



Steve Mostardi, Owner
Mostardi's Nursery



Michael Cook, Owner
Walter J. Cook, Jeweler



L to r: Jim Barnes, Co-owner of Dilworthtown Inn with Bob Rafetto
(not available at photo time) and 25-year staff members Ron
Bannister, General Manager and Monty Wiradilaga, Headwaiter



Barbara Moore, Director, Chadds Ford Gallery

A Tip of the Hat to Our Long-time Advertisers

Among the many businesses which advertise in County Lines is a cadre that has been with us since our first year of publishing. That's quite a record for all of us and it seemed appropriate, in fact, really desirable, to chat with some representative members of this stellar group, many of whom have been our staunchest supporters over the years, and good friends as well. We asked them what their businesses were like 25 years ago, how the passage of time has affected what they do and how they do it, and just why it is that they've given County Lines the pleasure of their company for so long.

"Twenty-five years ago, our artists were not so well known as they are today. We have specialized in Wyeth, featuring artwork by regional, national, foreign and award-winning artists since 1969. We gave Peter Sculthorpe, Richard Bollinger and Paul Scarborough their first one-man art exhibits, to name a few; P. Buckley Moss had her original artwork here early in her career. We've all grown and matured together.

We advertised in the first issue of *County Lines* and have been in it ever since. It reaches the customer we want. It is loaded with information on the things that bring people to the

area. Gallery customers look forward to picking it up every month; tourists walk in with it. It's a very very reliable and informative magazine . . . easy to pick up and carry with you. The editorial content is great."

Barbara Moore, Director; Chadds Ford Gallery, Chadds Ford Village Shops, Rte. 1 south, just before Rte. 100, Chadds Ford, PA / 610-459-5510.

"We opened for business 26 years ago. I can remember, in 1976, standing outside on a Friday night and seeing nothing but cornfields and cows.

There I was in my tuxedo, hoping someone would get lost and hungry at the same time.

But our location gets better all the time, with high-end residential growth around us that brings high caliber, discerning customers. Regional corporate growth actually helps too. Those customers are global, by the nature of their businesses. All of this has encouraged us to be market savvy in a culinary sense and to enhance our services. If the area had not changed, we would probably not have changed either.

We've been advertising in *County Lines* for all of its twenty-five years. As much as we seek out targeted editions of *Time* and *Newsweek*, *County Lines* is still in our backyard—and a major percentage of our business comes from very close by. You most definitely reach our clientele. Copies don't last long here. I watch who picks them up and they're the ones we're we're looking for.

Your magazine continues to grow

as the community grows. It commands respect and attention, with a combination of market savvy and an obviously genuine interest in what you do.

You certainly have held on very well. How many other publications have been around for 25 years?"

Jim Barnes, Co-Owner (with Bob Rafetto); Dilworthtown Inn, Old Wilmington Pike, 1/4 mile off Route 202, Dilworthtown, PA / 610-399-1390.

"We had a limited product mix twenty-five years ago, mostly shrubs and trees. Now our once-narrow range has increased tremendously to plants that appeal to people every season—lots of perennials and annuals. We have people coming from a greater distance to shop here, partially because of improvements to the roadways and the Blue Route.

Over these past twenty-five years, our business has changed and is now more focused on people who are more avid gardeners. There's an increase in the percent of the population who are turned on to gardening and improving their home environment with plants. Property values have



Bert Proscino, Owner
Brush & Palette



Julie Kronenberg, Proprietor
Vickers Tavern



Linda LeBouillier, President
Waterloo Gardens



Ann Kiernan, Owner, Doll House Decor



Linda Kozak, Director
The Creative Hand



Richard Matthews, President
Matthews Sales Company

grown quite a bit and that has made people more aware of how their properties look.

We don't do that much advertising as a general rule, but *County Lines* has always worked well with our approach. I like the increased number of pages and increasing use of color, but it's still not too large.

It has a positive impact on those who read it, because of the uniqueness of the publication and the territory it covers, and that market area coincides with ours. Distributing the magazine here at our store is very appealing. People look for it."

Steve Mostardi, Owner; Mostardi's Nursery, 4033 West Chester Pike (Rt. 3), Newtown Square, PA / 610-356-8035.

"We've been in business for 55 years, and an advertiser in *County Lines* from its start. The local area has changed dramatically in that time, yet some of our customers are third generation family members. We offer the same things we always have—customer service and value. Lifestyles have changed, and people are wearing more quality jewelry on a daily basis. However, we continue to sell those special occasion, one-of-a-kind pieces that are kept in a safety deposit box and come out one or two times a year.

We are always looking for things that have continuity. *County Lines* is a quality publication we can provide to our customers. People drop in to pick up the magazine and say hello. We advertise in other venues but get bigger results from *County Lines*. The magazine has evolved; nothing can stay the same. It's larger now and the articles are always interesting. The editorial focus has stayed current and the quality of printing and reproduction has evolved to current technology."

Michael Cook, Owner; Walter J. Cook Jeweler, Chestnut Village Shoppes, 36 Chestnut Rd., Paoli PA / 610-644-5347.

"Our business has seen consecutive family ownership since 1921. A lot of things we do use the same methodology but are geared to today's mobile, technical society. We are constantly upgrading and re-training our people in newer technologies. In fact, Matthews Ford is recognized as having one of the highest percentages of trained technicians in the United States.

We're a very mobile society, with everybody moving at a faster pace and dual income families going in two directions at once. Today's customer is interested in a larger compact vehicle, with more room and safety, more oriented to family requirements. The largest car now gets better fuel mileage than the smaller car did 25 years ago.

County Lines is a niche publication. It still has local flavor, detailed and refined to the Main Line with local needs that you can't get in other publications around us. You've tried to 'stay home' with it and not be everything to everybody. As a result, you don't reach everybody—but you do reach a good many of those we do business with."

Richard Matthews, President; Matthews Sales Company, 100 W. Lancaster Ave., Paoli PA / 610-644-4700.

"Doll house and miniature collecting is a big hobby. People do it all their lives. I had a dollhouse I loved when I was a child—I've always loved small things.

I started out in business in 1976, in a 9' x 9' room for \$50 month rent. When I first opened, there were 10 shops within driving distance; now they are all gone.

People are more discerning now than they were when we first started. Back then, not much was handcrafted and correct scale was not as important years ago as it is today. Although "big box" stores try to dominate the doll-

house business these days, customers come here for properly scaled items to make their house look more authentic and attractive.

Others are creating vignettes in miniature. School children do a vignette as part of a book report—they put them in a shoebox or an elegant mahogany case. Girl Scouts use them for badges in decorating, wood working, sewing and painting.

I like *County Lines* because it's small enough that people can take it with them. The articles are well done and so are the photos. People really like reading it. They tell me they came to the store because they saw us in *County Lines*. Shoppers come in droves to pick up a copy. Supplies last little more than a week."

Ann Kiernan, Owner; Doll House Decor, Ludwigs Village Shoppes, Rts. 401 & 100, Glenmoore, PA / 610-458-5669.

Julie Kronenberg was married at Vickers Tavern and had the wedding reception there. "Owning it was a dream of mine," she said. In 1999 she bought it from Arturo Burigatto, who opened Vickers 28 years ago. Julie's brother, Christopher Blank, is Vickers' chef.

"The future for the restaurant, with all the growth in the area, is nothing but positive," she said. "We're really still in our infancy, having just finished renovations of the lounge and re-doing the patio and landscaping. Now we're working on our marketing plan.

"People dine out more than they used to and now we have a more relaxed and casual atmosphere—we're not just for special occasions. We also do more business dinners.

We advertise in *County Lines* because the exposure it gives us is really good, and it has a great shelf life. It's everywhere and people pick them up. We have the magazine at the restaurant and it goes out the door as soon

as it gets here. I keep it at home as a reference, especially the restaurant guide."

Julie Kronenberg, Proprietor; Vickers Tavern, 192 Welsh Pool Rd., Exton, PA / 610-363-7998.

"We are an artisans' cooperative—a not-for-profit organization established in 1977 that provides a marketplace for artisans to show their wares. Everything here is handcrafted in the USA, many by local artisans.

One major change we've seen is that fewer people are full-time artisans now. These days they do it mostly part-time, or as a hobby. It's a much more difficult market for artisans because there are an awful lot of imported knock-offs available. Then again, on a larger scale, some artisans have gone to having their designs manufactured overseas.

Unless buyers appreciate handcraftedness and the person behind a handmade item, today's market tends to go to mass-produced goods. Our customers know they can come to us for a special item to be handcrafted for them.

We were one of your first advertisers, and *County Lines* is the only publication in which we advertise regularly. The customers we want like *County Lines*; they come in looking for it. It's a really nice publication and we're glad to be able to offer it."

Linda Kozak, Director; The Creative Hand, Exton Square Mall, Exton PA / 610-363-1677.

"One of the established businesses in Kennett Square, we offer expert custom framing, art consultation and installation, along with an eclectic selection of framed prints and art gifts.

I attended the Pennsylvania Academy of Fine Arts in Philadelphia, and our staff has an art school or design background as well. We are conservation-oriented and enjoy sharing our

professional skills with our clients to enhance their artwork.

Brush & Palette has evolved since I was first hired as an employee. We originally had an art and supplies component, but the demand for that has changed. Since I bought it in 1989, we have incorporated consultation for both homes and offices as a major direction for our business. Having developed a broad client base over the years, we specialize in creative framing design.

County Lines is a great magazine and I am pleased to distribute it through our shop. It also reaches people who are curious about visiting our area and gives them informative articles and interesting coverage of current events to add to their calendar."

Bert Proscino, Owner; Brush & Palette, 123 E. State St., Kennett Square, PA / 610-444-4565.

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"Our business was founded in 1942 by my parents. My husband, Bo, was their first full-time employee. Our four children are in the business today.

Changes in 25 years? To begin with, as the area develops, there is more demand for our products. The building around Exton as well as around Devon has been a definite benefit. There are different trends in gardening as well. Once, only a select few planted perennials, but nowadays that's a very, very popular part of our business. They've become the buzzword of gardening. Vines are also in demand, for privacy and fast cover.

Garden decoratives are now highly desirable. People decorate the exterior as they do the interior of their homes. They do a lot of outdoor entertaining—most houses have a terrace, patio or deck. So we sell lots of related products—tableware, barbeque, trays as well as tablecloths, napkins and china for indoors.

We offer a variety of new free services with our Preferred Customer Club, as well as 'Ask the Expert,' a 30 minute free consultation about your

garden. And we do decorating by appointment—you can bring in color swatches and we will design floral arrangements to go with your interior.

We've been in *County Lines* a long time. It's been very good to us. People come in and say they saw us there. I like that it's full color, the quality of the paper and the printing. It's very readable, and I like the size—it's small enough to put in your handbag."

Linda Le Boutillier, President; Waterloo Gardens, 200 N. Whitford Rd., Exton PA, 136 Lancaster Ave., Devon PA / Exton: 610-363-0800 Devon: 610-293-0800.

It was still vacation time as we went to press with this issue, so that we were unable to schedule interviews with a number of other advertisers who have been with us since our first year. We would nevertheless like to acknowledge them here, with grateful thanks:

*First National Bank of Chester County
9 N. High St.*

West Chester, PA / 610-692-3000

The Great Frame Up

302 W. Lancaster Ave.

Wayne, PA / 610-687-3060

Downingtown National Bank

4 Brandywine Ave.

Downingtown, PA / 610-873-5240

The Stone Barn

Rt. 842, 2 mi. W of Unionville, PA

610-347-2414

The Blacksmith Shop Antiques

1340 W. Strasburg Rd.

Marshallton, PA / 610-696-2469

Without the commitment of these people, and so many other advertisers like them who have joined us and stayed with us for so many years, there simply would be no *County Lines*. We are enormously proud of the kind things they have said about us (honestly, we didn't have to twist a single arm!) and look forward to many more years of happy association.