

THURSDAY, FEBRUARY 24, 2022

# Family Owned

## BUSINESSES



## Joe's Pizza continues a family legacy

Joe's Pizza in Broomall is owned and operated by the Higgins family and will be celebrating 40 years in business in March. They serve breakfast, lunch and dinner at their 38 Sproul Road location. Melvina Higgins bought the business in 1981 from the Wyzens family. Melvina worked there for some years to help support her five children. The original shop was takeout only, but after a few years she renovated and turned the store into a full serve restaurant. In 1985 she bought the Dairy Cottage on Woodland Avenue in Springfield. The Dairy Cottage was then renovated not long after the purchase.

Melvina passed away in 2013 and her son Jimmy had also passed in 2000 as the family misses them both beyond words. The family continued to work and grow the businesses as their mother knew college was not an option but the restaurants were the future for the family. Melvina always



said "Serve great food everyone has to eat". The restaurants have won many awards over the years including the Talk of the Town Favorites and honors from the Salvation Army and Toys for Tots but their best award is our repeat customers. They are a family oriented business and they don't use any fancy apps---they talk with their customers---that's why they keep coming back. Joe's has helped and supported groups, schools, teams and churches over the years. They try to keep their prices low even during these tough times of rising costs. The family included Melvina, John, Susan Roding, Jimmy, Perry and Ellie. They are a family that works together.

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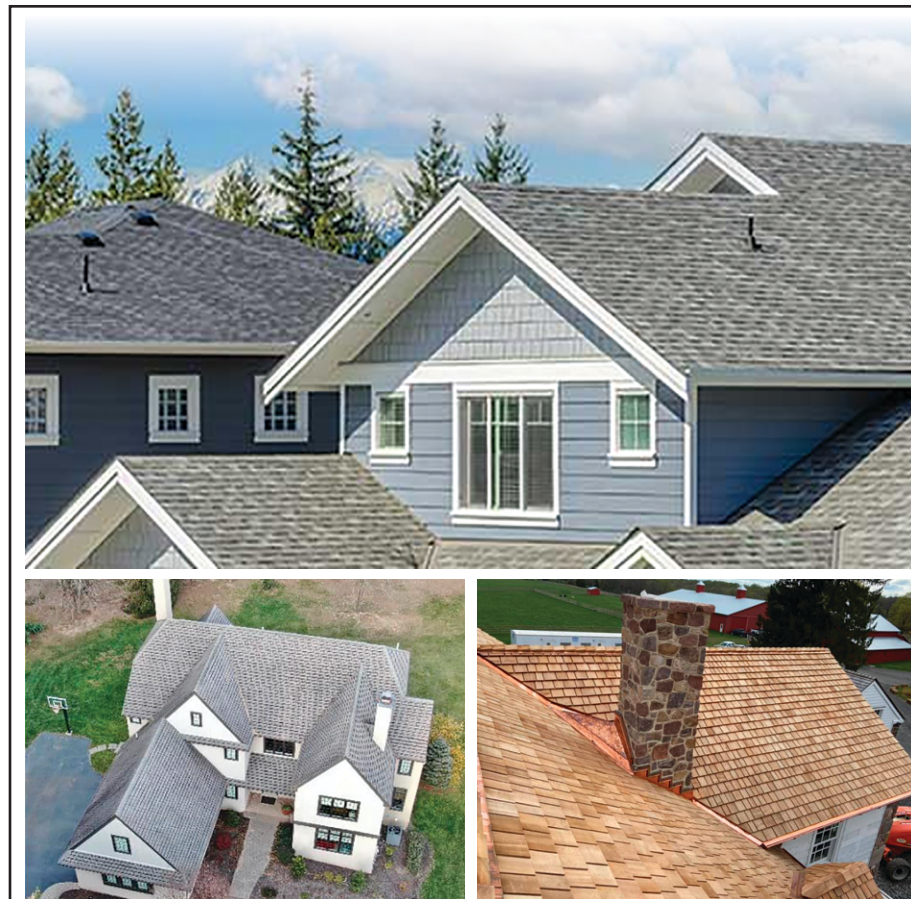
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## Charlotte's offers elegant dining and excellent food for over 40 years

By Peg DeGrassa

Charlotte's reached its 40 year milestone last year. The Delaware County iconic restaurant continues to have reason to celebrate. Exceptional food at reasonable prices, an elegant atmosphere, friendly service, a rich history and a vibrant connection to the community are just a few of the consistent characteristics that keep customers returning, again and again, during the past four decades.

Owned and operated by Jimmy and Katrina Costalas of Broomall, Charlotte's has managed to maintain its old-fashioned charm, with always-evolving updates to keep up with the modern dining scene, and that seems like the magic formula to keep customers pleased.

Costalas is a trained chef, who not only grew up in the Costalas family restaurant business, but also graduated from the School of Hotel and Restaurant Management at Widener University in 1991. He began his culinary career working with French Chef Marcel Brosette, one of the first chefs to come to Philadelphia from France. Jim's father Gus, the founder of Charlotte's, also gave Jim solid advice that the owner follows to this day. His father told him to skimp on nothing and never to sacrifice quality for price.

Charlotte's is steeped in a vibrant past, formerly serving as a stop on a stagecoach route between Philadelphia and Valley Forge, and later serving as a small portion of the Underground Railroad. Jim's grandmother Charlotte grew up on a farm in rural upstate Pennsylvania, left her 12 brothers and sisters and traveled to Philadelphia, family recipes in hand and dreams of owning a fine restaurant in her head. Her recipes were used since the day her son Gus Costalas purchased the landmark restaurant in August of 1981, and named it after his beloved mother. Charlotte's large portrait still hangs by the hostess desk in the restaurant, reminding passers-by of the woman



Katrina and Jimmy Costalas

who started it all.

These days, Jimmy's wife of 27 years, Katrina Costalas, the restaurant's hostess and general manager, carries on the family tradition of greeting customers at Charlotte's, with a warm, friendly smile and showing them to their table, giving them the welcoming feel to which they're accustomed to getting at Charlotte's. She would make Charlotte proud.

Costalas took advantage of the pandemic slow period to not only remodel the bar and deck, but also to install new lighting, update the main dining room and construct a new deck, which seats up to 20 diners.

"We walk a fine line, trying to do it all well," Costalas shared recently. "We offer our customers the same elegant dining and excellent food on which we built our reputation, but we try to do it with a modern flair, by keeping on top of things, always updating and blending tradition with new concepts. It's all about pleasing our customers and making them happy."

The restaurant also serves large groups and accommodates everyone from full bus trips to community organizations, such as Rotary, and business meetings. The restaurant specializes in hosting family "life events," like wedding rehearsal dinners, engagements, funerals, birthdays, bowling banquets, First Holy Communion parties and graduations.

Charlotte's Restaurant, 3207 West Chester Pike, 610-356-7100 [www.charlottesrestaurant.com/](http://www.charlottesrestaurant.com/).

# Charlotte's

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



## Videon Dealership has been Serving the Philadelphia Area for nearly 70 Years!



The Videon family got its start in the car dealer business in 1954 when Frank C. Videon opened his Chrysler DeSoto dealership named Silsby and Videon. He later went on to form Frank C. Videon, Inc. in 1957.

Over the years he worked hard to build an honest and caring dealership that looked out for its customers and employees. Many of his employees worked for him for over 20 years, creating a work environment that felt like family.

In 1983 Frank purchased the local Dodge dealership. Shortly after in 1984, Frank and his son Frank C. Videon, Jr. bought the local Chevy dealership. They continued to run all three dealerships with the same honesty and integrity they had come to be known for.

Later on, Frank Sr's son Wayne Videon took the lead running the Dodge dealership and his other son Steve Videon ran the Chrysler

dealership. In 2006, the Chrysler and Dodge dealers merged, and they purchased the Jeep franchise in 2008. It was then that they also moved to their current 25,000 square foot location in Edgmont Township.

Today, Videon Chrysler Dodge Jeep RAM is located on West Chester Pike in Newtown Square. The dealership is operated by Steve and Wayne, while Steve's son Matt, oversees the newly acquired and renovated Chevy store in Phoenixville.

Matt, a University of Maryland graduate has served in several roles since joining the company ten years ago. The apple did not fall far from the tree!

For nearly 7 decades the name Videon has come to symbolize a platinum level of sales, service, and integrity second to none in the Delaware Valley.

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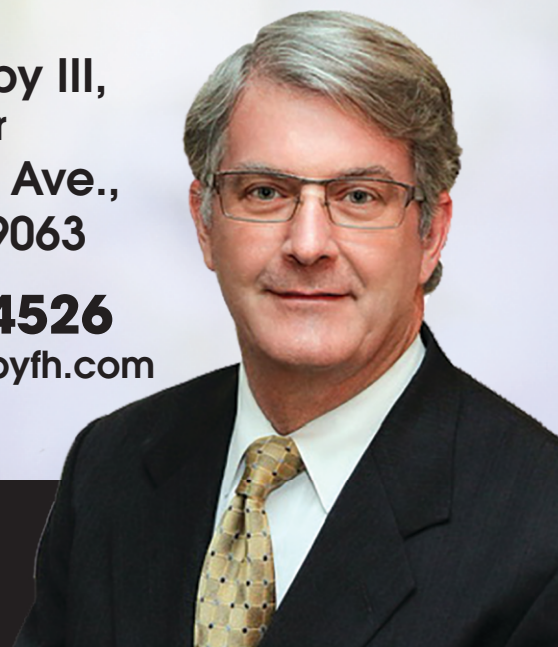
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# Royal Billiard and Recreation Family-owned since 1982

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Frank was previously a corporate employee that had the entrepreneurial bug. Connie already owned and operated her own retail store. The original plan was to return to their home state of Kansas and open a billiard supply store, but due to a last minute change they remain in Pennsylvania – their daughters were thrilled!

In 1994 Frank and Connie purchased the building that we are currently located in. Audra, one of their daughters, partnered with them in 2002. She is currently the sole proprietor.

Over the years, even though the product lines have changed just enough to stay current with modern styles and trends, the core values of our family owned business have not. We are proud to say that many of our vendor relationships have lasted over 30 years! We are also proud that most of our staff has been with us for close to a decade!

We have a strong commitment to our employees, customers, vendors and the communities that we serve. It is very important to us to support American Manufacturers and, fortunately, in this business there are still quite a few left.

We thank all of our customers, many of which have become good friends over the years!

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