

Stratford's History Carole Dadino, Stratford Historian (CaroleD444@gmail.com)

Roads Through Stratford – Laurel Road, Part 3 By Carole Dadino, Stratford Historian

The earliest businesses along Laurel Road included Farms, Mills, a General Store, two Blacksmiths Shops and a Wheelwright. As industry evolved, additional businesses sprung up along the continually improved road. Ephraim Tomlinson's mule teams transported lumber and grain from his mills and also served the iron and glass factories throughout South Jersey. John Hillman converted the trees that stood on his Stratford properties into lumber and cordwood that was hauled to Chews Landing, loaded onto barges, and transported to Philadelphia. The farms along Laurel Road provided residents of the newly developed Village of Stratford, produce, milk and eggs.



1949 aerial view of Laurel Road and the Rexon Farm

With the introduction of railroad lines, automobiles and public transportation, small villages such as Old Stratford sprung up along the continually upgraded County Road 673 (Laurel Road through Stratford). 673 runs from College Drive and the Blackhorse Pike, to the current Church Road, Mt. Laurel. To meet the needs of the growing population, businesses sprung up along Laurel Road. One such business was Spino's Market.



Wills/Spino House, 211 E. Laurel Rd., built in 1893. Enrico and Rose Spino ran a farm market and egg business from this house for many years.



Laurel Road and Atlantic Avenue, 1925.

The building corner of Laurel Road and Atlantic Avenue held many businesses including Emerich's Food Market and Candlelight Florist (It moved across Laurel Road, to the right of the RR Crossing sign. Currently, the building is occupied by the Atlantic and Laurel Insurance Co.



There were a few businesses located on the White Horse Pike that had access from Laurel Road. Remembered are Mr. Bill's, and the Atlantic Gas Station. As the road crossed the White Horse Pike and extended to White Horse Road, there was Beringer's and the car wash. Also remembered were Kirkwood's Pufferbelly and the Chicken Coop on White Horse Road.



Freebyrds (Checker's) and the Rt.30 access road, occupy the site of the old Atlantic Gas Station.



Stratford Borough Hall and Fire House in 1956.

Another business was a small Drive-Thru at Laurel Road and Kirkwood Avenue. Many remember purchasing their milk and bread there. It was first, Locust Lane, and then, Heritage Farms. In the 80's, it became a drive thru sandwich shop called Schermerhorn's. In the photo above, the Drive-Thru can be partially seen in the far left, behind the tree. The property across Kirkwood Avenue from the Drive-Thru, (To the right of the tree) always held an automobile related business. Repairs, mechanics, tires and at one time, it also served as a gas station.]

Part 4 will feature Stratford's Medical facilities and additional businesses.

Thanks again, John Keenan, for all your help.