




## 65 East Broad, Hopewell - Markets and Autos (1933)

Rev. 12/15/2023 c - D. Dixon

65 East Broad was built in 1933 as a combination garage, store, and apartment - and as the new home of the Arena family and their Italian-American grocery business. The building was shared by multiple businesses into the 1940s, and then was the home of several auto sales and repair businesses until Malek Chevrolet closed in 2010. The Brick Farm Market then operated there from 2013 to 2023.

<p><b>1933 - 1943 - Grocery &amp; Garage</b></p>	
<p><b>Purchased &amp; built 1933 - Ponziano T. &amp; Antonina Arena</b> (aka Thomas P. &amp; Nanette Arena)</p> <p><b>c1933 - 1943 - American &amp; Italian Groceries - Arena</b> (prev. at 25/27 Railroad Pl.)</p> <p><b>1933 - Arena Garage - Repairs - Edward A Briggs</b></p> <p><b>c1938 - 1943 - Central Garage - Chevrolet</b> - <b>Russell H. Vansant &amp; J. A. Vandermark</b> (prev. Central Garage and Radio Shop c1930 at Greenwood &amp; Broad)</p>	<p>J &amp; S Auto Parts, early 1940s</p>
<p><b>1943 - 1946 - Auto Parts &amp; Car Sales</b></p>	
<p><b>c1943 - c1945 - J &amp; S Auto Parts - John Boice &amp; Sam Oliver</b> (by 1946-53+ - J &amp; S Motor Rebuilders at 13 Seminary Ave.)</p> <p><b>1943 - 1946 - Titus Motor Sales - Used cars - Walter A. Titus</b> (prev. in Lawrenceville by 1941, to Princeton by 1950)</p>	<p>Malek Chevrolet, 1965 Models</p>
<p><b>1946 - 2010 - Auto Dealers</b></p> <p><b>1946 - 1949 - Ralph's Motors - Kaiser-Frazer - Ralph Marotta</b> (prev. Ralph's Motors &amp; Ignition Service at rear of Hopewell Bank by 1945)</p> <p><b>1949 - 1955 - Gartland Chevrolet - Jack Gartland</b> 1954 - Joseph Melsky representing Gartland Chevrolet</p> <p><b>1955 - 2010 - Malek Chevrolet - Michael &amp; Daniel Malek</b> 1976 - Purchased by Malek from Truelove (Arena)</p>	
<p><b>2013 - 2023 - Brick Farm Market</b></p> <p><b>2013 - 2022 - Brick Farm Market - Jon &amp; Robin McConaughy</b> 2010 - Purchased by McConaughy from Malek</p> <p><b>2022 - 2023 - Brick Farm Market - Otto &amp; Maria Zizak</b> 2022 - Purchased by Zizak from McConaughy (prev. Ottoburger at 21 East Broad )</p>	

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## 65 East Broad - Property and Building History

The brick building and parking lot at 65 East Broad Street is at the corner of East Broad Street and Maple Street in downtown Hopewell.

The property was purchased and the building was constructed in 1933 by Thomas P. and Antonina Arena. [DB 707-363, 5/3/1933 - Arena from DiPuglia]

### The Property - Today

The 65 East Broad property was consolidated from two lots that ran to the back line:

- The building area with the brick building (west side).
- The parking lot area at the corner of Maple (east side).

The bottom right (SE) corner of the property also has contained a house since before the 65 East Broad building was constructed. This lot, now 9 Maple Street, originally ran up to Broad Street, which hampered the available parking for the auto businesses in 65 East Broad. The lot around the house was spilt off in 1983 by the Malek family. [DB 2230-91, 9/28/1983]

The property also has two additional structures:

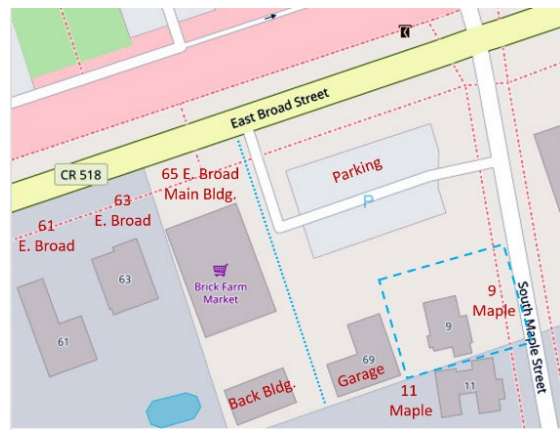
- A smaller back building behind the main building at the edge of the property line, which has been used mainly as a multi-unit residence.
- An adjacent garage / storage structure that was used as a garage for the auto businesses.

The building on the west side of the Brick Farm Market, 63 East Broad, looks as though it could be related, as it is constructed of brick and was built around the same time.

However, the 63 East Broad property was bought separately in 1931 by the Guiseppe family, who ran a construction business there, and who continued to own it and 61 East Broad into the 2000s. [DB 678-175, 2/18/1931 - Guiseppe from Di Puglia]



Brick Farm Market [DD 2020]



[OpenStreetMap - North up]



[Mercer Co. myiDV Aerial - North up]



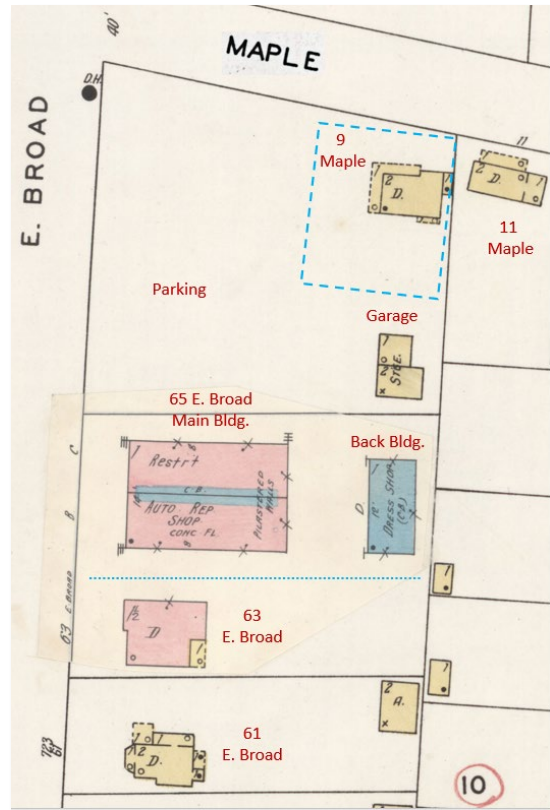
63 East Broad [DD 2020]

## The Property - 1930s

The 65 East Broad building first appears in Hopewell maps in the 1935 Sanborn fire map, where it is part of a group of changes that occurred after the 1927 Sanborn map.



[1927 Sanborn - North to left]



[1935 Sanborn - North to left]

The 1927 map shows two mostly empty lots along East Broad before Maple:

- The corner lot (now the parking lot) with 9 Maple standing in the SE corner ("D" for dwelling, also with 11 Maple adjacent), and a storage unit ("Stge") in the SW corner (now a garage).
- The adjacent lot has 61 East Broad next to it. Therefore, the lines as drawn in the map include the future sites of both 63 and 65 East Broad, as shown in the next map.

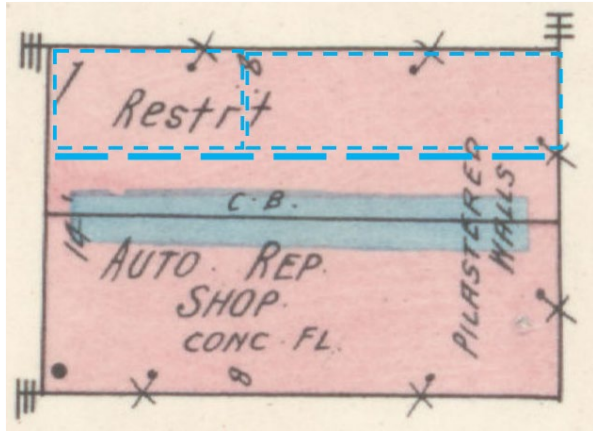
The 1935 map fills in the 65 East Broad lot with the main building and back building, plus the adjacent 63 East Broad shown within the same lot lines (even though they were bought separately from the same owner). The main building is identified as a Restaurant and Auto Repair Shop. The back building is identified as a Dress Shop. By the 1940 U. S. Census, the back building is listed as having two families in residence.



## The Main Building

The 1935 Sanborn map annotates the main building as having a Restaurant in the left side (from the street) and an Auto Repair Shop in the right side, with a Concrete Block divider down the middle.

However, the building actually is divided in thirds, corresponding to the front facade. The left third originally was the Arena's grocery store, and the right two thirds was the auto garage, with a full wall between the two - except for a door and windows near the front of the building so customers could look into the shop area. [Dan Malek] The renovations for the Brick Farm Market removed the interior wall and replaced it with metal beams and headers to open up the space.



[1935 Sanborn - Street to left]



Brick Farm Market interior [DD 2023]  
Stairs up and windows to basement below

In addition, the store area on the left was further divided, as shown in the Brick Farm Market layout. After entering the left front door, the front area of the left side extends only about a third of the way into the building. The back two thirds is split into two levels that continue to the back of the building, with stairs up a half story, and a half-deep basement work area below (visible through glass windows in the photo).

In the original design for the Arena building, the front left corner was their Italian-American Grocery store, the basement was for storage, and the half-level up was their apartment and residence, which they occupied for years. This design essentially provided a second floor apartment in a single-story building.

There was a porch on the side of the building, with stairs up to a door that opened into the front part of the apartment (as shown on the J & S photo below). This door later was bricked up, but the door on the back corner of the building that enters the raised level is still there. When the Malak family took over the building in 1955, the building still had stairs from the front section up to the apartments and down to the basement. They converted the apartments into additional office and storage space. [Dan Malek]

## c1933 - 1943 - Groceries and Garage - Thomas Arena

The 65 East Broad building was built in 1933 by Thomas P. and Antonina Arena. His birth name (used on the deeds) was Ponziano T. Arena, but he used the Americanized name for their business and social life, as shown in newspaper articles.

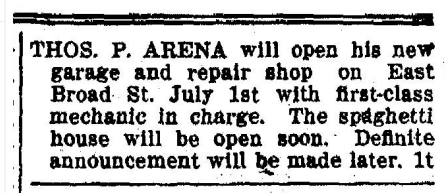
The Arenas bought the 65 East Broad property in 1933 (the lot now containing the building). [DB 707-363, 5/3/1933 - Arena from DiPuglia] In 1947, they also bought the adjacent corner property on Maple, including the house. [DB 967-399, 3/11/1947 - Arena from Sheriff's sale for DiPuglia]

The Arenas had previously opened an "American and Italian Groceries" store in 1930 at 25 Railroad Place. [HH 4/16/1930] They advertised that "We cook spaghetti Italian style by order. Pure Olive Oil." The store also offered quick delivery for small or large orders, at all times. [HH 5/28/30]



[HH 4/16/1930]

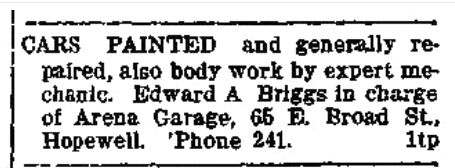
In June 1933, Hopewell Herald reported that their "attractive appearing" new building on East Broad was being constructed as a "combination garage, store and apartment." [HH 6/21/1933] The Trenton Sunday Times described it as a one-story brick structure, a "combination store and garage," half occupied by a spaghetti house, and half by an automotive repair shop. [STA 6/18/1933]



[HH 6/28/1933]

At the end of June 1933, a newspaper ad stated that the new Arena garage and repair shop would open on July 1 with a "first-class mechanic in charge," and the "spaghetti house" would open soon thereafter. [HH 6/28/1933]

In August 1933, ads reported that the Arena Garage at 65 East Broad was under the new management of Edward A. Briggs, for repair and body work. [HH 8/23/1933, 9/20/1933]



[HH 9/20/1933]

(Edward Alanzo Briggs (1886-1968) had partnered with John S. Blackwell to operate the Blackwell and Briggs garage at 9 Railroad Place from 1913 to 1919. Briggs came to Hopewell in the early 1900s. After working with Blackwell, he was foreman at W. A. Wert's Broad Street Garage [HH 12/23/1925], managed the Arena Garage at 65 East Broad [HH 8/23/1933], and was a member of the police force [HH 2/16/1927]. As a mechanic, machinist, and electrician, Briggs also patented an improved "Dual ignition system for internal-combustion motors," especially for Fords. [US Patent 1,165,492, 12/28/1915]

There is little further coverage of the new Arena grocery store. The Arenas were living and working at 65 East Broad by at least 1935 into the 1950s. [e.g., 1940 U. S. Census]

However, the Areas apparently continued to operate both stores. A holiday ad in 1934, a year after the new building, still promoted the Arena store at 25 Railroad Place for "Imported and Domestic Groceries." [HH 12/31/1934]

A 1940 ad then reports that the "Italian-American Grocery" at 25 Railroad Place was under new management by Jose Carballal, with a "Complete line of Italian, Spanish, and American Foods" - plus sandwiches. [HH 2/28/1940]

(Carballal also operated a taxi service from 25 Railroad Place. [HH 8/30/1944] By 1947 he operated a luncheonette in the corner building at 33 Railroad Place, and then lived in an apartment on the second floor and apparently owned the building. The Post Office also operated there from 1949 to c. 1958.)

This Arena family photograph shows the leftmost door of 65 East Broad Street with an awning and overhead signs reading "Italian-American Grocery."

The gas pump has Tydol gasoline, which was generally available on the east coast by 1920 and faded out by the 1950s. Tydol was a brand of the Tide Water Oil Company, which also sold Veedo oil and evolved to using the Flying A brand for gasoline. [Wikipedia]



Arena "Italian-American Grocery"  
c. 1933-1943 [Dan Malek]

### Thomas Ponziano & Antonina Arena

Thomas Ponziano Arena (1887-1956) was born in Palermo, Italy (Sicily) and immigrated to the United States in 1904. [Naturalization papers 1919/1925]

In 1910 at age 21, Ponziano Arena was living with his brother's family in Manhattan, working as a carpenter in a piano factory. [1910 U. S. Census]

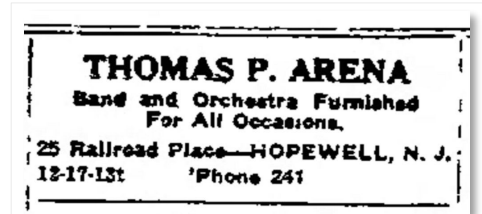
In 1918, Ponziano Arena married Antonina Saccarella (1890-1972). [NY Marriage Records] Antonina Arena's name was sometimes given as Antonia [her obituary TET 2/3/1972], Antonette [Thomas WW II Draft Registration], or Nanette [Thomas obituary 20/19/1956] - but her gravestone says Antonina.

In 1920, the Arenas were living in Manhattan with his brother's family. Ponziano at age 30 was working as a varnisher in a piano factory, and Antonina at age 29 was working as a finisher in a dress factory. Their daughter, Maria Antonette Arena, also was born in 1920. [1920 U. S. Census] The 1925 New York Census also still has the family in New York, New York, with Ponziano as a piano maker.

## Arenas in Hopewell

By 1930, when Ponziano was around 43, the family had moved to Hopewell and started the grocery store on Railroad Avenue. His father, Salvatore Arena (1852–1932), was buried at St Alphonsus in 1932. [Find A Grave]

The Arenas were active in Hopewell civic life. In 1930, Thomas Arena organized the Hopewell Municipal Concert Band and brought in a professor from New York to organize and coach the group. [HH 11/12/1930, 3/4/1931] By 1933 he was leading an Italian-American Club, which met at his building on 65 East Broad Street. [HH 12/13/1933] However, the borough did reject his request to sell beer. [HH 6/28/1933]



[HH 12/31/1930]

In 1943, during World War II as Allied troops were landing in Italy, Thomas Arena closed his grocery and produce store, "for the duration," and "entered government service." [HH 1/27/1943] There is no further information on his service, but he was still around town, including when his daughter married a month later. [TET 3/7/1943]

By the end of 1944 and through at least 1956, Thomas Arena worked as a real estate broker, running advertisements for rentals and house sales. [e.g., HH 10/11/1944] The sign by the driveway in the later J & S photo from the mid 1940s (below) appears to read "Thos. P. Arena, Real Estate Broker."

By 1947, Thomas Arena was hired by Hopewell Borough as a traffic officer at Broad and Greenwood for school days, and then retained with Harry Wolfe as a deputy marshal. [HH 12/31/1947, 1/7/1948] He became a patrolman, but was dismissed in 1952 when he asked for a raise. [HH 2/6/1952] He returned to traffic and full-time duty a year later, and served as a patrolman with Thomas Fillebrown. [HH 1/14/1953, 6/8/1955]

Due to the severe shortage of staff at the time, the newspaper reported that "For the first time in local history, it is believed, a woman was seen directing traffic Monday morning in place of the customary borough police officer." The PTA had been asked to "supply a woman for duty in the emergency, which was accomplished in a credible manner although it lasted for only one day." [HH 1/14/1953]

Thomas Arena died in 1965 at age 68. He was described as a "real estate broker and a retired Hopewell policeman," who was also involved in the Italian Social Club. [TET 10/19/1956] Antonina Arena died in 1972 at age 81. She was described as having lived in Hopewell for 16 years before moving to Pennington with her daughter. [TET 2/3/1972] They are buried together at Saint Alphonsus Roman Catholic Cemetery in Hopewell. [Find A Grave]



New Hopewell Police vehicle to be used as "a police car and civil defense ambulance." Left to right: Patrolman Thomas Fillebrown, Police Chief Roland S. Harkins, and Patrolman Thomas P. Arena. [HH 6/8/1955]



## c1938 - 1943 - Central Garage - Chevrolet - Vansant & Vandermark

The Central Garage was operated by Russell H. Vansant and J. Augustus Vandermark at 65 East Broad from at least 1938 to 1943 - while the Arenas were still operating their grocery store there.

The Central Garage name in Hopewell goes back to at least 1918, when it was operated by Augustus Vandemark and then John H. Titus. [HH 9/4/1918, 9/25/1918]. In 1919, the Central Garage had new management under Vansant and Vandermark, who rented the business previously owned by J. M. Ege, and then ran the business from 1919 through 1943. [HH 10/1/1919, 11/5/1919]

The new business originally advertised Nash cars and trucks for sale, and then advertised Chevrolet and then Oldsmobile models. [e.g., HH 3/15/1922, 9/13/1922, 9/5/1923] By 1925, the business added the Atwater Kent compact radio line [HH 12/9/1925], and by 1927 was using the additional business names of Central Radio Shop and Central Garage and Radio Shop. [HH 10/5/1927, 8/6/1930] A 1931 article described the auto business as factory representatives for the Nash, Chevrolet, and Oldsmobile cars, as well as a "general repair service for the automobile owner." The Central Radio Shop was described as offering Copeland electric refrigerators, the Speed Queen washing machine, and the "famous" Atwater Kent radio. [HH 11/11/1931]



The location of the shop(s) was not clear. In 1927, advertisements started including the "Broad Street" address. [HH 6/22/1927, 11/2/1927] A 1931 article explicitly placed the Central Garage on Greenwood Avenue and the Central Radio Shop on Broad Street, as two separate businesses. [HH 11/11/1931] And coverage of a fire placed the Central Garage near the corner of Broad and Greenwood, perhaps located in the building on the back of the adjacent property. [TET 2/13/1934, HH 2/14/1934]. By 1935, however, the advertisements are only for the Central Garage, which is still listed as "Broad Street." [e.g., HH 1/9/1935]

Then in 1938 the advertisements list an address, "63 East Broad," which changes to "65 East Broad" by that May (63 is the brick residence to the right of the building). [HH 1/12/1938, 5/11/1938] The Central Garage ads at "65 East Broad" then continue to 1942. [last HH 4/8/1942, TET 12/9/1942]

The Arenas closed their grocery store in January 1943. [HH 1/27/1943] Walter A Titus then purchased the Central Garage at 65 East Broad in November 1943. [HH 11/24/1943]



## Vansants & Vandermarks

There were actually two generations of Vansants and Vandermarks involved in the Central Garage - two pairs of fathers and sons, with the same names, Senior and Junior. The families also lived in adjacent houses on Golden Avenue from at least the 1920s into the 1950s. [U.S. Census, 1920 -1950]

Both of the fathers worked for many years for the Reading Railroad in equipment and signal maintenance. When they took over the Central Garage in 1919, Vansant was described as "an expert in electrical work," and Vandermark as a "well known auto mechanic of ability." [HH 10/1/1919]

Russell Henry Vansant Sr. (1884-1963) worked for the Reading Railroad for many years, retiring around 1945. [HH 8/27/1953] He worked as a signal maintainer [1917 WW I Draft, 1940 U.S. Census], electrician [1920 U.S. Census], and as a stationary engineer (for power equipment) [1930 U.S. Census]. He also served on Hopewell Borough Council, and as Mayor in the 1930s. [HH 5/17/1933]

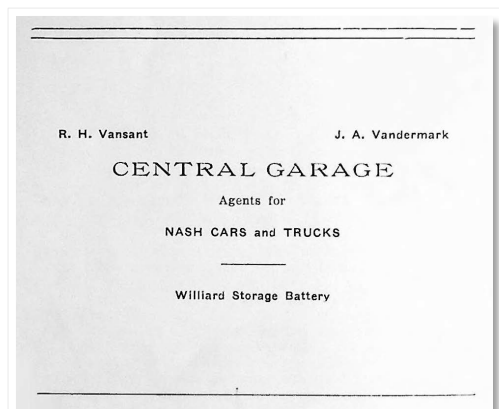


Mayor Russell H. Vansant

[TET 1/27/1935]

James Augustus Vandermark Sr. (1890-1976), often "Agustus," started as an auto mechanic. At age 19, he was a stationary engineer in the U.S. 1910 Census. In 1914 he worked for J. B. Drake at the Hopewell Garage as an "experienced automobile machinist." [HH Progress 5/1914] In 1916 he was a dealer in Hopewell selling Standard Motor Gasoline. [HH 8/30/1916] By 1917 he a self-employed automobile mechanic. [1917 WW I Draft] He also was a deputy marshal (policeman) for Hopewell. [HH 1/10/1917] In 1918, he was described as the former operator of the Central Garage. [HH 9/4/1918, 9/25/1918]

In the 1920 U.S. Census, Vandemark was a self-employed machinist (i.e., at the Central Garage). Later, in the 1930 and 1940 U.S. Census, he was a railroad stationary engineer, and in 1942 was working for the signal department of the Reading Railroad in Jenkintown. [1942 WW II Draft] In the 1950 U.S. Census he was in maintenance for the railroad. Vandemark's obituary describes him as an exempt member of the Hopewell Fire Department, who had owned and operated a Chevrolet dealership "for several years," and had previously worked for the Pennsylvania Railroad for 40 years. [TET 4/27/2004]



[1921 Hopewell Library Week]

Both of their sons then were involved in the Central Garage by 1940, when they were around 30, before it was sold to Titus in 1943.

Russell Henry Vansant Jr. (1910-1967) was manager for the Central Garage at 65 East Broad in 1940. [1940 U.S. Census, 1940 WW II Draft] In the 1950 U.S. Census he is working as "Foreman of Maint, U.S. Army Depot." [1950 U.S. Census] His 1967 obituary describes him as a trustee of the first Presbyterian Church, an exempt member of the Hopewell Valley Fire Company, and working as a technician at the Engineering Quadrangle at Princeton. [TET 1/23/1967]

James Augustus Vandermark Jr. (1912-1995) was a garage mechanic working with his father at the Central Garage at 65 East Broad. [1940 U.S. Census, 1940 WW II Draft] The 1950 U.S. Census then lists him as working as estate superintendent in stables.

## c1943 - c1945 - J & S Auto Parts - John Boice & Sam Oliver

This Arena family photograph shows the 65 East Broad building when it was occupied by J & S Motor Builders / Auto Parts, on the left side of the building, after the Arenas closed their grocery store. J & S was there only a brief time after the Arena store, c. 1943 - c. 1945.



J & S Motor Builders / Auto Parts, c. 1945 [Dan Malek] - Note side entrance to apartment

J & S were John Boice and Sam Oliver, trained mechanics who both specialized in motor work. Their business was best remembered at 13 Seminary Avenue (behind the Hopewell Inn), where they operated at least from 1946 into at least the mid 1950s. [e.g., HH 18 Sep 1946]

John Wallace Boice Jr (1921-1971) was from Somerville, and married Mary Kathryn Wyckoff of Hopewell in 1941. He served in the U. S. Navy during World War II as a Machinist's Mate, from 1943 to 1945. He was on a destroyer in England repairing pumps when it set out for D-Day. [HH 8/18/1943, Hopewell News 194x, Humble 1947]

Samuel Salvatore Oliver (1920-2003) lived in Montgomery County in the 1940s and 1950s with his wife, the former Mary A. Ficarra. [1942 Draft Card, 1950 U. S. Census] He served in the U. S. Army as a Technician fifth grade during World War II, from 1945 to 1946.

**J. & S.**  
**MOTOR REBUILDERS**  
AUTOMOTIVE MACHINISTS

Complete Machine Shop  
and Electrical Service

Motor Reborning—Pin Fitting  
Drum Turning—Valve Seats Dressed  
Seats Installed—Cracks 'Cold Welded'

Precision Work Done  
on  
Truck, Car or Tractor Motors

Seminary Avenue Hopewell, N. J.  
Phone Hopewell 43 9-18-44

[HH 9/18/1946]

The photo provides the only known evidence directly connecting J & S to 65 East Broad. There is one additional clue in that the 1942 WW II Draft registration form for John Boice that lists his address as 65 West Broad (after crossing out his parent's address at 4 Model Avenue).

A circa 1945 date for the photograph is supported by the sign by the driveway, which appears to read "Thos. P. Arena, Real Estate Broker." Arena first started running real estate ads for rentals and house sales near the end of 1944. [e.g., HH 10/11/1944]

## 1943 - 1946 - Titus Motor Sales - Used Cars - Walter Titus

Walter A. Titus (1897-1957) operated Titus Motor Sales at 65 East Broad from 1943 to 1946, overlapping with the period that J & S Auto Parts were operating in the left side of the building.

Earlier, Titus was operating in Lawrenceville by 1941, offering "Easy Terms" for new and used cars, with "Cash Paid For Used Cars." [HH 8/20/1941]

In 1943, Titus purchased the Central Garage and moved to 65 East Broad. He offered general repairs (with a free car wash for every oil change and lubrication), sold Tydol gas, and bought and sold all makes of used cars. [HH 11/24/1943, TET 12/1/1943, TET 12/15/1943]

In 1946, Walter Titus sold the Titus Motor Sales to Ralph's Motors (Ralph Marotta). [HH 5/14/1946] He then went into business as Titus Motors in Princeton in the 1950s. [e.g., HH 11/9/1949]

**Tydol Gas** **Veedol Oil**

**OPENING SPECIAL**  
**Free -- CAR WASH -- Free**  
**With Every Oil Change and General Lubrication**  
 (BALANCE OF 1943)

General Repairing, Washing, Painting, Fender Work, Battery Charging (while you wait), Recapping Tire Service, Welding, Brazing, Car Inspection. We have employed experienced mechanics and have complete stock of parts and accessories. Also several new pre-war tires. Your business with us will be appreciated.

**Remember—We Buy and Sell All Makes of Used Cars**

**TITUS MOTOR SALES**  
 65 East Broad Street Phone 461 Hopewell, N. J.  
 11-24-6t

[HH 12/15/1943]

## 1946 - 1949 - Ralph's Motors - Kaiser-Frazer - Ralph Marotta

Ralph Marotta operated Ralph's Motors at 65 East Broad from 1946 to 1949, where he sold Kaiser-Frazer automobiles.

Ralph John Marotta (1917-1980) lived with his parents at 153 (155) West Broad in 1940, and enlisted in the Army in 1941 as a vehicle mechanic. [1940 U. S. Census, 1941 Enlistment Record]

When Marotta bought the business from Titus Motor Sales in 1946, a newspaper notice by Mt. Titus reported that sale was "because Mr. Titus could not obtain a Chevrolet franchise here for the next two years."

**Ralph's Motors**

**Kaiser-Frazer**

**Sales and Service**

—USED CARS—

New Location at 65 East Broad Street  
 FORMERLY TITUS MOTOR SALES

Complete Repair Service on All Make Cars  
 TYDOL GAS AND OIL

Brakes—Ignition—Tune Up—Lubrication  
 Batteries—Tire Service—Accessories

PHONE 461

BRANCH AT 153 WEST BROAD STREET  
**RICHFIELD GAS—OIL—LUBRICATION**  
 Service Station Open Evenings Until 10 P. M.  
 PHONE 395

[HH 5/8/1946]

Drive it and learn why  
*It's the Car that's*  
*103 ways different!*

**FRAZER**  
 for those who want the finest

—Distributors—

FRED E. MAHAN RALPH'S MOTORS KLINE & GREGORY INC. BAKER'S GARAGE  
 101 CALDWELL ST. 65 E. BROAD ST. 104 NASSAU ST. 107 W. 10th and 11th STS.  
 PRINCETON, N. J. HOPWELL, N. J. PRINCETON, N. J. PRINCETON, N. J.

[TET 3/1/1949]

Previously, Ralph's Motors & Ignition Service had operated at the rear of the Hopewell Bank (at 2 East Broad). [HH 4/25/1945]

Early in 1946, before buying the Titus business, Marotta set up a temporary Kaiser-Frazer sales office at 153 (155) West Broad, and then operated at both locations. [HH 2/13/1947, HH 5/14/1946]

Marotta apparently took over the entire 65 East Broad building, with an auto and electronics store, auto showroom, and repair bays. A newspaper article in August 1946 extolled his modern garage, with "large show room, complete parts department, improved office facilities and capable employees." He also carried a "complete line of radio, refrigeration, and electrical equipment." [HH 8/28/1946]

Ralph's Motors was advertising in the local papers through 1949, before the business passed to Gartland Chevrolet. [TET 3/1/1949, HH 5/11/1949]

## 1949 - 1955 - Gartland Chevrolet - Jack Gartland

John E. (Jack) Gartland (1900-1987) operated Gartland Chevrolet at 65 East Broad from 1949 to 1955, replacing Ralph's Motors.

A newspaper article in May 1949 reported that a new Chevrolet agency was being established at "Arena's garage," and Gartland help wanted ads soon followed. [HH 5/11/1949, e.g., TET 9/22/1949]

Gartland newspaper ads for Chevrolet cars, trucks, and used automobiles continued to 1954, when a notice was added that "Joseph Melsky is representing Gartland Chevrolet." [HH 6/24/1954]

No other low-priced car offers you all these **EXTRA VALUES**

CHEVROLET and Chevrolet dealers offers you all these **EXTRA VALUES** at lowest cost

**GARTLAND CHEVROLET**  
65 East Broad Street Hopewell, N. J.  
Telephone 880

See us for the latest Chevrolet Super Service Specials all this month... ALL AROUND TOP VALUES UNLIMITED!

[HH 10/12/1949]



Addie & Jack Gartland receive award for Valley Memorials [Morning Call 6/5/1970]

Garland married Adelaid Adler of Hopewell in 1955. [Marriage Record] Malek Chevrolet (Michael Malek) then took over the business in 1955.

After closing the auto business, Gartland ran Valley Memorials in Bethlehem, Pa. for 17 years before retiring. [Morning Call, Allentown Pa. 3/8/1987]



## 1955 - 2010 - Malek Chevrolet - Michael & Daniel Malek

Malek Chevrolet (Michael Malek) took over the auto business at 65 East Broad in 1955 from Gartland Chevrolet.

Michael J. Malek (1917-1996) had previously lived in Hightstown and worked for Gilbert Chevrolet there, before moving to Pennington to take over the Hopewell business. [Central Jersey 1/20/2005]

At the time, the property was still owned by the Arena family. Michael Malek later purchased it in 1976. [DB 2010-7, 2/23/1976 - Malek from Truelove (Arena)]

Michael's son Daniel Malek started working at Malek Chevrolet while he was in high school, and worked there exclusively except for his service in the Navy. Daniel purchased the property from his father in 1990. [DB 2544-546, 10/11/1990] Daniel then took over the General Motors franchise in 1996 after his father's death.

The bankruptcy of General Motors in 2009 brought the end to small town-based dealerships like Malek's.

As described by Dan Malek, Malek Chevrolet typically sold in the range of 80 to 120 cars a year, and probably half to two thirds of that number of used cars. They sold trade-ins; they did not run a full used car lot.

*"A lot of people were brand loyal back in those days. But GM overall really came into prominence in the '50s and '60s."*

*"I'd say most of our business was local - Hopewell, Pennington, Ringoes up to Fleming, some in Princeton. Even though there were dealers in Flemington, and there was a dealer in Princeton. But still, it was between us and them with most of our business. We did some outside of that. We did vehicles into Trenton, and Lawrence, but probably mostly within a 20 mile range." [Dan Malek]*

In 2009, there were about 17 vehicles for sale at the one-acre dealership, including 13 new cars. The most popular vehicles were the Malibu, Silverado and Impala, but sales were down 20 percent from the previous year. [NJ.com 5/16/2009]

Until the bankruptcy, small dealers were viable because the GM franchise agreements ensured that all dealers paid the same price for the cars, so larger dealers could not use volume discounts to cut prices. But the government-managed bankruptcy forced GM to get rid of these "underperforming" small dealerships, which meant the end of Malek's.

Malek Chevrolet then shut down in 2010, and the property was sold for the Brick Farm Market.

**'65 CHEVROLET**  
*These great performers are the lowest priced models at our One-Stop Shopping Center*

Fig to left: Chevy II 200, Corvair 500, Chevelle 500, Chevrolet El Camino, all color models.

Each of these beauties is the lowest priced in its line. But the ride doesn't show it. Or the interior. Or the performance.

Or get a sporty rear-engine hardtop in a Corvair Sport Coupe or Sport Sedan for fun in the month ahead.

That luxurious El Camino is as roomy as many expensive cars, has color-keyed interior, plush vinyl, fine fabrics, full door-ward cupholders.

Chevrolet's favorite intermediate-size car, has clean new styling, wide doors, roomy, tasteful interior and Chevrolet's easy-care features.

Or get a sporty rear-engine hardtop in a Corvair Sport Coupe or Sport Sedan for fun in the month ahead.

Chevrolet, Chevelle and Chevy II are available with the Turbo-Fire Six for fuel economy, quick response, quiet riding, it's built, efficient, smooth and sporty.

Chevrolet's air-cooled, rear-mounted Turbo-Air Six delivers the best balance and traction for **discover the difference** in this size car.

Only you will know because it sure won't show.

Price sometimes really does **discover the difference** at your Chevrolet dealer's

**Chevrolet • Chevelle • Chevy II • Corvair • Corvette**

**MALEK CHEVROLET**  
 65 EAST BROAD STREET HOPWELL, N. J. TELEPHONE 466-0678

Malek Chevrolet,  
 1965 Models [C. Hunt]

## 2013 - 2022 - Brick Farm Market - Jon & Robin McConaughy

In 2013, Jon & Robin McConaughy opened the Brick Farm Market at 65 East Broad. The McConaughys purchased the property from Daniel Malek in 2010, and performed extensive renovations to open up the space and add the kitchen in back. [DB 6068-465 & DB 6068-472, 8/12/2010 - Hopewell Garage from Malek]



Brick Farm Market [DD 2020]

The McConaughys started in the Hopewell area by purchasing property and developing Double Brook Farm beginning in 2004, a "pasture-based, sustainable, livestock farm" that raises "cattle, sheep, pigs, chickens, turkeys, goats and ducks on 800 acres." [doublebrookfarm.com]



They then sought to "bring the farm-to-table concept of local, sustainable farming to our area" by opening the Brick Farm Market and the Brick Farm Tavern: "... more people definitely want local products, and healthy food today. They want to know what's in the food and where it comes from. That demand for local, all-natural, pasture-raised products has defined the direction of our farm." [Town Topics 12/14/2011]

The Brick Farm Market, opened in 2013, featured "a full service butcher counter, an on-premises bakery, a juice / smoothie / coffee / tea bar, groceries, sundries, artisanal cheeses, pastries and an outstanding cafe." [brickfarmmarket.com]



Brick Farm Tavern [brickfarmtavern.com]

The Brick Farm Tavern, opened in 2015 in a renovated 1812 brick farmhouse, features "pasture-to-table fine dining," with "seasonal products from the farm and artisanal creations in every area including breads, pastries, dairy products and charcuterie." The site also includes the Troon Brewing brewery and Sourland Mountain Spirits distillery. [brickfarmtavern.com]

**2022 - 2023 - Brick Farm Market / Ottoburger - Otto & Maria Zidak**

In 2022, the McConaughys sold the premises and operations of both the Brick Farm Market and the Brick Farm Tavern to Otto and Maria Zidak. [doublebrookfarm.com, DB 6498-1443, 9/1/2022 - Hopewell Market Properties from Brick Farm Market] This allowed the McConaughys to "focus on livestock farming operations at Double Brook Farm, which supports both the Tavern and Market." [CN 4/20/2022]

The Zizaks originally founded Ottoburger in 2020 at 21 East Broad Street, before it relocated to the Brick Farm Market in 2022. They offered burgers "made from what we grow on our farm located one mile from the restaurant. We buy some meat and seafood from local, fair and sustainable sources. We make all components of every meal in house or on the farm. the buns, the ketchup, the mustard, the pickles." [ottoburger.com]



[ottoburger.com]

In December 2023, the Brick Farm Market was closed, and the operation relocated and downsized into a farm market on the site of the Brick Farm Tavern, with a smaller footprint, and no cafe or prepared foods.

## References

Information extracted and summarized from sources including books, reports, maps, deeds, newspapers, and photos. Comments, additions, and corrections are welcome.

Many of the original materials (i.e., documents, maps, aerials, and photos) come from the many contributors to the Hopewell Valley History Project and are shared on the site - see the Acknowledgements page ([HopewellHistoryProject.org](http://HopewellHistoryProject.org)).

See related Hopewell History Briefs for more information:

- 9 Railroad Place - Blackwell and Briggs garage
- 33 Railroad Place - Carballal luncheonette, Post Office

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- American Legion Post 339 - Mark Marotta, Sal Torre, Joe Vaccarino

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