Real towns have holiday feel

It’s a snowy December evening, and Joe looks out of the upper story window of his historic home to see Christmas carolers singing on the sidewalk below.

He walks out his front door and down the street to give gifts of lottery tickets to a couple running a curbside food truck and another friend at a nearby magazine stand.

The Pennsylvania Lottery has been televising the same holiday ad for more than 25 years (it was redone six years ago for high definition TV, almost exactly the same as the original).

The ad was filmed in Philadelphia, but it could well be showing Hanover Street in Pottstown or several other historic Pottstown streets.

People love the character and coziness of a real pedestrian neighborhood, which is why the lottery ad has proved so popular over the years.

Suburban townships may have new houses and big lots, but they just can’t match the warmth and feel of a real town like Pottstown.

Commentary by Tom Hylton

THIS HEARTWARMING CHRISTMAS SCENE promoting the Pennsylvania Lottery, which has been aired every holiday season since 1992, could only be filmed in a real town like Pottstown. Nothing in bland townships like Limerick, New Hanover or Amity, with their cookie cutter subdivisions and isolated housing lots, has the character and feel of a traditional pedestrian neighborhood.

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