

# BUSINESS

***What's Old is New:  
Jim Harvey, Keeping  
up a Northeast  
Philadelphia Tradition***

*Also in this issue:*

**foodie (fōo'dē)**

*The Lazy Days of Summer are Perfect for Foodies*



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## Letter from the President:



"The virtue of a great soul that cares for the whole universe through the ties of humanity." Is how Louis de Jaucourt described hospitality in *Encyclopédie*.

Each country and culture focus on hospitality through different rituals and traditions. The heartfelt passion is all the same – welcoming a stranger and offering food, shelter, and celebration.

Our summer inBUSINESS Magazine focuses on the rich hospitality, past, and present. From the days of the flourishing Jolly Post Hotel to today's culturally rich eateries, Northeast Philadelphia continues to grow as a culinary destination.

In this issue, Jack McCarthy, archivist, and historian takes a look back to the glory days of taverns. Shannon Franke of Odd Graphics guides us through the process of inbound marketing, and we learn how institutions like Cardone Industries and Cancer Treatment Centers of America, are ever-evolving to serve the community better. PLUS, we are Philadelphia and still riding the Eagles wave. Dave Spadaro gives us a sneak peek into the season keeping our spirits high.

Let's not forget, the season takes us to the shore, outdoor events, and festivals, and opens our minds to try new things. We've compiled a list of some notable restaurants around our region for you to enjoy. So sprinkle between your backyard barbecues, and take your family and friends for a new experience.

Join us as we continue to celebrate our region as a culinary destination for our second annual Flavors of the Northeast on Tuesday, October 2. We offer an evening filled with music, celebration, and some of the finest fare from our local restaurants and caterers. Tickets are \$25 in advance and \$35 at the door.

But wait, there's more.

The Flavors of the Northeast is only the beginning. Our event kicks off our second annual Northeast Philadelphia Restaurant Week from Wednesday, October 3 – Tuesday, October 9! Last year was a smashing success and this year will be off the charts. Restaurants will offer lunch and dinner specials throughout Northeast Philadelphia and the surrounding area. Participating restaurants and their menus will be listed online and our partner, Northeast Times will publish a restaurant guide so you will not miss a trick this October.

For more information on Flavors of the Northeast and Restaurant Week, visit [www.nephilachamber.com](http://www.nephilachamber.com)

On behalf of the Greater Northeast Philadelphia Chamber of Commerce Board of Directors, Committee Members, and staff we wish you a safe and fabulous summer.

Best,

A handwritten signature in black ink, appearing to read "Pam".

**Pam Henshall, President**  
Greater Northeast Philadelphia Chamber of Commerce

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Gene Burns Graphic Design

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# GNPCC Calendar

**GNPCC Upcoming Events – Save the Dates**

## Tuesday, September 18

### Informal Luncheon

Gallo's Seafood  
8101 Roosevelt Boulevard, 19152  
12:00 to 1:30 pm  
\$15 payable to Gallo's Seafood  
3rd Tuesday of every month

## Friday, September 21, 2018

### Executive Luncheon Series: A Conversation with Nancy Hesse, MSN, RN, president and CEO of Cancer Treatment Centers of America

The Union League Golf Club at Torresdale  
3801 Grant Avenue, 19114  
11:30 am to 1:30 pm  
GNPCC Members and Invited Guests \$65  
Non Members \$75

## Tuesday, September 25

### Business After Hours

Tompkins VIST Bank  
8000 Verree Road, 19111  
5:30 to 7:30 pm  
GNPCC Members and Invited Guests FREE  
Non Members \$12

## Friday, September 28

### Nonprofit Summit in partnership with The Nonprofit Center at La Salle University's School of Business

Pen Ryn Estate  
1601 State Road, Bensalem 19020  
7:30 to 11:30 am  
\$49 Advanced Reservation  
\$59 At the Door

## Tuesday, October 2

### 2018 Flavors of the Northeast

Philadelphia Ballroom  
2014 Hornig Road, 19116  
6:00 to 9:00 pm  
\$25 in advance - \$35 at the door

## Wednesday, October 3–Tuesday, October 9

### 2nd Annual Northeast Philadelphia Restaurant Week

Visit, [www.nephilachamber.com](http://www.nephilachamber.com) for details

## Tuesday, October 9

### Business After Hours

Beneficial Bank  
1411 Rhawn Street, 19111  
5:30 to 7:30 pm  
GNPCC Members and Invited Guests FREE  
Non Members \$12

For more information about these and other events visit  
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President and CEO, Nancy Hesse, MSN, RN



Cancer Treatment Centers of America calls Northeast Philadelphia home since 2006.

# Competition and Conformity – The Importance of Staying True to Your Character

| By Pam Henshall, GNPCC Staff Writer



"There's a reason that we take so much care in who we hire," said Nancy Hesse, president & CEO of the Cancer Treatment Centers of America (CTCA) in Philadelphia. "Everything affects patient care...it all trickles down, and that's something that has allowed us to maintain such a caring, empathetic identity over the years."

With a number of respected, proven healthcare institutions, Philadelphia is not only a hub of medicine and science *regionally*, but *internationally*. "Competitive" might seem like a word to describe a healthcare marketplace, but in an environment filled with organizations that want to provide the best possible care to patients, differentiation is essential for these institutions to create a sustainable advantage.

Hesse, who was a nurse for more than 30 years, was named the president & CEO of CTCA Philadelphia back in 2016 after spending three years as its chief nursing officer. "CTCA is just... different. The first characteristic we look at in the hiring process is personality." Over the course of our discussion, I learned exactly what she meant by that.

CTCA – which has five hospitals across the United States and has been in its Northeast Philadelphia location since 2006 – only treats cancer. And in a region like Greater Philadelphia, where a number of other healthcare institutions all have proven success in treating cancer, there's a lot of elbowing for attention. But in this crowded healthcare marketplace, CTCA has never strayed from its roots. "It's all about the patients, and everyone here not only *knows* that, but they also *identify* with it," said Hesse. "From the custodial staff to the chief medical oncologist and everyone in between, our Stakeholders truly understand how important it is to make our patients feel empowered, less afraid and more knowledgeable about the treatments given to them – I can't tell you how many times I've heard those sentiments from our patients. It really brightens my day, because that's exactly what we're striving for."

It's called the "Mother Standard of Care," which is a term coined by the organization's founder, Richard Stephenson, who was disappointed with the fragmented cancer care given to his mother after she was diagnosed, and subsequently died of cancer a number of years ago. That led him to create CTCA – a place where doctors treat patients with the same care that they would provide to their own family members.

"It would be easy to lose our ideals and potentially model a competitor, but that's not what we are... it's not *WHO* we are. Staying relevant in a competitive environment is difficult for any organization, but we aren't going to conform to any other institution's definition of 'success.' It's all about the

patients, and when the *patients* are the ones saying, 'you guys are awesome,' then you know you're doing something right. Our identity will never change."

CTCA's patient satisfaction scores – measured by Press Ganey, who works with more than 26,000 healthcare organizations – are some of the highest in the industry, which makes its patients apt to recommend CTCA to friends, family or colleagues, if they receive the unfortunate diagnosis of cancer.

What makes CTCA so beloved by their patients is more than just their positive results and the 'warm' attitudes of the organization's employees – it's that the hospital offers a myriad of services *all under one roof*. There are nutritionists that offer personalized diet plans, physical therapists to help ease the pain of cancer care, and even chaplains to provide spiritual support. Patients have access to these services and more, all without leaving the premises.

"I can't even count the number of times I've spoken to patients and heard them say, 'this place is like my second home,' and I'm sitting there thinking to myself, 'you know this is a hospital, right?'" continued Hesse. "But honestly, hearing those words is really special." ●

Editor's note: Join us for our quarterly Executive Luncheon Series for a conversation with, Nancy Hesse, president and CEO of CTCA Philadelphia, on Friday, September 21, at The Union League Golf Club at Torresdale.

For more information visit our Web site, [www.nephilachamber.com/calendar](http://www.nephilachamber.com/calendar).



# NEXT ACT FOR PHILADELPHIA EAGLES: REPEAT GLORY

| By Dave Spadaro, Eagles Insider



**I**f it seems like only yesterday when the Philadelphia Eagles defeated the New England Patriots 41-33 in Super Bowl LII on February 4, you're really not that far off. When you wait 57 years for a Championship, a matter of months can feel like the blink of an eye. But time moves ahead, and we're deep into 2018 already, and the Eagles have turned the ball and focused on the season ahead as defending Super Bowl Champions.

## So, what's next for the champs?

"I think we're in a very competitive situation, and that's what you want to see. You want guys fighting for their jobs, bringing out the best in each other," head coach Doug Pederson said. "It's been that kind of offseason – guys have been extremely upbeat and they've worked hard and I think we're going to see that throughout the summer as we get down to 53 players on the roster."

The biggest question, of course, as the Eagles prepare for a lengthy Training Camp that ends in mid-August and a four-game preseason slate, is when will the team have Carson Wentz back at the quarterback position. Wentz suffered a torn anterior cruciate ligament in his left knee on December 10, and while his return is still very much undecided, Wentz is aiming for the September 6 opener against Atlanta. Until then, the Eagles will go with the backup plan – Super Bowl MVP Nick Foles. It's an enviable position for the Eagles to be in, to have a Super Bowl Most Valuable Player as the No. 2 quarterback behind a superstar franchise quarterback.

It all starts there for the Eagles, who were not bashful at all as they reloaded the roster in the offseason. The Eagles now have depth

in just about every position, making for what should be an action-packed preseason preparing for 2018 and a very difficult schedule as the "hunted" team in the NFL. With high-profile additions to the defensive line (former Pro Bowl players Michael Bennett and Haloti Ngata), veteran role players at linebacker (Paul Worrilow and Corey Nelson) and some rookies expected to make an impact (tight end Dallas Goedert and cornerback Avonte Maddox), the Eagles have the pieces in place to make another title run in their quest to become only the ninth team in NFL history to repeat as Super Bowl champions.

## But do they have the hunger? Do they have the edge?

"That part is never going to change with this team," Pro Bowl tight end Zach Ertz said. "The mentality of this team is that we're hungry. Just because we won the Super Bowl last year doesn't mean we want it any less this season. Once you get a taste of winning, you want more. We want to win it again this season."

To repeat as Super Bowl champions, the Eagles must overcome an improved NFC East, win on the road against extremely tough competition and have Wentz return, at whatever point that is, and resume as the all-around quarterback that he was in 2017 when he tossed a league-high 33 touchdown passes and only 7 interceptions before his injury. The defense has to show its better in the secondary and at linebacker, where all eyes are on middle man Jordan Hicks, already returning from injury.

"It's not easy and it's not supposed to be," safety Malcolm Jenkins said. "All I can tell you is that we believe in each other, and that's an important first step heading into the season." ●





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## Loan or Line of Credit? What financing do I need for my business?

| By Michael Alles, Vice President of Lending, Finanta

Most businesses will need an infusion of cash at some point in their lifecycle in order to be competitive and grow to the next level. As a business owner it is important to take some time to understand what options may exist for you and your business and which combination of owner equity, venture capital, debt, or friendly loans from family/friends is most appropriate. When the answer is debt, the next question becomes: debt in what form? There are many options, but two of the most common facilities are term loans and lines of credit.

With a term loan, the Borrower generally receives all of the loan proceeds up front, and begins repayment immediately through monthly, amortized payments. Use of funds vary, but are often allocated for long term (greater than 1 year) needs. Investments in equipment and leasehold improvements are typically appropriate uses for a term loan. With a line of credit, the Borrower is invoiced on interest which accrues only on the outstanding principal, or the amount you actually use. A line of credit is typically a revolving product, like a credit card; and as principal is repaid, it becomes available to borrow again. Principal repayments are managed by the Borrower and must be paid before the end of the line of credit term. A line of credit should be used for short-term (less than 1 year) needs, such as payroll obligations, or up-front costs related to a short-term receivable.

As a lender, I do my best to avoid a product-forward approach with my borrowers. My goal is to understand their capital needs, and come up with the best solution for their specific scenario. Many times those solutions are straight forward. An equipment need is likely best suited for a term loan, amortized over the useful life of the asset (you don't want to repay a loan over 10 years for a piece of equipment which will last only 5 years). If a cash flow scenario results in a recurring gap between payment from a vendor and the next payroll obligation, a

line of credit may be the best approach. Do your research and get an understanding of what type of financing your business needs, but allow your lender to present options.

Regardless of the type of credit facility you choose, make sure you and your business are prepared to borrow before you approach a lender or complete an application. Review your personal credit report at [www.annualcreditreport.com](http://www.annualcreditreport.com) (the only place you can pull a free copy of your credit report from each of the three main credit bureaus, annually) and address any issues you may find. At the very least, be aware of existing credit challenges in order to communicate your circumstances to potential lenders. Compile three years of your most recent personal and business tax returns and interim financial statements. Begin to think strategically about your intended use of funds, and how you will use the capital to grow your business.

As you go through the loan application process, make sure to evaluate your lender as carefully as they will evaluate you. You are potentially entering into a long term relationship, and it's extremely important you feel comfortable with your lender. Are they responsive? Do they explain their products and terms clearly? While borrowing for the first time can feel overwhelming and complicated, your lender should be able to communicate plainly such that all concerns and questions are addressed. Finally: shop around. While you do want to limit the number of hard inquiries on your credit report, you may be able to get a term sheet from two or three lenders in order to compare interest rates, fees and proposed loan structures before an actual application is submitted. A good place to start is with the bank or credit union with which you already have a relationship. If that's not possible, go to the Small Business Administration's website at [SBA.gov](http://SBA.gov) and utilize their Lender Match tool. It's an easy way to access every SBA lender in your service area. ●





# ***What's Old is New*** ***Carrying the Tradition:*** ***Gallo's Seafood New Ownership***

| By John Cole, Northeast Times

FOOD PHOTOGRAPHY:  
DOMINIC EPISCOPO, EPISCOPO STUDIOS

## ***Gallo's Seafood knows the people of Northeast Philadelphia just as well as the people of Northeast Philadelphia know Gallo's.***

The seafood restaurant at 8101 Roosevelt Boulevard is a neighborhood staple under the guidance of Frank Galloway, but now after 51 years, the business is in new hands.

Jim Harvey, who has spent 39 years in the restaurant industry, took over Gallo's on Nov. 20. Although Harvey is not related to Galloway, the two share the same vision for the popular family friendly restaurant.

"It's one of the best restaurants in Northeast Philly," Harvey said. "If I was the owner of that restaurant, I would run it the same way."

Now, Harvey is at the helm of Gallo's.

Gallo's originally opened as an Italian restaurant at the intersection of Taylor and Pacific Ave. in Wildwood, New Jersey, in the summer of 1966. Frank and the late Diane Galloway embarked on this new adventure by being a seasonal restaurant down the shore, but wanted to ultimately open up a restaurant where they resided in the Northeast.

In 1970, the time had come to open up a restaurant in the Northeast, but the biggest question Frank Galloway had was what to serve the people?

"I got Italian food knowledge, and I got seafood knowledge," Galloway said.

As he viewed the landscape of the restaurant industry in the Northeast he realized the lack of seafood eateries, and decided to go with seafood.

"I guessed right," he said.

Gallo's Seafood set up shop at the intersection of Frankford Avenue and Academy Road in 1970 and saw immediate success.

"I started off with no seats in there to 220 seats," Galloway said.

Recognizing the demand for his food, Galloway decided to remodel the restaurant by providing more seating, but that still didn't fully accommodate the growing number of customers.

Galloway recalled the great lengths people would go just to eat there.

"It's amazing, 150 people standing outside in the rain there," Galloway said. "We were never slow all day long."

After a decade of successful business, Galloway decided it was time once again to make a move, but this time just another location in Northeast Philly.

In 1983, Gallo's relocated to their location on the boulevard, and have called it home since.

Galloway knew his business would prosper anywhere, but thought it was important to remain in the Northeast.

"It's important to live close," Galloway said. "I didn't need to drive far away."

Galloway has called Philadelphia home his whole life and recognized how that is not the norm of everyone he knows.

"I've been a Philly guy my whole life, everybody I know got out of Philadelphia, but me," Galloway said.



PHOTO: RICKY HALDIS, WISE OWL MULTIMEDIA

**Jim Harvey, Northeast Philadelphia native and proud Gallo's owner.**

For the past decade, Galloway took a backseat to the restaurant and let his children call the shots.

His children, Fran and Lisa, ran the day to day operations and it continued to see success. In March of 2017, his son Fran had suddenly passed away from an undetectable condition at 52.

It was at the luncheon after the funeral, Galloway recognized how many people his son and their business had touched.

"It's emotional," said Galloway. "You can't imagine the letters I've gotten from people who worked for me."

Citing letters from previous employees who now live across the country, Galloway realized the countless amount of people their son and business had impacted.

Galloway even recalled a time he was at a restaurant in Paris with 15 people and sparked a conversation with someone at another table who was from the Philadelphia area who had eaten at his joint.

After the passing of his son, Fran, and his son Michael who had passed away in 1994 of Leukemia, Galloway knew it was an extremely difficult situation for his daughter to carry the heavy load of the business.

When Galloway decided to look at interested buyers for Gallo's, there were many who expressed interest in the restaurant, but Harvey stood out among the rest.

"When I met Jimmy, I kind of felt right away (he was a good fit)," said Galloway.

The two men met at the Union League to discuss the restaurant business, and after a 45-minute conversation, Galloway was convinced that this was the right man for the job.

"I made him my number one target," Galloway added, although there were other buyers who were offering more money.

After months of hammering out details, Harvey was ready to take on this role.

"This is the family business that I always wanted," said Harvey.

Harvey, born and raised in Northeast Philadelphia, has spent the bulk of his career in the restaurant industry.

*(continued on next page)*





Much like Galloway, Harvey decided to take his talents down the shore and helped with the managing of The Wharf in Wildwood.

For a couple of seasons, Harvey was introduced to the hustle and bustle of the Jersey shore restaurant atmosphere, which helped expand his experience in the industry.

After leaving the Wharf in an administrative role, Harvey next took a position helping open up the FOP in Far Northeast. After a year with the FOP, Harvey went into a partnership and bought into the Ashburner Inn.

Harvey had helped reshape the Ashburner and remains involved with them today.

Harvey believes his recent experiences at other restaurants will be beneficial in how he runs Gallo's.

"I don't know if I'd be prepared for this, if I didn't have so many experiences."

Galloway was impressed with Harvey's lengthy experience in the industry and his familiarity of the Northeast.

"He's almost in the perfect place to take this over," Galloway said. "He's still going to learn a lot here, but he's got a good resume to get him pushed ahead."

Galloway admits it's not an easy business to walk away from, but knows that Harvey will lead his workers in the right direction.

"Jimmy will improve the business," Galloway said. "It's an easy decision." ●

In 1978, graduating from Father Judge, and spending his summer down the shore with his friends, Harvey recognized the importance of getting a job, but a 20 minute conversation in a restaurant ended up shaping his future without him realizing it at the time.

In Oct 1978, Harvey walked into Chickie's and Pete's and talked with the owners of the business. Before he left, he was offered to start the next morning at 8 a.m., which he accepted.

"I never expected that," Harvey said. "If you had asked me that next day this is going to be your career the rest of your life, I would have thought you were crazy. Sometimes your career finds you."

For the next 33 years, Harvey worked for Chickie's and Pete's in multiple roles from maintenance, cooking, bartending, to managing several of their locations.

"When I worked there, it wasn't like a business, it wasn't like I worked for them, it was like I was a part of it."

It was a difficult decision for Harvey to walk away from the restaurant he had called home for over three decades, but knew it was time for him to advance his career.

presented by Northeast Times and Greater Northeast Philadelphia Chamber of Commerce

**TUESDAY, OCTOBER 2, 2018**



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Greater Northeast Philadelphia Chamber of Commerce



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# foodie (fōo'dē)

## n. Slang

A person who has an ardent or refined interest in food; a gourmet: “in the culinary fast lane, where surprises are expected and foodies beg to be thrilled” (Boston Globe).



FOOD PHOTOGRAPHY: DOMINIC EPISCOPO, EPISCOPO STUDIOS

## The Lazy Days of Summer are Perfect for Dining

Why would Philadelphia Inquirer food critic, Craig LaBan, visit 60 Northeast Philadelphia restaurants? Because he should. Northeast Philadelphia has exploded into a foodie's paradise with a multicultural influence to satisfy anyone's desire.

The first European settlement was established by Swedish farmers and today our neighborhoods are rich with diversity and culture. As the community evolves, so does the cuisine. With an array of flavors highlighting Eastern Europe, Central Asia, Chinese, Japanese, Vietnamese, Caribbean, Middle Eastern, Israeli, Italian, and hometown traditional American fare, Northeast Philly is a growing culinary destination.

This time of year, baseball may be our national pastime; but, the thread that keeps us together daily is the love of food.

*What is your foodie favorite?*

As we enjoy these lazy days of summer, make a point to visit and revisit restaurants sprinkled around Northeast Philadelphia. Relax, enjoy, eat in, take out, and experience it all.

**Ashburner Inn**  
8400 Torresdale Ave.  
[www.ashburnerinn.com](http://www.ashburnerinn.com)

The Ashburner Inn is located in Northeast Philadelphia. We have a Contemporary/American Menu featuring our imported Italian wood-burning oven.

**Buffalo Wild Wings**  
9701 Roosevelt Blvd.  
[www.buffalowildwings.com](http://www.buffalowildwings.com)

A welcoming neighborhood atmosphere with a front-row seat for every sports fan that offers 21 mouth-watering signature sauces and seasonings.

**Cafe Michelangelo**  
11901 Bustleton Ave.  
[www.cafemichelangelo.com](http://www.cafemichelangelo.com)

Cafe Michelangelo is a full service bar and restaurant that was started by two Italian brothers, Angelo and Michael Di Sandro, who had the desire to bring a love of their food and culture to America.

**Country Club Restaurant & Pastry Shop**  
1717 Cottman Ave.

[www.facebook.com/pages/Country-Club-Restaurant-and-Pastry-Shop](https://www.facebook.com/pages/Country-Club-Restaurant-and-Pastry-Shop)

Casual diner serves a menu of elevated comfort food for breakfast, lunch & dinner plus baked goods.

**Fraternal Order of Police Lodge #5 - 7C Lounge\*\***  
111630 Caroline Road  
[www.fop5.org](http://www.fop5.org)

The 7C Lounge is a members-only bar and restaurant housed at the FOP Lodge 5 Headquarters in Northeast Philadelphia. With its sparkling tile pillars and a gleaming mahogany bar that spans over 70 feet, the lounge is the perfect place to relax and enjoy a drink with good friends, both old and new.



### **The Freshworks**

4048 Woodhaven Road  
[www.thefreshworks.com](http://www.thefreshworks.com)

If you're looking for the best hoagies, cheesesteaks and wings in the greater Philadelphia & Bucks County area, look no further than The Fresh Works!

---

### **Gallo's Seafood**

8101 Roosevelt Blvd.  
[www.gallosseafood.com](http://www.gallosseafood.com)

Serving the freshest fish and shellfish since 1966. Traditional preparations along with contemporary specials are offered. We have a large selection of domestic, imported, and local craft beers, a wine list, and hand-crafted specialty cocktails.

---

### **Grey Lodge Pub**

6235 Frankford Ave.  
[www.greylodge.com](http://www.greylodge.com)

The Grey Lodge Pub is a friendly pub in Northeast Philadelphia. We are not the typical Northeast Philly bar, but then again we aren't the typical anything.

---

### **Joseph's**

7947 Oxford Ave.  
[www.josephspizza.net](http://www.josephspizza.net)

Our unique pizza starts with our signature fresh dough, with a layer of our own special recipe sauce topped with the finest mozzarella cheese. Baked to perfection in its own pan, you won't find a fresher, better tasting pizza anywhere else.

---

*Business names highlighted in orange are Greater Northeast Philadelphia Chamber of Commerce members.*

### **Judah Grille**

9311 Krewstown Rd.  
[www.judahgrill.com](http://www.judahgrill.com)

Located in Northeast Philadelphia, Judah Mediterranean Grill is renowned for its three decades of homemade, internationally inspired dishes. We invite you to tour our site and visit our restaurant for the Judah Mediterranean Grill (Glatt Kosher) experience.

---

### **Macaroni's & P Square Lounge**

9315 Old Bustleton Ave.  
[www.macaronis.net](http://www.macaronis.net)

A neighborhood mainstay for decades, Macaroni's blends timeless, old world charm, with a dynamic modern dining experience. Our menu is inspired by our passion for simple Italian comfort foods, that draws from the deep well of Italian culture and cuisine. At the same time, Macaroni's reaffirms its commitment to serving seasonal and sustainable local fare to the Northeast Philly neighborhood it calls home.

---

### **Mayfair Diner**

7373 Frankford Ave.  
[www.facebook.com/Mayfair-Diner](https://www.facebook.com/Mayfair-Diner)

Classic 24/7 diner serving American faves & all-day breakfasts in a retro '50s atmosphere.

---

### **Moonstruck**

7955 Oxford Ave.  
[www.moonstruckrestaurant.com](http://www.moonstruckrestaurant.com)

Moonstruck, a fabulous gem of a restaurant located in the Fox Chase area of Northeast Philadelphia, has been providing temptingly delicious Italian food for 38 years. Moonstruck originally opened as Ristorante DiLullo under the guidance of renowned cookbook author, Marcella Hazan. Moonstruck continues to delight its loyal customers with its exquisite Italian cuisine.

---

### **Mr. Sushi**

7324 Oxford Ave.  
[www.mrsushipa.com](http://www.mrsushipa.com)

Mr Sushi is a Japanese restaurant and sushi bar located in Northeast Philadelphia. It was formerly known as Makiman Sushi and with only a name change, we continue to keep our customers satisfied with fresh fish and amazing rolls that have our customers keep coming back for more.

---

### **Nick's Roast Beef**

2210 Cottman Avenue  
[www.nicksnortheast.com](http://www.nicksnortheast.com)

Nick's provides both on and off-site catering from personal to corporate along with a top rated banquet facility. We have the abilities for everything from a backyard barbeque to fine dining with multiple courses and even full service bartending including off-site liquor packages available. Nick's Roast Beef is part of the fabric of Philadelphia for years past and years to come and we look forward to continuing to grow and serving the community we live and grew up in!

---

### **Picanha Brazilian Grill**

6501 Castor Ave.  
[www.picanhagrill.com](http://www.picanhagrill.com)

Conceived by Amabilis and Rosineia (better known as Néia), the restaurant has now become an integral part of Philadelphia's gastronomic life. Opened on June 4, 2005, the Picanha Brazilian Grill is known for serving the best steak in northeast Philadelphia.

---

### **Randi's Restaurant & Bar**

1619 Grant Avenue  
[www.randisrestaurantandbar.com](http://www.randisrestaurantandbar.com)

We're pleased to bring you a casual, comfortable dining experience in a family setting. Randi and Jimmy are always here to ensure that you get the best service. There is a friendly, helpful staff waiting to cater to you.

---

### **Shish Kabob Palace**

1683 Grant Ave.  
[www.myshishkabobpalace.com](http://www.myshishkabobpalace.com)

Our traditional recipes combine fresh ingredients for meals you'll feel great about eating. Whether you're on the run, entertaining guests, or just want fresh and delicious prepared foods to go, we have many selections perfect for you! From daily lunch specials to catering outdoor events - you can count on us for any occasion.

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*(Continued on next page)*





### Sweet Lucy's Smokehouse

7500 State Rd.

[www.sweetlucys.com](http://www.sweetlucys.com)

Looking for Authentic Hickory Smoked BBQ? Then you're in the right place. Select one of the menus from the drop-down list and discover what we have to offer. Whether you are looking for a sandwich to satisfy your cravings or picking up dinner for your family, everything you need is right here at your fingertips.

### Three Monkeys Café

9645 James St.

[www.3monkeyscafe.com](http://www.3monkeyscafe.com)

Three Monkeys Café opened its doors on August 25, 2005. Three Monkeys Café offers a unique atmosphere with three distinct dining experiences. The pub area resembles an Olde City-style restaurant complete with a hand carved, turn of the century restored bar.

### Texas Road House

1545 Street Road, Bensalem, PA 19020

[www.texasroadhouse.com](http://www.texasroadhouse.com)

It all began on February 17, 1993, when Kent Taylor opened the first Texas Roadhouse in Clarksville, Indiana. Kent's goal was to own not just a family restaurant and not just a steak restaurant, but a place where everyone, of all ages, could come and have a great meal and great fun for a great price.

### The Dining Car

8826 Frankford Ave.

[www.thediningcar.com](http://www.thediningcar.com)

We hope to give you a moment of relaxation in your otherwise busy day. We encourage guests with special dietary needs to let us know what we can do to meet those needs... "If we can, we will!"

### Tiffany Diner

9010 Roosevelt Blvd.

[www.thetiffanydiner.com](http://www.thetiffanydiner.com)

Have a homemade meal at any time when you visit Tiffany Diner in Philadelphia, Pennsylvania. Our family diner features a full breakfast menu that is available all day and night. Don't Forget Dessert!

### 4 Every Occasion Cakes & Cupcakes

1821 Cottman Ave.

[www.4everyoccasioncakes.com](http://www.4everyoccasioncakes.com)

Like our name says....we have designed cakes 4 Every Occasion.



### Aunt Verlea's

### Pound Cake Experience

[www.getchocohlat.com](http://www.getchocohlat.com)

Since 2010, we have dedicated ourselves to creating customized edible expressions. A kid at heart, the founder Anne-Marie Constable, took her love and passion for candy and found the perfect way to share it with clients all over the Greater Philadelphia area. Some of our clients include the Philadelphia Eagles, Comcast NBC Universal, BOEING helicopters, Bellevue Hotel, Spirit of Philadelphia, Hilton's Inn at Penn, University of Penn, Winterthur Museum, and Peddler's Village.

### choc.OH.lat

[www.getchocohlat.com](http://www.getchocohlat.com)

Since 2010, we have dedicated ourselves to creating customized edible expressions. A kid at heart, the founder Anne-Marie Constable, took her love and passion for candy and found the perfect way to share it with clients all over the Greater Philadelphia area. Some of our clients include the Philadelphia Eagles, Comcast NBC Universal, BOEING helicopters, Bellevue Hotel, Spirit of Philadelphia, Hilton's Inn at Penn, University of Penn, Winterthur Museum, and Peddler's Village.

### Factory Donuts

1009, 7114 Frankford Ave.

[www.factorydonuts.com](http://www.factorydonuts.com)

Factory Donuts are a made to order cake donut. They are handcrafted by dipping them into your choice of icing, then finished with your choice of topping and drizzle. Our donuts are served hot, fresh, simply aromatic, and irresistibly scrumptious.

### Lysa's Cake'tique

[www.lysascaketique.com](http://www.lysascaketique.com)

Lysa's Cake'tique is a Premier Wedding Cake and Desserts Boutique. We create unique gourmet cakes and desserts using specialty ingredients. Our cakes are hand-crafted and custom tailored to fit the vision of our bride and groom. We believe in providing works of art that not only taste good, but look good. Lysa's Cake'tique caters to the creative couple looking to WOW their guests and create everlasting memories.

### RB's Chocolate Revenge

8733 Frankford Ave.

[www.rbchocolaterevenge.com](http://www.rbchocolaterevenge.com)

At RB's Chocolate Revenge, we specialize in unique chocolate baskets, arranged and wrapped custom chocolate party trays and favors for all occasions.

### Great Awakenings Café

1466 E. Cheltenham Ave.

(215) 941-8807

Join us as we celebrate Northeast Philadelphia's cuisine this October.



### Save these dates:

#### Flavors of the Northeast

Tuesday, October 2nd 6:00pm

Philadelphia Ballroom,

2014 Hornig Road, Phila. 19116

#### 2nd Annual Restaurant Week

Wednesday, October 3 – Tuesday, October 9

Visit [www.nephilachamber.com](http://www.nephilachamber.com) for more details! ●



Growing up on the east coast as an Italian-American, Dominic Episcopo was born into a family that celebrated good food and great music, two things that would most influence and inspire his career.

Dominic emerged onto the photography scene and began cultivating his craft, capturing iconic musicians and celebrities. He soon gained international recognition as a pioneer of the food and lifestyle movement, unabashedly willing to push boundaries and "play with his food" as any good rock n' roller would. His iconic book 'Meat America' is a testament to this unique style and voice.

His most recent work can be found in a wide range of campaign advertising for global brands; cookbooks and culinary editorial publications; web commerce; fashion; and the private collections of notable contemporary collectors.

Dominic currently resides in Philadelphia where he operates a fully equipped photography and film studio in his converted, historic 15,000 square foot property. When he is not behind the camera you will find him in the kitchen, on a yoga mat or out shopping 45's for his beloved jukebox collection.

To read more about Episcopo Studios, visit [www.episcopo.com](http://www.episcopo.com)

It's Time to Show-Off and Showcase Northeast Philadelphia as a Culinary Destination!



Wednesday, October 3 -  
Tuesday, October 9

visit [www.nephilachamber.com](http://www.nephilachamber.com) for a growing list of participating restaurants

## Northeast Philadelphia's premier community newspaper!

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at Northeast Times

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[www.BSMPhilly.com](http://www.BSMPhilly.com)





# King's Highway Bus Tour

| By Jason Sherman, King's Highway Foundation

**The oldest continuously used road in America was ordered to be laid out between 1650 and 1735 by King Charles II of England.** Over the years it went by various names such as the King's Highway, the King's Road, Main Street, Bristol Pike, Route 13, and more recently: Frankford Avenue. Most of the roads' history has been fading in the background until recently. One fascinating piece of history is that on this road is the oldest continuously used road bridge in America. The King's Highway Bridge a.k.a. the Pennypack Bridge or the Frankford Bridge was built in 1697 by the order of William Penn, and is still in use today.

Nearly every delegate from New England and New York attending the Continental Congress in Philadelphia traveled along this road. In 1781, combined American and French armies led by General George Washington and General Jean-Baptiste Rochambeau marched along The King's Highway down to Yorktown, Virginia to defeat General Cornwallis and the British army to give the United States of America its freedom once and for all.

For the first time ever, people can travel along this road on an official tour to visit over 60 historic sites, structures, buildings, and locations. This is just the first part of the tour, as it is only half of the highway from Torresdale and Upper Holmesburg, all the way down to Frankford. Eventually the goal is to reach Sugarhouse Casino at the end of Frankford Avenue at the Delaware River. On the tour you'll see some of

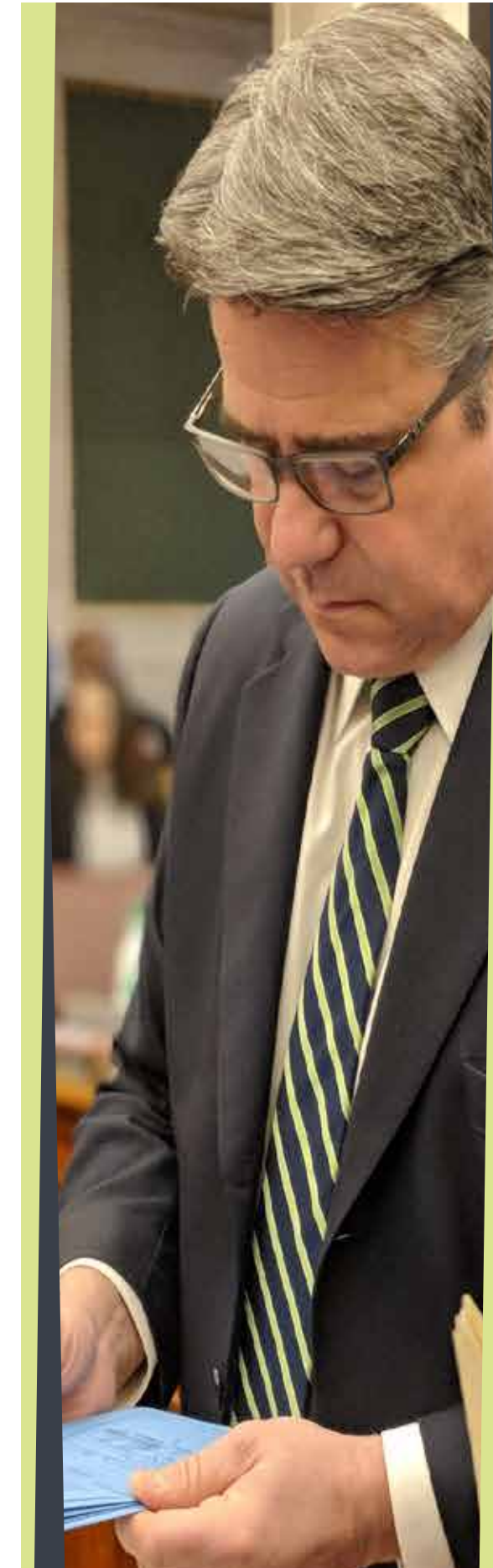
the oldest churches in Philadelphia, buildings with incredibly diverse architecture, and learn stories about American history that haven't been told before.

To better prepare yourself for the tours, you can watch the documentary of the same name: *The King's Highway*. The film focuses on the locations shown in the tour, with a vast amount of information provided by historians, experts, and authors. Unfortunately, a number of the sites are no longer with us because they were demolished by developers over the years. Thanks to area preservationists you can still see a multitude of the sites that are still standing. Most that are not still there have a plaque or a sign to show where they once stood.

The King's Highway Trust nonprofit has created an illustrated map of the historic sites along the road as well as a self-guided walking tour in a mobile app, and a privately chartered bus tour. The maps are available for free in stores at various locations along Frankford Avenue. The self-guided walking tour is available for free to download on [KingsHighwayFilm.com/tour.html](http://KingsHighwayFilm.com/tour.html) and the bus tour is available as a private charter for groups of at least 30 people. ●

Information: [KingsHighwayFilm.com](http://KingsHighwayFilm.com)  
Email: [tour@kingshighwayfilm.com](mailto:tour@kingshighwayfilm.com)  
Phone: (267) 341-8683





Every year the City of Philadelphia makes decisions about the City's budget that impact all of us.

---

**This year, City Councilman Bobby Henon is committed to:**

- Voting **NO** on property tax rate increases
- Voting **YES** for holding the City accountable for finding the \$33 million currently unaccounted for
- Voting **YES** for increasing the value of the homestead exemption to protect people who own and live in their homes
- Voting **YES** for new tools to continue collecting back taxes from delinquent property owners - especially those who live outside the city
- Voting **Yes** for more funding for Police and Fire so that Northeast neighborhoods are safe
- Voting **YES** for funding to improve the quality of life in every Northeast neighborhood
- Voting **YES** for investments in parks and recreation centers
- Voting **YES** for providing awesome summer programming for our children

---

**Tell Bobby what issues are most important to you. Text or call Bobby at 215-686-3444.**

Bobby  
**Henon**  
Councilman • 6<sup>th</sup> District

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---

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# Ready for some al fresco dining? Think food truck festivals and traveling beer gardens

| By Kathe Romaniello, Renaissance Coaching Group

Al fresco dining can be a great way to share a meal and enjoy the long weather and warm days. Here are a few great Northeast Philly events to consider in the coming months:

## Northeast Philly Food Truck Festival

Having grown up in Northeast Philly, I still remember the O'Boyle's, Mr. Softee, and Jack and Jill ice cream trucks driving through the neighborhood on summer nights and interrupting our nightly game of dodge ball. In fact, a few decades later, I'm back in the old neighborhood and there is STILL an ice cream truck that travels the streets each night.

But food truck food has come into its own in a big way. The standard fare of hot dog carts and falafel trucks at the local carnival, has morphed into a specialty foods extravaganza! We're talking gourmet specialty trucks of all kinds. According to a recent article in Inc. Magazine, food trucks are the fastest growing food service operations.

Locally, the Northeast Philly Food Truck Festival has sponsored two events. The Festival, organized by Operations Manager, Matt Rossi, of Nick's Roast Beef, along with the Castor Bustleton Cottman Business Association, held the first Northeast Philly Food Truck Festival on November 18, 2017, at the Roosevelt Mall. More recently, a second food truck festival was held at PJP Marketplace in April.

Food truck festivals are good business, but another key reason for creating the local festivals, says Rossi, is to bring the community together by offering a fun event with great food. In fact, Nick's Roast beef has six food trucks, selling roast pork and roast beef, cheesesteak egg rolls, and lots of other great options. The events included trucks selling sweets (Curbside Creamery, Waffles and Wedges, to name a few) and 11 trucks selling everything from gourmet tater tots to Brazilian barbeque.

Matt tells me that other food truck festivals are planned in the coming months. Stay tuned for upcoming events by following the festival on Facebook, Instagram, and Twitter.

Now, for those of you who prefer beer with your al fresco meal, here are a few other events to add to your summer calendar:

## Parks on Tap

Parks on Tap is a program running throughout the summer in partnership with Philadelphia Parks & Recreation, Fairmount Park Conservancy, and FCM Hospitality.

Parks on Tap is Philadelphia's traveling beer garden that gives back! This summer-long event brings a beer garden to various parks throughout the Philadelphia area, providing fresh food, beer on tap, wine, snacks, and non-alcoholic beverages in a festive outdoor environment featuring comfortable chairs and hammocks. In addition to being a lot of fun, a portion of all proceeds goes back to Philadelphia Parks and Recreation (<http://www.phila.gov/parksandrecreation>) and Fairmount Park Conservancy (<https://myphillypark.org>).

Parks on Tap is scheduled to be at Burholme Park (in front of the Ryerss Museum and Library) from Wednesday, July 18 through Sunday, July 22. The event will land at Pleasant Hill in the Torresdale section that once served as a fish hatchery (when it was part of Pennsylvania's Department of Fisheries) on Wednesday, September 5 through Sunday September 9. Note that the event is DOG-FRIENDLY!

**Fun Fact:** According to Wikipedia, the phrase al fresco is borrowed from Italian for "in the cool [air]", although it is not in current use in that language to refer to dining outside. Instead, Italians use the phrases fuori or all'aperto. In Italian, the expression al fresco usually refers to spending time in jail. ●

Happy  
Summer!





# Inbound ROI

## What is Inbound Marketing and how do I use it to set measurable goals?

| By Shannon Creamer-Franke, Oddgraphic Company

Consumer buying habits have drastically changed since the introduction of the internet and now that everyone is carrying around a magic box in their pocket, information is readily available at consumers' fingertips in real time, all the time.

Traditional outbound marketing, time-tested "put your logo here" advertising, still has its place, however because buyers are connected 24/7, Marketers that bridge the gap between outbound and inbound marketing are finding much better ROI than what can be measured within just a single stream.

### What is Inbound Marketing?

Because consumers are "connected" 24/7 it is important to understand the buyers' journey and how effective Inbound Marketing can be once introduced into the mix.

Coined by our friends at HubSpot, the inbound methodology is a great way to turn strangers into customers and promoters of your business without breaking the bank. Today, with a solid strategy, Inbound Marketing can target the right people, in the right place, at the right time, with 61% less spent on lead generation compared to outbound

methods. This is why the percentage of marketers that are borrowing from their Outbound budgets to incorporate Inbound has been on a sharp incline for the past few years, with no end in sight.

Inbound marketing is focused on attracting customers through relevant and educational content at every stage of the buyer's journey. 68% of online buyers polled said they will spend considerable time reading online content published by a brand they are interested in (The CMA). This is why Inbound content is geared to solving customers' pain. Buyers find you through multi-channels like blogs, search engines, and social media, and in-turn, start to trust and find credible your business.

### Fundamentals of Inbound Marketing

Target your efforts by defining your ideal customers. This is an ideal starting place because not everyone is going to want/need your product or service. Figuring out your target audience can be as simple as getting to know your current customers; what they do for a living, what motivates them, what their challenges are, what their personal background is, basically anything that will help define who is buying your product or service. From there, you'll be able to build ideal "fictional customers," also known as buyer personas. When building buyer personas, it's very important to do the research and avoid making assumptions (WeSpeak Easy).

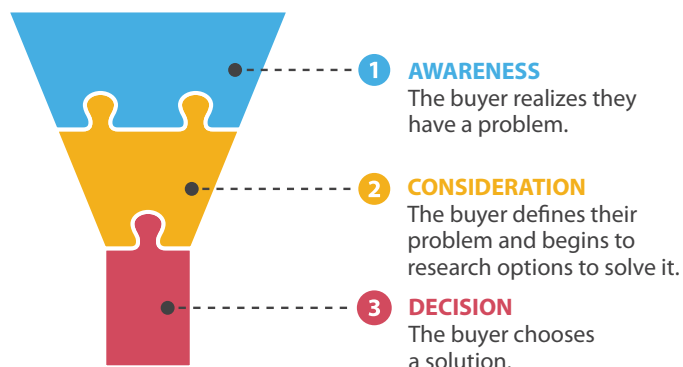
Now that you have your personas, let's take a look at the buyer's journey. The buyer's journey is the process buyers go through to become aware of, evaluate, and purchase a new product or service. Providing unique and relevant content at every stage of the journey is how you get potential customers interacting with your business.

The easiest way to distribute content is through blogging. A blog should be educational, build trust, and should avoid the hard sell. Obviously every business wants to sell their product or service, and it can be tempting to do so laced through your blog, but it's important to respect the buyer's journey and keep it educational to further trust. Small businesses with blogs get 126% more lead growth than businesses without.





## BUYER'S JOURNEY



**TIP:** When creating content, keep in mind what stage of the buyer's journey you're targeting. In blogs, it is simple to address a problem or issue a potential customer is having. Think about offering time-sensitive solutions, and at the decision stage (once you have garnered trust) offer your product or service as a solution.

### Inbound Marketing ROI Best Practices Stats

- Companies that utilize Inbound content platforms and offer buyer persona driven content see a 45% increase in the volume of Sales Accepted Leads (SALs). (Kapost)
- 44% of brands that use marketing automation software see ROI within 6 months, while 75% see ROI after one year. (Groove Digital Marketing)
- Companies that use advanced lead management solutions see a 9.3% higher sales quota rate. (CSO Insights)
- Companies who have prioritized business blogging are 13 times more likely to enjoy positive Inbound Marketing ROI. (HubSpot)

### Setting Goals and Measuring ROI

A key component is a set strategy that considers both traditional Outbound and new Inbound Marketing streams. Targeted outreach to your prospects through specific educational content is a key component of Inbound Marketing. This outreach builds a one-on-one connection with your audience over various stages of their journey.

This practice establishes micro-rapport with each interaction at each stage; building a trusted connection with your business.

A strong Inbound strategy is a must for businesses today. A survey by CMO in February 2016 revealed that marketers expect to spend 20% of their budgets on social media alone in the next five years. However, almost 50% of these marketers struggle to show the impact Inbound campaigns have on their business.

### Here are four tips on setting and measuring Inbound ROI

- 1. Define Your Scope, Goals, Strategy**
  - Exposure
  - Shared Voice
  - Influence
  - Engagement
- 2. Be S.M.A.R.T.**
  - S • Specific
  - M • Measurable
  - A • Achievable
  - R • Realistic
  - T • Timed
- 3. Know Your Customers and Where Your Leads Come From**
- 4. Get Organizational Alignment and Set Expectations**
  - Decide which metrics to use in calculating ROI (A professional Agency can help)
  - Measure ROI using both monetary and brand awareness metrics
  - Don't keep it to yourself; Your staff can be invaluable in tracking ROI and with direction will start making SMART ROI-based decisions

So are you onboard with the whole idea of Inbound ROI? Great, let's recap where to start; Define your ideal customers. Develop driven content based on the three stages of your buyers' journey. Weigh your marketing budget and look at both outbound and inbound opportunities. Set specific and realistic expectations to define goals within your new/revised marketing strategy. And last but not least, pick and share metrics to start monitoring and increasing your ROI. ●



## CARDONE Industries Continues to Change and Grow

| By George Zauflik, Senior VP Government Relations, Cardone Industries

### CARDONE GROWTH in Philadelphia

CARDONE Industries is investing several million dollars, into their Rising Sun Ave. facilities. This will Transforming the location into a high-tech Innovation and Technology Center that will support their global business units.

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### CARDONE supports Mothers and Babies through New Employee Benefit Programs

Breastfeeding Leader Maternity Care Coalition (MCC) has certified CARDONE Industries, the leading supplier of automotive replacement parts, as a Breastfeeding Friendly Employer. The certification comes after a new breastfeeding friendly policy was drafted and implemented as well as the creation of three lactation spaces under MCC's guidance.

CARDONE has also rolled out a Healthy Baby Program, as well as Paid Maternity Leave, to further support new moms with their transition back to work. This is another integral part of the new growth that CARDONE is experiencing in Philadelphia. ●





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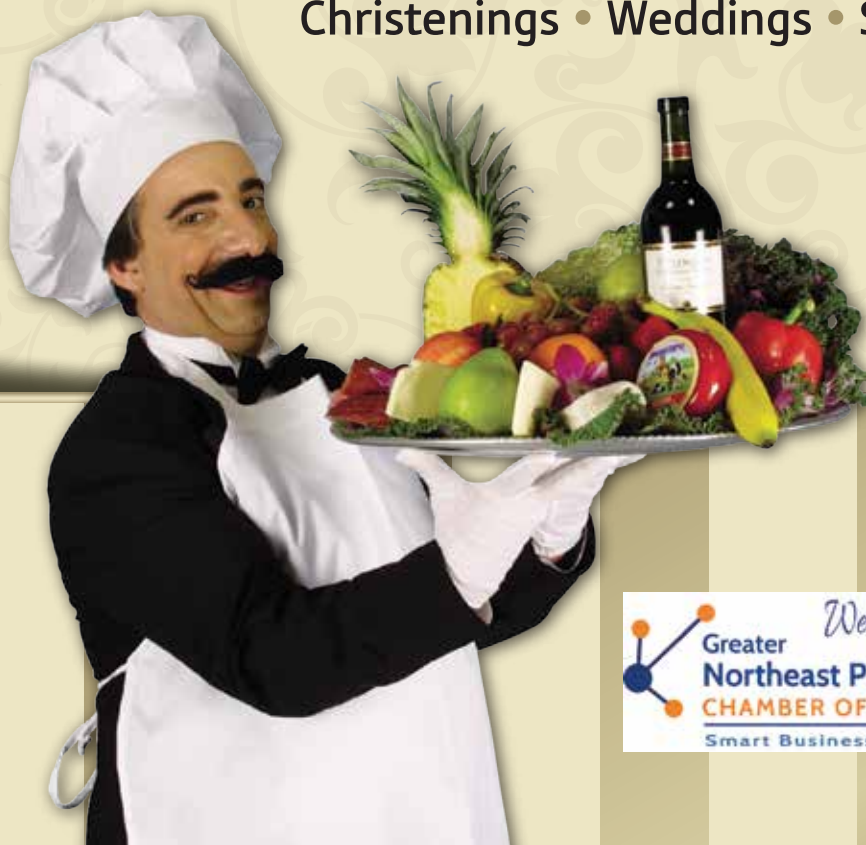
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## A Vision to Feed and Enrich Lives Feast of Justice *Continues to Grow and Serve*

| By Gloria Pugliese, GNPC Staff Writer

Feast of Justice grew out of St. John's Lutheran Church in Northeast Philadelphia in the 1990s. The congregation saw a need in the community, and originally dedicated a small office to serve as the site for food distribution to those in need in the community. In the beginning, the church would distribute a pre-bagged set of food to those who came for help. But as they listened to the stories of those coming in, they realized this wasn't enough.

In 2007, Feast of Justice was established as its own nonprofit organization dedicated to ending poverty in the Philadelphia area, as well as offering other services to help people in the community. In addition to providing food for those in need, the organization hosts a monthly community meal, a summer camp for kids, provides clothing and other services with the goal of lifting up families, ending their need, and empowering transformation.

When asked about the organization's greatest challenges, Pastor Tricia Neale, Executive Director, says a lot revolves around volunteer management. "Having enough volunteers, recruiting, and training," she says. Getting the word out in the community about the services they offer and building awareness present additional challenges.

Feast of Justice services 10 zip codes in Northeast Philadelphia; 75% of the families they serve live within a 1 mile radius of St. John's, and 15% speak languages other than English. Pastor Tricia says they've seen an increase in seniors seeking their services in recent years, and she expects the need to continue to grow. Currently, the organization serves 2,000 unique families and distributes 500,000 lbs. of food per year. Food is distributed four times per week.

Feast of Justice works with a variety of organizations to provide these services to the community, including Philabundance, Jewish Family



Services, elected officials, and Boy Scouts. The church also provides spiritual counseling for their guests.

Although they have an operating budget of approximately \$1.3 million, over \$1 million comes through in-kind donations—including food, school supplies, toys, clothing, and more. Feast of Justice partners with local food distributors for food rescue, as well as businesses, places of worship, and community agencies. Their greatest need, therefore, is not food, but support to develop and strengthen these relationships—so that, holistically, transformation can be achieved in the community.

Feast of Justice is always looking for volunteers to support any of our programs, but there is always a need for individuals to help with receiving and sorting food deliveries and restocking shelves. When asked what specific skill sets they're looking for, Pastor Tricia says, "we're looking for individuals who like to work with people and who want to be a part of building community." She says there is a very supportive, family atmosphere among the volunteers, and this culture carries over to the guests they serve, who volunteer to help as well.

New volunteer orientations are held on the second Saturday of every month at noon. "This is a great way to find out more about volunteer needs and fit," says Pastor Tricia. For more information about Feast of Justice and how to volunteer, visit [www.feastofjustice.com](http://www.feastofjustice.com). ●

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# Early Taverns of Northeast Philadelphia

By Jack McCarthy, Archivist and Historian

Taverns played a key role in early America. In a time when roads were poor and travel was difficult, taverns offered travelers a place to stop for rest, meals, and lodging, as well as facilities to feed and stable horses. Today, the word “tavern” is more or less synonymous with “bar,” but early taverns served a number of important functions. They often served as post offices and venues to transact business and hold meetings, and, long before mass media, as places for locals to gather to discuss events of the day and travelers to share news from afar.

By 1750, there were 120 taverns in Philadelphia. While most were concentrated in the downtown area, many were situated along main roads into the city. Taverns were usually spaced about five to ten miles apart, allowing for rest stops at key points along a route. In Northeast Philadelphia, the main thoroughfare in the colonial period was the King’s Highway, the north-south road that connected Philadelphia to major cities such as New York and Boston. Now known as Frankford Avenue, this road played an important role in early America.

The two most famous colonial-era taverns on the King’s Highway in Northeast Philadelphia were the Jolly Post in Frankford and the Red Lion in Bensalem, the latter situated just outside the Northeast, on the north side of the Poquessing Creek, which serves as the boundary between Philadelphia and Bucks counties. Located about six and thirteen miles from downtown Philadelphia, respectively, the Jolly Post and Red Lion were convenient stopping points for travelers in the colonial period. When regular stage coach service from Philadelphia to New York City began in 1756 – the trip took three days one way – these two taverns became established stops on the route. George Washington and John Adams are known to have stopped at both taverns on various occasions in the 1770s and 1780s.

The Jolly Post was originally established as a post office in the 1680s by Henry Waddy, an early English immigrant who settled in Frankford in 1682. It was located just above what is now the northwest corner of Frankford Avenue and Orthodox Street. The property went through various owners and became a tavern sometime in the early to mid-eighteenth century. A 1768 newspaper notice referred to it as “the Noted Inn, called by



“Passing of the Old Jolly Post Hotel,” Frankford Dispatch article, January 13, 1911

the sign of the Jolly Post,” and described it as including a “convenient house, kitchen, stable, sheds, and trough to feed horses.” The Jolly Post remained a popular tavern in Frankford until shortly before its demolition in 1911.

The Red Lion Inn traces its history to 1730, when Philip Amos applied for a license to keep a tavern “near Poquessing Creek, on the highway from Philadelphia to Bristol.” After Philip’s death, his wife Ann received a license in 1744 to operate the tavern. It was known as the Red Lion by at least the 1770s, as noted in various travel journals, including those of John Adams. A particularly interesting journal entry is that of Benjamin Loxley, captain of a Philadelphia artillery company during the Revolutionary War, who noted in his journal of March 22, 1776 that the company “started from Frankford at four o’clock in the morning and arrived at the Red Lion by nine, where they halted and ordered breakfast, which the landlord refused supplying, stating the he had not enough bread for five men; that he wondered how he could expect it for one hundred.” The Red Lion Inn remained in business until destroyed by fire in 1991.

Other taverns sprang up along the King’s Highway – renamed “Bristol Pike” after the Revolutionary War and then “Frankford Avenue in the 1890s – in late eighteenth and nineteenth centuries, but the Jolly Post and Red Lion – the former at the southern end, the latter at the northern end of the Northeast – were the among the earliest and most important such institutions in Northeast Philadelphia history. ●



Jolly Post, postcard image, circa 1905



Red Lion Inn, circa early 1940s photo



“Crossing the County Line at the Red Lion,” early 20th-century photo





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