

"Positively Philadelphia!"



The "Not For Tourists" Guide

by KYW's Lauren Lipton

Rob Talia says the **"Not For Tourists" Guide to Philadelphia** is for people who live here:

"They find themselves out in Chestnut Hill or down at Queen Village, or somewhere where they're not that familiar with, and they want to know, where do the locals go to drink? Where can I get some good ethnic food?"

Talia is the managing editor and one of the founders of the guidebook series:

"Street-by-street maps of the city, thousands of listings, important things like banks and hardware stores, as well as restaurants and night life."

The **guides** started when co-founder Jane Perone was in New York City late at night.

"When she was driving around New York City late one night, trying to find a gas station (she thought,) 'I need a little book that shows where all the gas stations are.'"

Everything is written by local people, and they pick out the landmarks as well. One was the "gum tree" in the 300 block of South Street.

"The editors we hire are people like us. They're people who are interested in the bizarre, in the random. For one of them, they just said, 'Well, this definitely has to be a landmark. There's no question about it.' And of course, as we got the picture, we totally agreed with them."

The gum tree is literally just that: a tree with gum on it. I didn't think "landmark" when I first saw it. Rather, what on earth would make people stick wads of chewing gum on a tree?