism it can be said the course compares favorably in construction and surpasses in scenery any in the state.

On Saturday, April 4, we climbed to a gentle knoll—the same one where we had first scanned the tangle of sags spreading out in every direction—and surveyed our handiwork, and to those of us who love golf and have fair imaginations, there was nothing lacking. Long stretches of clean, rolling fairway, green with spring rains; snappy white tee boxes, sand boxes, yard posts, markers and cleaners, were in place and ready for use. What had once been typical Montana prairie was now dotted with specks of white here and there—gently waving flags, well painted equipment. Greens were compactly rolled and oiled. Everything was in readiness for the morning's play.

## INSURE FOR GREENS

### Tucson Finances Grass Greens with Insurance Plan

**TUCSON G. & C. C.** after 18 years of play on the desert is making ready to put in a new 18-hole grass course.

To accomplish this the club has instituted a financial tournament that is attracting wide attention. A campaign to raise the necessary finances is being conducted much as any golf tournament only it is being played with green dollars instead of white balls. The committeemen are organized into twosomes and there are to be four rounds with the teeing off for each round at special tournament luncheons held at the Pioneer hotel, Tucson.

At the end of the first round \$30,000 had been chalked up and as they teed off for the third round the score showed over \$50,000. The condition of the times seems to be no barrier to the golfers of Tucson who confidently expect to make par for all four rounds. They have already announced, as this is written in the first week of May, a 19th hole dinner as the culminating event of the tournament.

The financial plan is unique, though it has had quite a record of achievement for the financing of fraternal organizations throughout the country. The club arranges through a local bank, acting as trustee and the Lincoln National Life Insurance Co. for the placing of endowment insurance on the lives of all subscribers in an amount

of \$450 for each \$300 subscribed. Thus the subscribers' money paid in as convenient over a period of years is loaned to the club for its improvement program and is returned to the subscriber or to his beneficiary through the means of insurance which costs the club about half normal rates of interest.

For instance: Mr. Golfer subscribes for \$300, electing to pay \$30 down and \$10 per month for 27 months. He is covered with \$450 endowment life insurance and the trustee bank issues a trust certificate to him for that amount. He makes his payments to the bank where it is placed in a trust fund for the special use of the club.

If Mr. Golfer dies after paying \$100, the insurance company sends to the trustee the \$450 out of which \$200 is taken to satisfy the balance due on the subscription and the \$250 residue is paid to the beneficiary named by Mr. Golfer. Had the subscription been paid in full then the whole \$450 would go to the beneficiary. On the other hand should Mr. Golfer meet with reverses and not be able to complete his payments, then what he had paid would be treated as an outright contribution to the club and the insurance protection can be cancelled.

The plan, according to its sponsors, seems to fit the special financial needs of country clubs. It has an appeal to the member who has the guaranteed insurance return regardless of his membership in the club.

Clever publicity is being used to promote interest among the old members and prospective new members. One folder in vivid two tone green is entitled "Old Enough to Be Green," and contains the significant statement, "Tucson Country Club has come to the turning of the ways. It will either completely dry up and blow away or it will rebuild, water and grass a new golf course that will add untold prestige to the city."

Another piece of literature is headed, "This Is Your Bag of Clubs." It is a sales manual for the guidance of the solicitors who are playing the twosomes under set rules.

A broadside folder is mailed to all prospects. It too, is in green and shouts, "Fore!!" declaring that this is the greatest tournament in the history of the club—that there will be "No scratches! No handicaps! No picking up! No conceding of putts! No gallery! We are out to beat par and par in this tournament is \$100,000."