



Milk and Bread Deliveries 1930s-1950s

Although there were several shops in Brundall.....it was very common for a variety of commodities to be sold and delivered at the door. Doorstep deliveries are not the modern innovation that the Supermarkets would have you believe!

Milk was an important daily delivery. Most houses were served by Cecil Merrison from Baybridge Farm. His cows grazed on the land known as the *Golf Links* and he had a cowman who did the milking. In earlier times, of course, he used a pony drawn milk float but progressed to a three-wheeled van to transport the churns and milk cans.

He would bring an oval shaped, two-gallon can with a hinged lid to the door from which he ladled the milk as required into the customer's own jug. Cows had to be milked twice a day and, without refrigeration, deliveries had to be made twice daily, whilst the milk was fresh, every day of the week. Delivery tended to be a bit later on Saturday when he collected the money.

The 'staff of life' was well provided for with three different bakers doing their rounds in Brundall. Two had bakeries almost adjacent in Thorpe – Forkes and Howards – and the third was a much bigger company with depots in Gorleston and Acle – Matthes. Most people were loyal to one of the three but some would use Matthes as a second supplier to provide cakes and pies that the others didn't have. The roundsman employed by Forkes was named Bob Read who smoked a pipe all the time and started his round at Brundall earlier than the others. Howard's never came round until the afternoon but Matthes.....were known for their punctuality. Everything was loose on shelves in the van - no packaging at all - from which the driver would take a selection in a large wicker basket to the door of the house.

The main product was white bread, the occasional Hovis loaf, with the simple choice – large loaf or small!

***The words of Chris Basey, born in 1933, who lived in Brundall as a boy.
This is an extract from his memories written in 2006***



SOURCE.

Eastern Evening News
24.4.57

Down Brundall way with the camera

RETURN to the farm—an evening scene familiar to all residents in the Brundall area is this herd of cows which George Smith was driving back to the farm for milking.



George Smith's farm was situated on The Street, opposite Braydeston Avenue. New houses on The Street and in Braydeston Crescent had been built on the farm site by 1965.

'Candahar's' field gate and Orford's milk depot Strumpshaw Road. The bungalow is still on the corner of Cricket Field View.

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