

Horses could walk routes by themselves

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about runaway horses and the possibility of injury. "It was my dad's ambition right from the beginning, to get rid of the horse and wagon," says Ireland. But Fudge says it wasn't until 1955 that he was able to do so.

The dairy used small trucks called Divcos, made specifically as delivery vehicles. At the store Grills sold butter, table cream, whipping cream, chocolate milk, eggs and ice cream. Ireland believes her father's dairy was the first in the city to add sour cream to its inventory.

The milk was referred to as "cream top" because it was homogenized and the cream sat on the top of the glass jug, says Ireland. Patrons were given wire baskets to carry the milk home. The baskets came in two sizes, for carrying either six or eight one-quart jugs.



Bernice Grills.

business cards, Grills gave red and white pencils to everyone. Cards, he said, were thrown away but pencils was useful and even children kept them. "I would venture to say every house in Belleville — most houses — would have a pencil," says Ireland. "That was his business card." On the pencil were the words, Lee Grills, Your Friendly Milkman. "He wanted to be known as the friendly milkman, which he certainly was," says Ireland.

In 1968 Brook-side Prices of Kingston bought the business and Grills retired but continued in politics until 1972. Bernice died that same year. Grills, "the friendly milkman," died in 1982.

Bill Coleman was the inside manager at the dairy and Fudge was the outside manager, tending to the routes and maintenance of vehicles. Maureen Bridge was the secretary until she moved from the city and Ireland's mother, Bernice, took over in the early 1950s. After Lee was elected as a Conservative to parliament in

1957, he was away Monday to Friday and Bernice "pretty well did it all," says Ireland, who worked behind the counter herself on weekends and after school.

A few other employees included Fred Irvine, George Gill, James McGreevy, Jack Chumbley, Terry Argall, Paul Robitaille and Harry Cavey.

Work for Fudge started early. He fed the horses at 3 a.m., went to a restaurant for breakfast and then returned to the shop and loaded the wagons. It was "a good long day," says Fudge. "There wasn't too much refrigeration in those days and people wanted their milk early in the morning."

In 1957 the Grills family moved from the farm to an apartment over the store on the south end of the building. Grills had an office over the store at the north end.

Ireland recalls her father promoted the business by having his family and employees patronize other businesses. He had the truck drivers buy gas at different service stations each month. He also bought goods from different grocery stores, hoping to get them to buy his milk.

Grills noticed that Campbell's Soup cans were the most easily identifiable on store shelves and began using red and white for everything associated with the dairy. The trucks were painted with these colors and rather than give out



Employees at Lee Grills Dairy, from left, ?, Terry Argall, Harry Cavey, probably late 1950s.

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