

## SADDLE BROOK FREE PUBLIC LIBRARY

### SADDLE BROOK HISTORICAL SOCIETY – OCTOBER 2014

#### MARKET STREET

Dating back into the colonial period, Market Street, the link between Hackensack and Paterson, is one of the oldest roadways in Bergen County. It was also a marketing center for Lodi, Garfield, Elmwood Park and Saddle Brook and as late as the 1950's it was still dotted by farmhouses, remnants from our township's agricultural past.

When I replay memories of my youth, I often think of Market Street during its heyday in the thirties, forties and fifties. During weekends, it was the place to be. People were prone to shop and seek entertainment locally. Massive shopping malls and a newly developed modern highway system hadn't yet completely drawn people from their hometowns.

Market Street was especially wonderful in autumn. Cogger's Farm offered apple cider and doughnuts. Cogger's cider mill was capable of producing 3,000 gallons of cider per week. The farm and market stand were located across from Caldwell Avenue. The

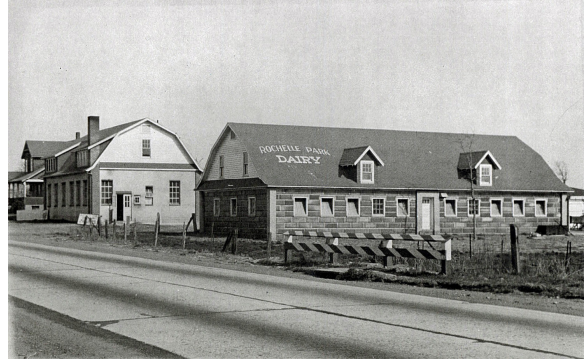


market offered locally-grown produce and, best of all, pony rides. The ponies were led around the track by teenage employees. Three times around the track cost 10 cents in the 1950's. For children, it was a way of escaping from their continually growing suburban environments to our town's agricultural roots and connecting with the westerns that permeated radio and early television, all with the accompanying aroma of fresh manure. How authentic can you get?

Market Street offered many other attractions. Nick Barno's Halfway House was located where Firestone Automotive Center is now operating. Nick's Texas Wieners and "real" French Fries were



outstanding. He also offered customers free turkey raffle tickets which were drawn at the Friday night get togethers. Weiler's Dairy was situated at present-day Kessler's Institute. It offered delicious high butter fat ice cream with a backdrop of several acres of fenced in pasture populated by twenty or thirty lazily grazing Holsteins. There were also inviting taverns and eateries like The Redwood (now Matsuya), Gleason's on the site of our police station, and Ed's Tavern, across from town hall. Ed's holds the record for longevity, having celebrated its seventy-fifth anniversary, on September 13, 2010.



In addition to the Cogger pony rides mentioned above, there were other entertainment offerings. The Red and White Golf Driving Range was located between Caldwell Ave. and the post office. The Robin Hood Archery Range began its operation in 1935. It was operated by Joseph Krystianiak and his sons Stanley and Joseph Jr. until 1972. The Batter's Box drew clientele of all ages.

So, this month when foliage produces an array of glorious colors... when Jack-O-Lanterns appear on front porches... when children go door-to-door trick or treating and when ghosts and goblins fly eerily through the cool night air, think of old Market Street and the many outstanding images from our past.

Jack Wasdyke - Township Historian