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On the cover: Clockwise from top right,
Dr. Augello's Health & Body Makeover, LLC
(Photo by Matt Blum); Coordinated Health
(Courtesy of Coordinated Health); Yocco's
(Photo by Matt Blum); Saucon Valley Manor
and Whitehall Manor Senior Living (Courtesy
of Whitehall Manor) and The Mortgage Company (Courtesy of The Mortgage Company).

THE MORNING CALL themorning call.com

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Looking for the finest local merchants? They're all here in Readers' Choice

Welcome to The Morning Call's 14th annual reader-selected look at the 'best-of' Lehigh Valley businesses.

ne of the many things that makes the Lehigh Valley a great place to work, live and relax in is the number of businesses that ensure their customers get the very best products and services. Yet even among all these outstanding businesses, some have set themselves apart by going above and beyond for their customers. How do we know? Because our readers tell us.

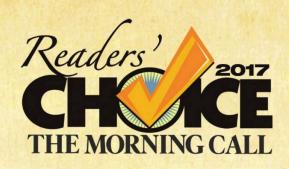
Each year, readers of The Morning Call take time out of their busy schedules to vote for businesses that are No.1 in a given category. If you're a winner, it's because you've earned the most votes from the Valley's residents — the people who actually shop at the stores, eat at the restaurants, visit the physicians and employ the services of businesses throughout the greater Lehigh Valley region. It means you're doing an outstanding job, and it also means this is a true Reader's Choice contest.

Votes were cast in more than 300 categories through ballots in The Morning Call and on themorningcall.com in July and August. The first-place winners are listed online and in this special newspaper section, along with photos of some of the lucky enterprises and individuals who took home the titles.

The Morning Call thanks all the readers who voted this year. We invite all members of the Lehigh Valley community to patronize those businesses that earned the title of "Readers' Choice" and see what everyone is talking about.

Jim Feher
Vice President
of Advertising





Thank you

for voting us the Best Grocery Store in Lehigh Valley

2017 Readers' Choice Poll



3900 Tilghman Street • Allentown, PA 18104 5000 Wegmans Drive • Bethlehem, PA 18017 3791 Easton/Nazareth Highway • Easton, PA 18045



14-YEAR WINNERS 2004-2017

Earning the title of "Readers' Choice" is a meaningful designation for any business.

For an elite few, this year marks the 14th consecutive Readers' Choice win in the same category or multiple categories.

Congratulations to the following 14-year winners:

DINING

- BURGER (LOCAL)
- FAMILY RESTAURANT • FRENCH FRIES (LOCAL)
- FRIENDLIEST SERVICE KID-FRIENDLY
 - RESTAURANT

Red Robin

combination of these 5 categories over 14 years

• HOTEL SUNDAY BRUNCH

Historic Hotel Bethlehem

combination of these 2 categories over 14 years

 HOT DOG FASTEST TAKE OUT SERVICE

- FRENCH FRIES (LOCAL)
- FRIENDLIEST SERVICE • LUNCH UNDER \$6.00

Yocco's

combination of these 5 categories over 14 years

> PIZZA (CHAIN) Pizza Hut

HOME & SERVICES

- CABLE/PHONE PROVIDER and
- INTERNET PROVIDER **RCN**

combination of these 2 categories over 14 years

DANCE SCHOOL Sharon Plessi School of Dance

• HOME IMPROVEMENT STORE

Lowe's

 LAWN EQUIPMENT SALES & SERVICE

Albrights Hardware & **Garden Center**

 LIGHTING STORE **Bright Light Design Center**

RECREATION & ENTERTAINMENT

 AMUSEMENT/ WATER PARK

Dorney Park & Wildwater Kingdom

> FESTIVAL Musikfest

MUSEUM Allentown **Art Museum**

- PERFORMING ARTS CENTER
- LIVE ENTERTAINMENT **State Theatre**

combination of these

2 categories over 14 years

 PLACE TO PLAY MINI GOLF Putt U **Miniature Golf**

SHOPPING

 AUTO DEALER/ DOMESTIC AUTO DEALER/SUV AUTO DEALER/TRUCK

AND VAN Rothrock

combination of these 3 categories over 14 years

> CAMERA SHOP Dan's **Camera City**

 CONVENIENCE STORE Wawa

FARMERS' MARKET

Allentown Fairgrounds Farmers Market

• FORMAL WEAR TUXEDO RENTAL

C.E. Roth Formal Wear, LLC

combination of these 2 categories over 14 years

> • GROCERY STORE Wegmans

• MALL **Lehigh Valley** Mall

 RELIGION/SPIRITUALITY STORE

Hackman's **Bible Book Store**

 SPORTING GOODS STORE Dick's

TOY STORE

Toys R Us

 TV/ELECTRONICS/ **APPLIANCES Best Buy**

WELLNESS & PERSONAL STYLE

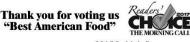
• DERMATOLOGIST **Advanced**

Dermatology









3015 Lehigh Street 610•797•1927 www.brassrailrestaurant.com NAWAB 🚟 INDIAN RESTAURANT

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Thank you for voting us BEST INDIAN RESTAURANT again!



best of the Valley 2017" 17 years in a row

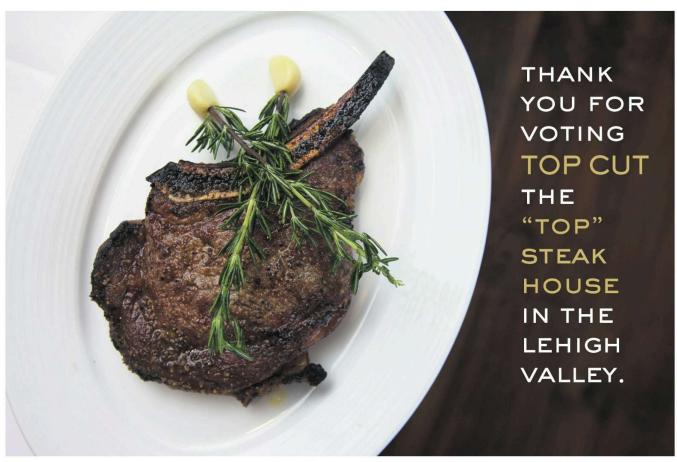


SPECIAL ADVERTISING SECTION OF THE MORNING CALL

SUNDAY, SEPTEMBER 24, 2017

folk







The sounds of Frank Sinatra. The tastes of classically inspired cocktails and exquisite wines. Floor-to-ceiling windows with rooftop views. And, of course, the steaks. We exclusively serve USDA Prime, hand selected from the finest ranches in the heart of the Midwest. We could not be more honored to have earned the title of "Best Steakhouse" in the Lehigh Valley by Morning Call readers. Thank you for voting, and cheers to many more memorable nights at Top Cut!

www.topcutsteak.com | 610.841.7100 | The Promenade Shops at Saucon Valley | A Paxos Restaurant







DINING & RESTAURANTS

AMERICAN FOOD

Brass Rail Restaurant

ATMOSPHERE

Casa Toro Mexican **Grille**

BAGELS

Johnny's **Bagels** & Deli

BAKERY

Emmaus Bakery

BAR (NEIGHBORHOOD) **Pub On Main**

> BAR (OVERALL)

Copperhead **Grille**

BARBECUE FOOD

Shack

(DOMESTIC) TIE:

Yuengling Lager

with

Miller Lite

BEER BRAND (IMPORT)

Guinness

BEER LIST OR MENU

& Grill

BEVERAGE/ SOFT DRINK

Coca-Cola

BREAKFAST MENU

Smokin' Bull

BEER BRAND

Keystone Pub

Jumbars

Restaurant **BUFFET/AMERICAN**

BUFFALO/

HOT WINGS

P.J. Whelihan's

Pub and

Old Country Buffet

The Pub

On Main

BUFFET/CHINESE

Hibachi Grill & Supreme **Buffet**

> BURGER (LOCAL)

Red Robin

BURRITO **Cali Burrito**

CAFÉ

Café Bachi's

CASINO DINING **EXPERIENCE**

Emeril's **Chop House**

Sarah Evans/The Morning Cal Matey's Famous Steaks & Pizza was voted best "Local Pizza" and best "Cheese Steaks" by The Morning Call readers again this year.

> STEAKS Matey's **Famous** Steaks & Pizza

CHEESE

See DINING Page 8



Thank you for voting! We are proud to serve the Best Breakfast in the Lehigh Valley!



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THANK YOU FOR VOTING US

Best Cafe, Best Deli, and Best Caterer.





6

SUNDAY, SEPTEMBER 24, 2017

MORNING CALL

SPECIAL ADVERTISING SECTION OF THE

"The Hot Dog King"









Celebrating Our 95th Anniversary!

A big thank you from all of us at Yocco's for voting us the best year after year. Great food, great prices, great service!





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Readers' CHCCE DINING & RESTAURANTS



Casa Toro Mexican Grille was voted best "Local Mexican Restaurant" and "Atmosphere" by The

CHINESE RESTAURANT Asia

Morning Call readers this year.

CHOCOLATES Josh Early Candies

COFFEE SHOP (LOCAL)

The Inside Scoop

CRAB CAKES

Youell's Oyster House

CREPERIE

Vava's Creperie Café

> DELL Café

Bachi's

DESSERTS

Bruno Scipioni's Italian Ristorante & Pizzeria

DINER

Trivet Diner

ETHNIC CUISINE

White **Orchids Thai Cuisine**

FAMILY RESTAURANT

Bruno Scipioni's Italian **Ristorante** & Pizzeria

> **FASTEST** DELIVERY SERVICE

Slice of Italy

FASTEST TAKE OUT SERVICE

Yocco's

FINE DINING RESTAURANT

Bolete

FRENCH FRIES (LOCAL)

Yocco's

FRENCH RESTAURANT

187 Rue **Principale**

> FRIED CHICKEN (LOCAL)

The Bayou

FRIENDLIEST SERVICE

Red Robin

FROZEN YOGURT

YoFresh Yogurt Café

> GERMAN CUISINE

Dunderbak's

GREEK RESTAURANT

Yianni's **Taverna**







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Thank you for Voting us "BEST SUSHI" again!





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Vava's Crêperie Café

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Readers' CHECE DINING & RESTAURANTS

HAPPY HOUR

Corked Wine Bar & Steak House

HIBACHI

Ichiban Japanese Steak House

HOAGIE
PrimoHoagies

imorioagic

HOT DOG Yocco's

ICE CREAM SHOP

> The Inside Scoop

INDIAN RESTAURANT

Nawab Indian Restaurant

> INNOVATIVE CUISINE

> > Apollo Grill

See DINING Page 10

Fiamma Italian Grill was voted best "Local Italian Restaurant" this year by The Morning Call readers.

Courtesy of Fiamma Italian Grill



SPECIAL ADVERTISING SECTION OF THE MORNING CALL





www.geakers.com



BES1 2017 **f b v**



Readers' CHOCE DINING & RESTAURANTS

ITALIAN RESTAURANT (LOCAL)

Fiamma Italian Grill

JAPANESE RESTAURANT Komé

KID-FRIENDLY RESTAURANT

Red Robin

LUNCH UNDER \$6.00

Yocco's

MARGARITA

Fiesta Olé Mexican Restaurant

MARTINI

Grille 3501

MEXICAN RESTAURANT (LOCAL)

Casa Toro Mexican **Grille**

MILKSHAKE

Geakers Tacos

NEW RESTAURANT (LOCAL)

Queen City BBQ

OUTDOOR DINING

The View at Morgan Hill PA DUTCH FOOD

Deitsch Eck Restaurant



Photo by Matt Blum Isabella, Alessandra and Adriana Scipioni thank you for voting Bruno Scipioni's Italian Ristorante & Pizzeria the best "Desserts" and best "Family Restaurant" for Readers' Choice 2017.







Allentown i N Cedar Crest Blvd 3215 Sc 610-437-0400 3215 Sc

Bethlehem

Whitehall



SPECIAL ADVERTISING SECTION OF THE MORNING CALL

Readers' CHOCE DINING & RESTAURANTS

PIZZA (CHAIN)

Pizza Hut

PIZZA (LOCAL)

Matey's **Famous** Steaks & Pizza

PLACE TO HAVE FIRST DATE DINNER

Edge Restaurant & Lounge

PRIME RIB

Prime Steak House

SALADS saladworks

SEAFOOD RESTAURANT (LOCAL)

Youell's **Oyster House**

SPIRITS/ CIDERS/MEADS

Social Still SPORTS BAR

Copperhead Grille

STEAKHOUSE

Top Cut Steak House

> SUNDAY BRUNCH

Historic Hotel Bethlehem

SUSHI

Lily Sushi

TACO **Cali Burrito**

TEA ROOM

Weaversville Inn

THAI CUISINE

White Orchids Thai Cuisine

> VEGETARIAN CUISINE

Cali Burrito

WEDDING CAKES

Granny Schmidt's WINE SELECTION Corked

Wine Bar & **Steak House**



■ Readers' Choice began in 2004 with 201 categories.

■ We now have 306 categories.







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Thank You for voting us "Best Desserts" and "Best Family Restaurant"









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Lehigh Valley Collision Center

AUTO REPAIR/ RESTORATION

Kelly **Auto Group** AUTO TOWING

Force 1

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> **BATHROOM** REMODELER

Agentis **Kitchen** & Bath

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Monogram Custom **Homes**

CABLE/PHONE **PROVIDER**

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Kuhnsville Car Wash

(See photo in Shopping section)

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CARPET CLEANING COMPANY

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COLLEGE

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SUNDAY, SEPTEMBER 24, 2017 SPECIAL ADVERTISING SECTION OF THE MORNING CALL

f 💆 🧿 🌲



Kathy McGladelThe Moming Call
The crew of Walbert Animal Hospital is all smiles after finding out they'd won best "Veterinarian"

CATERER

Café Bachi's

CDL DRIVER **TRAINING**

Lehigh Carbon Community College

COLLEGE

(LOCAL) Moravian College

CREDIT UNION

People First Federal Credit Union

DANCE SCHOOL

Sharon Plessl School of **Dance**

DAY CARE CENTER

Creative Learning Center of the **Lehigh Valley**

DRY CLEANERS

Martinizing Delivers

ELECTRICAL CONTRACTOR

Haller Enterprises, Inc.

EMPLOYMENT AGENCY

Allied Personnel Services

FENCING & OUTDOOR DESIGN

American Fence & Flag

FINANCIAL

PLANNER Hittinger Financial

FIREPLACES AND WOODSTOVES

Wood Heat

(See photo in Shopping section)

FLOORING OR CARPET STORE

> Crest **Flooring**

FUNERAL HOME

Cantelmi Long Funeral Home

See HOME Page 14



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HOME & SERVICES



Sarah Evans/The Morning Call
Leader of the Pack Canine Institute earned the most votes for the best "Pet Boarding Kennel," "Pet Day Care," "Pet Grooming" and "Pet Trainer" categories.





A Divison of AnnieMac Home Mortgage

Readers' CHACE HOME & SERVICES

FURNITURE STORE (CHAIN)

Ashley HomeStore

FURNITURE STORE (LOCAL)

Royal **Furniture** of Emmaus

See HOME Page 16

Kuhns & Anthony Paving are thrilled to have won best "Paving Contractor."



VOTED THE LEHIGH VALLEY'S BEST **HEATING & COOLING COMPANY**



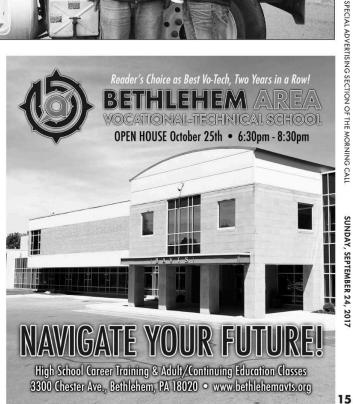
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Courtesy of Fred Saracino State Farm

GYMNASTIC CENTER

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HARDWARE STORE (LOCAL)

Albrights Hardware & Garden Center

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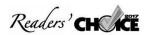
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SUNDAY, SEPTEMBER 24, 2017

SPECIAL ADVERTISING SECTION OF THE MORNING CALL



HOME **IMPROVEMENT** STORE

Lowe's

HOME REMODELER

Kahler Construction LLC

HOUSE CLEANING SERVICE

> Merry **Maids**

INSURANCE AGENCY (LOCAL OFFICE)

Fred Saracino **State Farm**

INSURANCE COMPANY (NATIONAL)

State Farm

INTERIOR DESIGNER/ **DESIGN CENTER** (LOCAL)

LIV.Interiors

INTERNET PROVIDER

RCN

JEWELRY/WATCH CLOCK REPAIR

Northampton Jewelry

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4 Seasons **Garden Center**

LANDSCAPER

Appalachian Creations, Inc.

LAWN EQUIPMENT SALES AND SERVICE

Canns-Bilco

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Bright Light Design Center

LIMO SERVICE

J&J Luxury **Transportation** LOCKSMITH

Keith's Lock and Door Service LLC

MARTIAL ARTS SCHOOL

Leading Edge **Martial Arts**

MATTRESS STORE

The **Mattress Place**

MORTGAGE COMPANY

The Mortgage Company

PAINTING AND DECORATING STORE

Buss Paint and Wallpaper

PAINTING SERVICE

HR Rice Painting

PATIO FURNITURE

Green Acres Outdoor Living

> **PAVING** CONTRACTOR

Kuhns & **Anthony Paving**

PEST CONTROL

Ehrlich Pest **Control**

PET BOARDING KENNEL

Leader of the Pack Canine Institute

PET DAY CARE

Leader of the Pack Canine Institute

See HOME Page 18



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SPECIAL ADVERTISING SECTION OF THE MORNING

CALL



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PLUMBER

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ROOFING CONTRACTOR

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Trexlertown Self Storage

> SUNROOMS/ **AWNINGS**

Creative Awnings, Inc.

TAILOR

C.E. Roth **Formal Wear.** LLC

VETERINARIAN

Walbert Animal Hospital

VOCATIONAL **TECHNICAL** SCHOOL

Bethlehem Area **Vocational-Technical School**



















SPECIAL ADVERTISING SECTION OF THE MORNING CALL

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Best Auctioneer

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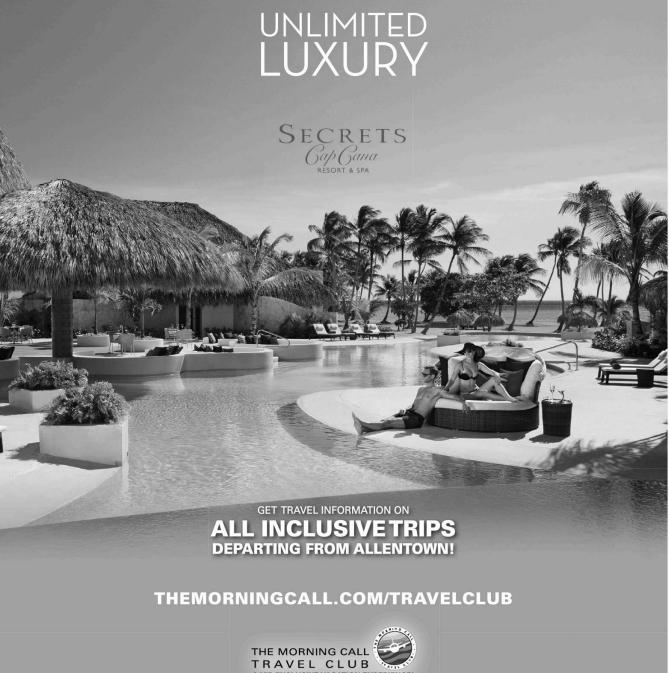


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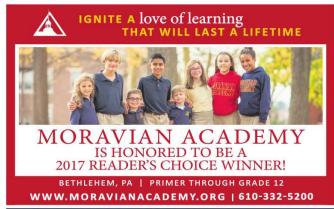
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CHIROPRACTOR **STEAKHOUSE** PHYSICAL THERAPIST **PLUMBER OBSTETRICIAN**









SPECIAL ADVERTISING SECTION OF THE MORNING CALL

RECREATION & ENTERTAINMENT

AMUSEMENT/ WATER PARK

Dorney Park & Wildwater Kingdom

> ARTS & CULTURAL **EDUCATION**

Baum School of Art

> BED AND **BREAKFAST** Glasbern

BOWLING ALLEY

Hampton Lanes

BRIDAL EVENTS

American Bridal Show Company

CASINO

Sands Casino Resort **Bethlehem** DRIVE-IN THEATER

Becky's **Drive-In** Theater

DRIVING RANGE

Sittler Golf Center

FAMILY DAY TRIP

Lehigh Valley Zoo

FESTIVAL /FAIR Musikfest

GOLF COURSE

Berkleigh Golf Club

HAYRIDE

Seiple **Farms**

HOTEL

Historic Hotel **Bethlehem**

INDOOR ACTIVITIES PARK

Sky Zone **Trampoline Park**

LIVE **ENTERTAINMENT State Theatre**

LIVE MUSIC

VENUE **The Sands Event Center**

LOCAL BAND TimeWhy?s MOVIE THEATER

FUN FACT:

next year.

■ 2018 voting

begins on July 24

New Vision Tilghman Square 8

MUSEUM

Allentown Art Museum

NIGHT CLUB **Vision Nightclub** PARTY DJ

Wesley Works Entertainment & Photography

> PERFORMING ARTS CENTER

Muhlenberg College Theatre and **Dance**

See RECREATION Page 26

Thanks for Voting Us A HAMPTON **BEST BOWLING ALLEY** for the third straight year! s to all the great customers, league bowlers and amazing staf who helped Hampton Lanes achieve this honor! CHACE CHACE CHACE k out the Hammerhead Lounge & see what excite Great Food, Fun and Entertainment for Everyone







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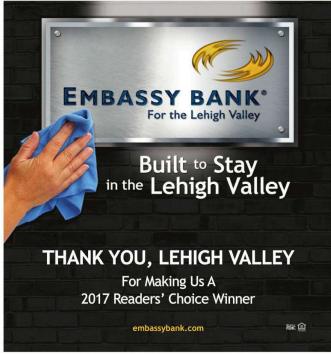


SUNDAY, SEPTEMBER 24, 2017 SPECIAL ADVERTISING SECTION OF THE MORNING CALL

24

Loverboy



















Muhlenberg College dance students perform Cristina Perera's "Radical Severance," in the 2017 "Master Choreographers" concert. Muhlenberg Stream & Dance Department (and the associated Muhlenberg Summer Music Theatre program) won the Readers' Choice award for Best Performing Arts Center for a second year in a row.

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Readers' CHECKE RECREATION & ENTERTAINMENT



FUN FACT: The Morning Call launched online voting for Readers' Choice in 2008. Prior to that, all ballots were paper.

THE MORNING CALL

Bear Creek Mountain Resort, near Macungie, won again for best "Reception Hall" this year.







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, 2017



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Reader's Choice Winner - 5 Years in a Row



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Downtown Bethlehem

ETHNIC FOOD STORE

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FARMERS' MARKET

Allentown Fairgrounds Farmers Market



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Sarco, Inc.

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FLORIST

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FORMAL WEAR

C.E. Roth Formal Wear, LLC

GIFT SHOP

Missing Piece

GOLD/SILVER BUYING

AD Gold Exchange

.



Kuhnsville Car Wash earned best "Car Wash" 11 years in a row.

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Golf Galaxy

Allentown

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Kohl's

See SHOPPING Page 30

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SUNDAY, SEPTEMBER 24, 2017









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Readers' CHOKE SHOPPING

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MALL **Lehigh Valley** Mall

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Valley Farm Market

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Gebhardts

POULTRY MARKET

Mr. Bills **Poultry** Market

PRODUCE (LOCAL)

Valley Farm Market

> RARE COIN **DEALER**

AD Gold Exchange

RELIGION/ SPIRITUALITY STORE

Hackman's **Bible Book Store**

> RV SALES & SERVICE

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TOY STORE
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Top Hat Tuxedo by Sarno

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Best Buy

VACUUM CLEANER STORE

> Dave's Vacuum

VAPE SHOP

The Vaping Oasis

> WINERY/ VINEYARD

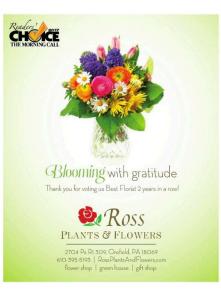
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See WELLNESS Page 35



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SPECIAL ADVERTISING SECTION OF THE MORNING CALL







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Readers' CHOKE WELLNESS & PERSONAL STYLE

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Photo by Matt Blum

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> > CVS

See WELLNESS Page 37

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Readers' CHOCE WELLNESS & PERSONAL STYLE



Essence of Health tied for best "Health/Natural Foods" as voted by readers of The Morning Call.



The staff at Easton Hospital is excited to win this year's Readers' Choice best "Emergency Ser-

FUN FACT:

■ 2018 color theme will be teal.

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The Quillian

See WELLNESS Page 39

On behalf of our staff, we thank you for your support and voting us



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SPECIAL ADVERTISING SECTION OF THE MORNING CALL SUNDAY, SEPTEMBER 24, 2017







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THANK YOU TO OUR RESIDENTS, FAMILIES AND STAFF!









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Readers' CHACE WELLNESS & PERSONAL STYLE

THERAPEUTIC MASSAGE

Amber Ryan, Forward Thinking Fitness

URGENT CARE

Patient First

WEIGHT LOSS CENTER

Dr. Augello's Health & Body Makeover



St. Luke's Riverside Women's Healthcare has again been voted "Best Obstetricians" by readers of The Morning Call. Physicians include Holli Warholic, DO, Shenali Abeysekera, MD, and Christin Gillier, MD.

Courtesy of St. Luke's Riverside Women's Healthcare

Thanks for voting!

The Morning Call thanks all those who cast their votes in our 2017 Readers' Choice poll – this wouldn't have happened without your support.

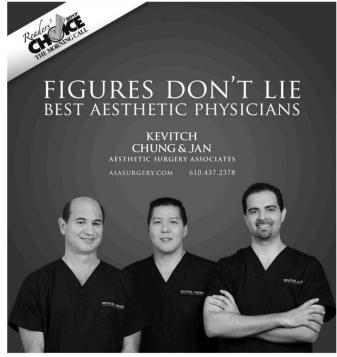
A discerning group

With your vote, you picked the best the Lehigh Valley has to offer and the folks who are the best at what they do. You recognize a job well done and now the whole Valley will know which businesses are customer favorites.

Deserved recognition

The Morning Call congratulates all the winners of this year's Readers' Choice Awards. It's proof that you take care of your customers, and your fantastic work is recognized.





SUNDAY, SEPTEMBER 24, 2017

SPECIAL ADVERTISING SECTION OF THE MORNING CALL

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