

# Louisville Free Milk Project, Caddy Welfare Example

By DR. WM. ATKINS

The Louisville Country Club is in the milk business.

It all started early this spring when several members noticed that some of the caddies looked the worse for winter wear. There were pinched faces, not yet browned by the warm Kentucky sun, and there were other signs that a trained observer would not overlook.

They began to watch what the caddies drank in the way of refreshment between rounds. Pop topped the list, of course, and occasionally a caddie would order a bottle of milk. When it became apparent that these milk-drinking caddies were healthier looking, the members began to ask a few questions.

"No sir, I never drink it." "Milk? Why I don't care much for the taste." "Naw, I ain't gonna drink that stuff," and so on. A few caddies answered rather wistfully, "Sure, I like milk. Drink all I can get. No, sir, we don't have none at home, much."

Here was a challenge. A group of American boys associated daily with club members who enjoyed the best, and these boys were carrying heavy bags of clubs over 18 gruelling holes without a normal ration of milk for such work.



Professional Eddie Williams watches Raymond Johnson, 13, drink his free bottle of milk as his assistant hands Edward Logsdon, 14, his ration for the round.

An informal committee began to watch the progress of caddies from the ninth hole to the refreshment stand to the tenth tee. In almost every case a bottle of soda was stowed away for fuel on the back nine.

"Once we'd become conscious of this condition," said a member, "we weren't able to forget it. Youngsters need milk for bones, teeth and general health. We didn't like the idea of these boys growing up without a chance to develop physically."

A prominent dairyman belongs to the club. It wasn't long before he found himself confronted by a small earnest group of members.

Would he give a special price on half pint bottles of milk for the caddies? He'd go farther and give it all for the first season. Never mind the cost.

The next problem was the golf pro, Eddie Williams. Part of his revenue comes from the caddy refreshment stand at the Louisville Country Club. What would Eddie think about losing a portion of his soft drink income?

Mr. Williams' response was typical. "I think it's a very good idea," he said. "Let me take charge of giving out the milk as my share."

The first day of the great idea, four slightly confused caddies were herded by four club members over to the Caddy Milk Bar. "What's dis all about?" asked one suspiciously. "I ain't gonna buy no milk." Another picked up his bottle gingerly and asked, "How does it taste?" He had never tried milk in his life.

In a few minutes four milk bottles were set back empty on the counter and the first foursome moved somewhat consciously and very healthily toward the tenth tee. The plan was launched.

Before long it was found necessary to issue tickets to the caddies dated for use that day and that day only as a few efforts to save up a supply of milk for resale were uncovered.

As the idea caught hold, members could be seen preaching earnestly to their caddies on the subject of butterfats and

sugar in milk. Like mother hens, Louisville's bank presidents, publishers and manufacturers greeted their caddies at the tenth tee with, "Did you drink your milk?"

Today, while no actual figures are available as to the amount of good done for these young Americans, certain conclusions may be drawn. Since early spring an average of four hundred and fifty half pint bottles of milk have been distributed each week to caddies by the Louisville Country Club, nearly 7000 to date, a quantity of the fluid that cannot be discounted in assessing the general health of the group.

There is strict anonymity surrounding the origin of the plan. "This idea belongs in every club in the United States," said one of the idea's founders. "It's too important to be stymied by the feeling that it was done to give some individual publicity."

Already letters have gone out to representative golf clubs throughout the country, outlining the plan and urging its use in each vicinity. The letter closes as follows, "It is felt that this interest in the physical welfare of the boys who make our game of golf more enjoyable will result in better health for our caddies and far more important, will provide them with a concrete example of good neighborliness between employer and employee that will contribute to the development of a better understanding of our American way of life."

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## Clarify Members' Place in Caddy Program

By John Brooks

Professional, Twin Orchard Country Club (Chicago district)

Our club determined this spring to do everything possible to get plenty of good caddies. In making our plans accent was placed on the members' responsibility for making the caddy plans work. Often much is said about what caddies should do, but seldom is much attention given to what the members should do in attracting and providing agreeable work for good caddies.

Our president, Morey Cole, caddy chmn. Andy Steinberg and Art Malkin, green chmn. Harry E. Wolff and I formulated a caddy program which we passed along to our caddymanager Andy Wrobel.

Ten points in the program are:

1. The caddy's welfare above the member's. Acts or lack of consideration by members, are to be reported by caddy, and members notified. If further violation oc-

curs, member is deprived of caddy privileges.

2. A rigid, but fair, training program held twice a week during school vacation, with a promise of rewarding deserving boys.

3. Personal contact with parents of boys employed by the club, to the extent of informing them of their boy's misbehavior at the club in any way.

4. A fair registration system, with adjustments, to be careful not to overburden a small boy.

5. Keeping a strict point system on attendance and caddy rating with the understanding that a reward is to be given at the end of the year for attendance based on points.

6. To make Monday available to the boys for playing and seeing to it that any boy wishing to play should not be deprived of this; also making members' golf clubs available.

7. To make every effort to see to it that transportation is provided at certain hours, and to see to it that caddies are provided with jockey caps to identify them as Twin Orchard caddies.

8. Impressing upon the boys the need of keeping their surroundings clean at all times, just like they would their own home.

9. Impressing upon the boys that they are not wanted on the grounds at any time during school periods.

10. At the end of the season, the caddy fund, which accumulates from a charge of ten cents paid by every member for each round of golf, is used to provide a dinner for all the caddies. Two hundred boys last year enjoyed the chicken or fish dinner served by ten waitresses in the club dining room. Fifty prizes were given for the caddy championship and caddy winners in various classes. The balance of the prizes were for the points accumulated during the season. We were careful not to deprive a boy of a prize if he had been absent for any unavoidable reason. For instance, we had four boys who were sick. We sent them each a very generous prize and the price of a good meal. This affair was attended by the club officers and a great many members, who took a day off to be sure the boys were well taken care of.

We have had a policy that I think every club should follow. We provide medical service for boys, but we go one better. For instance, if a boy is hurt while playing and through no fault of his, he is deprived of caddying, we see to it that the caddy fund reimburses him for the time lost.