

THURSDAY, FEBRUARY 24, 2022

# Family Owned

## BUSINESSES



## JEWELRY STORE

# William H. Diller Jewelry Store committed to client satisfaction

MediaNews Group

William H. Diller Jewelry Store, 601 Penn Ave., West Reading, is Berks County's oldest jewelry store, in business since 1914.

For years, we have provided our clients with exquisite beauty, unsurpassed quality, stunning choices and unparalleled professionalism from our spacious and accessible store.

The success of our family business has been a direct result of our commitment to excellence and client satisfaction.

If you are already a member of our extended family, welcome back!



William H. Diller Jewelry Store in West Reading.

If you are new to us, we genuinely and warmly invite you to get to know us and our special way of doing business.

For more information, call 610-372-0019 or visit [wmhdiller.com](http://wmhdiller.com).

## LAWN AND GARDEN EQUIPMENT

# Pikeville Equipment in business since 1936

MediaNews Group

Pikeville Equipment Inc., 521 Oysterdale Road, Pike Township, has been a family owned business for 85 years.

The business was founded by Russell F. Angstadt in 1936, and its history dates back to before the turn of the century. Morris Fretz, Angstadt's grandfather, had a blacksmith service and farm implement business from 1880 to 1917.

The business was operated from 1918 to 1935 by Claude H. Angstadt, Fretz's son-in-law and Russell's father. He continued with the blacksmith work and sold Blackhawk spreaders and horse farm implements.

The era of the business saw change from horse-



Pikeville Equipment Inc. in Pike Township.

drawn implements to tractor-powered machinery. The business did not survive the hard times of the Great Depression and was forced to close in 1935.

Pikeville Implement shop was formed in 1936 by Russell Angstadt, and the first JD tractor was sold.

The business no longer sells JD tractors and equip-

ment. Since 2011, we carry Big Dog, Zero Turn, Troy-Bilt mowers and tillers, ECHO power equipment, Woods 3pt mowers and tillers and many other items, including parts for most makes of lawn and garden equipment.

Check our website at [www.pikevilleequipment.com](http://www.pikevilleequipment.com) for more products and come visit us.

Since 1914

*Wm H. Diller*

**JEWELERS**

601 Penn Avenue, West Reading  
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[www.wmhdiller.com](http://www.wmhdiller.com)

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MOWER CO.

Zero-Turn Mowers

**ECHO**

Trimmers Blowers Chain Saws

**TROY-BILT**

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**WOODS**

3 pt. Mowers, Tillers, & Snow Blowers

Check our website for New/Used Equipment  
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Nice selection of JD Ertl toys

**Pikeville Equipment, Inc.**

521 Oysterdale Rd., Oley, PA 19547 • 610-987-6277  
[www.pikevilleequipment.com](http://www.pikevilleequipment.com)

Hours: Mon. thru Fri. 8am to 5pm  
Sat. 8am to Noon

## FUNERAL SERVICES

# John P. Feeney Funeral Home has been a family business since 1941



COURTESY OF THE JOHN P. FEENEY FUNERAL HOME

The John P. Feeney Funeral Home in Reading.

## MediaNews Group

The John P. Feeney Funeral Home is truly a family owned funeral home as it has been in the same family since its inception in 1941 in a simple row home in the 1200 block of North 10th Street in Reading.

John P. Feeney, the founder, moved from Philadelphia, met and married Margaret Monahan, a registered nurse at St Joseph Hospital in Reading who grew up in Tamaqua, Schuylkill County, the Coal Region.

Together they embarked on a new journey as they opened the funeral home and wanted to provide dignified services to residents of Reading and Berks

County at a most reasonable and affordable price. This desire continues to influence the funeral home's policies.

When World War II broke out, John was the only funeral director in this area to voluntarily close his funeral home to serve in the Army Medical Corps.

After the war, he reopened his funeral home at 839 Washington St., and it remained there until 1969, when it made its final move to 625 N. Fourth St. in Reading's pristine Centre Park Historic District.

In 1974, John's son, Michael Feeney, joined the funeral home staff and is now the funeral director and supervisor of the business.

Michael, like his father,

is a decorated war veteran. He served 16 months in Vietnam with the 1st Air Calvary Division and received the Purple Heart for wounds suffered in combat.

Michael later served 16 years in the Pennsylvania National Guard in Kutztown.

He retired in 2006 with 22 years of service.

Today, 81 years after John opened the funeral home on 10th Street, we still go by his policy of providing "dignified funeral and cremation services at the most reasonable price" and invite families to call us for a "no obligation price quote."

For more information, call 610-372-4160 or visit [www.johnpfeeney.com](http://www.johnpfeeney.com).

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& Operated  
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YEARS



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Michael F. Feeney,  
Supervisor

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FUNERAL HOME, INC.**

625 N. 4th St., Reading, PA 19601  
in Reading's Centre Park Historic District  
[www.johnpfeeney.com](http://www.johnpfeeney.com)

## TIRE SERVICE

# Kantner's Tire Service is marking 45th anniversary



COURTESY OF KANTNER'S TIRE SERVICE

Kantner's Tire Service in Shoemakersville.

## MediaNews Group

Kantner's Tire Service Inc. is a family owned and operated tire sales and service business located in Shoemakersville.

Kantner's is celebrating its 45th anniversary as a family owned business in March.

Glenn Roberts was initially hired by Paul Kantner

in April 1974 to learn the business with the goal of purchasing the shop within 10 years. Unforeseen circumstances changed that timeline, so Glenn, and his wife, Jane, officially purchased Kantner's, which consisted of two garage bays and a tire warehouse, in March of 1977.

In 1990, the business expanded to include an additional bay, a warehouse,



COURTESY OF KANTNER'S TIRE SERVICE

The service team at Kantner's Tire Service.

office and waiting room. In 1994 and 2000, respectively, Troy and Todd (Glenn and Jane's sons), joined the business on a full-time basis and are now vice presidents within the corporation.

Trevor Roberts (son of Troy) started full time after

graduating from high school in 2013 and marks the third generation working in the business.

Derek Roberts (son of Troy) will also be joining the family business after graduation from Indiana University of Pennsylvania.

Kantner's service team consists of Rodney Hollenbach, Dustin Kistler, Dustin Kunkle, Andrew Fry, Cody Finnefrock, Kyle Finnefrock, Kevin Angstadt, Kyle Grynastyl, Justin Becker and Heidi Roberts (Troy's wife).

We provide tire sales and service for passenger and light truck, commercial truck, the agricultural community, as well as small garden tractor, ATV and anything in between. We also offer on-site and roadside commercial and agricultural tire service within a 30-mile radius.

Our business is built on the foundation of providing our customers efficient and exceptional service. We are grateful for the loyal patronage of our customers, especially during the uncertainty of the pandemic, and will continue to provide quality service for many years to come.

Kantner's is located at 230 Franklin St., Shoemakersville. For more information, call 610-562-2567 or visit [www.kantnerstire.com](http://www.kantnerstire.com).

## SMALL BUSINESSES

## Unique reasons to shop at small businesses



METRO CREATIVE

Supporting locally owned businesses is a great way to support a neighbor, but that's not the only attraction.

## Metro Creative

The numbers don't lie. Locally owned businesses may be classified as small, but they have a big impact on the national economy.

According to the Bureau of Labor Statistics' Business Employment Dynamics report, small businesses created 10.5 million net new jobs between 2000 and 2019, accounting for 65.1% of net new jobs created since 2000 in the United States.

Supporting locally owned businesses is a great way to support a neighbor, but that's not the only attraction.

Here are several reasons to shop small.

### The feel-good factor

Doing for others certainly has an impact on the person on the receiving end, but also benefits the do-gooders.

A November 2020 survey by Union Bank found that 72% of Americans said supporting small businesses was more important than getting the best deals. That may be due to the feeling of helping out a fellow neighbor.

### Create job opportunities

Shopping at small businesses keeps those establishments afloat, and it

also keeps their employees afloat. Small businesses are the largest employers in the United States.

A person may never know when he or she or a relative will need a job. Keeping small businesses viable provides a strong job market for locals.

### Keep more money in the community

The Small Business Administration says \$48 out of every \$100 spent at a small business stays in the community.

Spend the same \$100 at a national retailer and only \$14 stays.

### Enjoy a more local flavor

National retailers and other businesses follow a global business model that may not allow for much customization, but small businesses can provide products or services that relate directly to the needs of the communities they serve.

These same small businesses also may be more inclined to work with local vendors and start-ups than national companies that have global supply chains.

These are just a few of the many reasons to seek out small businesses when in need of products or services.

# TIRES

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



## REALTORS

# Pagoda Realty offers both residential and commercial representation



COURTESY OF PAGODA REALTY

Pagoda Realty is on the corner of Penn and Woodside avenues in Spring Township.

## MediaNews Group

Pagoda Realty was established in 2014 and has since grown to over 60 licensed Realtors.

Pagoda Realty offers both residential and commercial representation. Due to its growing agent base and family-like culture, owners Craig Stringer and Dave Yeager refer to the business as their Pagoda family.

It is located in the heart of Spring Township on the corner of Penn and Woodside avenues in the former Buckmann's Ski Shop.

Last year, Pagoda facilitated over \$130,000,000 in sales, making it, by far, the largest independent real estate brokerage in Berks County and one of the largest in Southeastern Pennsylvania.

Pagoda has shown steady growth from its inception and last year was recognized by the Greater Reading Chamber Alliance as the 15th-fastest-growing



Craig Stringer



Dave Yeager

company in the area.

Pagoda was also recognized by the Reading Eagle as Berks County's Reader's Choice — Top Real Estate Company.

Pagoda Realty prides itself in giving back to the community through its benevolent arm, Pagoda Realty's Legacy of Love. Last year, the Legacy of Love held its first golf charity event and raised \$10,000 for The Children's Home of Reading.

The Legacy of Love also organizes other community fundraising events such as an annual mum sale, a trunk or treat event on Halloween, pictures with Santa

Claus, Salvation Army angel tree and more.

Craig and Dave both believe in this philosophy: "Real Estate transactions are oftentimes the largest financial transactions most people will have in their lifetime.

"We feel it is important to provide trust, guidance and expertise to all of our clients during any transaction. Our resounding message to our agents is be better.

"Our brokerage has a vested interest in developing our agents, a personal touch that emulates our family culture.

"We care about our agents as their reputation represents who we are. We also feel it is important to be active and influential in our local community.

"We do that by giving back any chance we can."

For more information, call 610-985-7700 or visit [www.pagodarpm.com](http://www.pagodarpm.com).



# PAGODA REALTY

Berks County's Leading Independent Brokerage

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in Berks County

# 1 fastest growing real estate company  
-according to GRCA 2021

# 1 Reader's Choice for Top  
Real Estate Company

## VACUUMS AND FANS

# A to Z Vacuum and Fan Store offers personalized service

MediaNews Group

A to Z Vacuum and Fan Store, 350 N. Park Road, Wyomissing, is one of the largest retail vacuum stores of its kind and has serviced Berks County and surrounding areas since 1959.

Our vacuum and ceiling fan retail store gives personalized care and knowledgeable service to its customers and provides exceptional service after the sale.

We are Pennsylvania's premier dealer in vacuums, ceiling fans, lighting, heating, air purification, cleaning supplies and more.

We offer a variety of high-quality vacuum brands including Simplicity, Miele, Oreck, Dyson, Hoover,



COURTESY OF A TO Z VACUUM AND FAN STORE

A to Z Vacuum and Fan Store in Wyomissing.

SEBO, Shark and Riccar. We also carry every bag, belt and filter you can imagine. We have over 300 models that our friendly sales experts can show and demonstrate for you to compare.

Additionally, our expan-

sive showroom features ceiling fan brands such as Hinkley, Regency, Emerson and Quorum, and we also carry LED lighting, Tiffany lamps, Maison Berger Paris fragrance lamps and much more.

## ICE CREAM

# Owners of Sweet Ride are on a tasty journey

MediaNews Group

From a beach-side ice cream bicycle daydream to two mobile ice cream vehicles and a nostalgic ice cream parlor, Angie and Chris Farrell, owners of Sweet Ride Ice Cream, 542 Penn Ave., West Reading, are on a sweet journey.

The road so far has been paved with creative ideas, togetherness and a love for making people happy with ice cream.

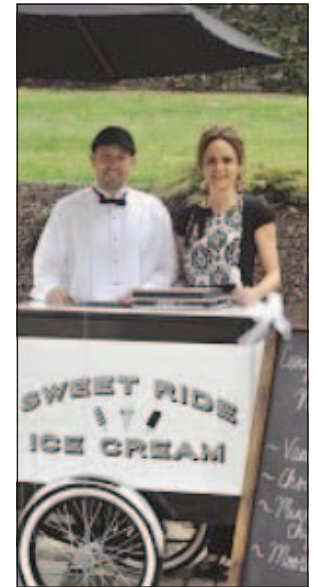
"It's simple," they say. "Make amazing homemade ice cream, serve it with a smile, bring people together. It makes people happy and that's really our goal".

Life should be filled with as much happiness as possible, whether that means connecting over a banana split or splitting a romantic milkshake.

Ice cream in a homemade waffle cone brings back childhood memories and the sound of sprinkles poured onto a bowl of cookie dough signals a timeless treat that's sure to make you feel special.

The Sweet Ride dream is happening now. Angie and Chris are so happy you're tagging along for the Sweet Ride.

For more information, call 484-987-7338 or visit [www.sweetrideicecream.com](http://www.sweetrideicecream.com).



COURTESY OF SWEET RIDE

Chris and Angie Farrell own Sweet Ride Ice Cream in West Reading.

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

## AUTO REPAIR

# King's Auto Repair looks to educate consumers

MediaNews Group

As the owners of King's Auto Repair, 732 Penn Ave., West Reading, Ashley and Tom Dietrich believe if you buy a new car it should last more than 15 years without major issues.

"We bought our re-

pair shop because we saw a lack of education about car care," the couple said. "There is a lot of misinformation out there that leads to huge repair bills. Educating people about how to keep their car from costing them huge amounts of money has become our life's

work.

"Cars of the mid 2000s were some of the best built cars ever made. Unfortunately today's cars are not the same. We see a lot of damage caused by vehicle manufacturers saying that you don't have to change oils as often. They do this

to make claims about low cost of ownership and it ends up costing you an engine or transmission if you keep the car a long time."

Part of their work includes putting out informational videos on social media, blog posts on their website, newsletters and their weekly radio show Thursday nights at 6 p.m. on WEEU-830 AM.

"The radio show has allowed us to reach out to the general public and have them ask their questions," they said. "If one person has a question about something, most likely someone else does too. This helps everyone learn how to keep their car for a long time."

It is the goal of King's Auto Repair to keep your car safe and reliable for as long as you want to own it. That is why they offer a na-



READING EAGLE

Ashley and Tom Dietrich, owners of King's Automotive Repair, West Reading.

tionwide 36 months, 36,000 mile warranty on repairs, \$150 of yearly roadside assistance reimbursement and a great road hazard plan for all those tire killing potholes out there.

Mechanics Dan, Casey, Aaron, Ethan and Randy along with office staff Mike, Laura and Kelly look forward to helping guide you

to keeping your car running problem free for years to come.

We hope you tune into the radio show, give us a call at 610-376-3892 or visit [www.kingsautorepairinc.com](http://www.kingsautorepairinc.com).

We look forward to helping you keep your car safe and reliable.

## DENTISTRY

# Green Valley Dental offers family friendly approach

MediaNews Group

Green Valley Dental, a family owned dental practice, opened its doors in 2013. The family friendly, hometown feel approach was created by Dr. Lisa M. Ciabattoni and her husband, Dr. A.J. Giesa.

"At the time, we had just moved from the West Coast, where we were working in separate, busy practices, had two small children and realized our work/life balance needed some adjusting," Giesa said. "We set our sights on creating an office together where not only could we deliver a very high standard of care but also offer a positive dental experience to the families of our community."

"We love seeing the familiar faces of the different generations of families we treat, peers of our children from their school and sports activities and friends, new and old."

Ciabattoni was born and raised in Wyomissing. She attended Holy Name High School, Boston College and Temple University School of Dentistry.

Giesa grew up in Kennewick, Wash. After high school, he attended Western Washington University and then ventured to the East Coast for dental school, com-

pleting his dental education at Temple.

Recently, they welcomed their fourth child and have never been happier with the decision to "go all in" opening Green Valley Dental, located at 4906 Penn Ave., South Heidelberg Township.

"We'll never take the trust and confidence that our patients have in us for granted," Ciabattoni said. "We understand we're an important part of their healthcare team and are committed to being caring, honest and comprehensive 100% of the time. We will always strive to create a positive, comfortable and family oriented environment, while upholding our strong commitment as a team to staying educated, professional and genuine."

In 2020, they welcomed Dr. Dan Ciabattoni (Lisa's cousin) full time to the practice. Dan is a Berks County native, growing up in Wyomissing and attending Holy Name High School. He completed his undergraduate studies at the University of Vermont and also attended Temple University Kornberg School of Dentistry.

Dan married his wife, Dr. Felicia Devine, in 2021. She is a chiropractor and owner of WAV Chiropractic, which is in the same building as Green Valley Dental in Sink-



COURTESY OF GREEN VALLEY DENTAL  
Dr. A.J. Giesa, left, his wife, Dr. Lisa Ciabattoni, and her cousin, Dr. Dan Ciabattoni, own and operate Green Valley Dental.

ing Spring.

"Just as we appreciate seeing the same familiar faces of our patients as they come in over the years, we strive to be that consistent, comforting team for them as well," Dan said. "For many, visiting the dentist can cause anxiety and stress... we hope to ease those emotions by being that friendly smiling face every time they enter the front doors."

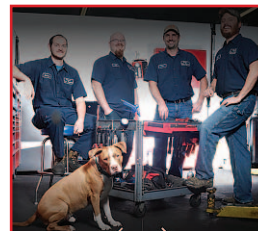
The doctors are all active members of the American Dental Association, Pennsylvania Dental Association and Berks County Dental Society. They look forward to serving Berks County together for many more years.

For more information, call 610-678-8395 or visit [www.gvdentalfamily.com](http://www.gvdentalfamily.com).

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*Dr. A.J. Giesa, Dr. Lisa M. Ciabattoni and  
Dr. Dan Ciabattoni*

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