

THEN AND NOW

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Bergen," a 1923 book found by one of Jim Sattely's cousins: "[John Sattely] has not regretted his choice [of settling in Bergen County], for he has not only found the prosperity he sought, but also the happiness of living where things are pleasant and friends are many."

The biography went on to say that "Sattely's plant was equipped with the most modern machinery, and strict attention [was]...paid to sanitation, his product being shipped all over Bergen County in his own auto trucks."

Older Oradell residents still remember drinking Sattely sodas. Frank Vierling, former borough historian, has many fond memories.

"After a bicycle excursion [with friends], on hot summer days [during the Great Depression], we would stop at Sattely's bottling plant in New Milford to beg a free soda - either cream, root beer or orange," Vierling said.

Vierling and a few other children also used to "work" in order to get a Sattely. They would run and collect the foul balls for a baseball league that played in the Oradell field - now Memorial Field - during the 1930s. "We got a free bottle of iced Sattely soda for the foul balls we brought back to the coach," he explained. "We also collected soda bottles to get money from deposits. We needed 10 cents to pay for the noon bus which took us to the Westwood movie theater, and another 10 cents for the movie."

What was so special about a Sattely soda?

"There was something in the artesian well water," explained

Jim Sattely. "That was its claim to fame. I still remember the well. It was behind the warehouse and was very deep."

An artesian well is a pumpleless water source that uses pipes to allow underground water that is under pressure to rise to the surface. Artesian wells were named after the former province of Artois, France, where many wells were drilled by Carthusian monks in 1126.

James Sattely remembers the house his great-grandparents lived in - "it was in front of the soda building on the corner of Grant and Boulevard," he said. Both buildings were torn down in the Seventies.

There were about eight or nine Sattely relatives in the business, Jim Sattely said, including his father - Jim Sattely, Sr. - who delivered soda in the 1950s. But as each began to pursue his own career - his father became a lawyer - the soda company closed in the Seventies.

"My cousin [in North Carolina] still has the soda recipe," said Jim Sattely. "Sometimes we joke about starting the company again."

A special bottle

The Sattely bottle Tripsas found joins a collection of thousands of old bottles he has been digging up since he was 10.

"I display many of them on shelves," said Tripsas, who attends old-bottle conventions to learn how bottles offer us clues to how people lived in the past.

"The Sattely bottle is unique because it's a piece of local history. It even has the name Peetzburg on it," said Tripsas, adding that the bottle was made from a mold, not a machine. "It's the only Sattely I have. It's special."