



BEST JEWELRY STORE
Underwood's

Best Health Food Store

Native Sun

Last year saw the opening of Native Sun's second store, a sleek, high-ceilinged outfit at Baymeadows and 9-A. This year, the home-grown organic-foods biz opened its third location — a café featuring wraps, juices and ready-to-eat snacks at Brooks Health & Fitness on Centurion Parkway on Jacksonville's Southside. Whole Foods may have plans for Mandarin, but the smartly expanding Native Sun has kept the emphasis on extraordinarily friendly service and amazing produce — suggesting it plans to hold its own against the big boys from out of town.

Best Hospital

Baptist Medical Center

Baptist was one busy place last year. With five hospitals and 899 beds, 7,718 employees helped delivered 5,152 babies, performed 31,846 outpatient surgeries and treated 45,173 inpatients. There were also 190,454 emergency room visits. "The collegiality between the medical staff and the administration and the governance [at Baptist] is rare," says Richard Stromberg, chief of emergency services. "I think that breeds a culture of clinical excellence and caring. Those are the two things that people come to a hospital for."

Best Lawyer

Eddie Farah

His is a familiar face. Ubiquitous, in fact, considering his billboard, television and phone book ad campaigns. That may be one of many the reasons Eddie Farah was voted numero uno in this category. (Would have been pretty weird if he won Best Place To Skinny Dip.) Farah seems to have a knack for reaching out to the common folk, so much so that voters seem able to overlook the fact that he uses The Rolling Stones' "Gimme Shelter" as the theme music for his radio program on WOKV 690-AM (Saturdays at noon).

Best Bookstore

Borders Books & Music

The little guys run screaming when corporate bookstores pull into town, but the fact is that Borders has lots of great books, lots of great mags, lots of great CDs and DVDs — and lots of great coffee in their extra-comfy café (where one can kick back with a hot bev and read an entire freaking book if one so chooses). Borders also mounts some killer sales on occasion, like all DVD box sets marked down 40 percent. Hello, "The Office Seasons 1 and 2" for, like, next to nuthin'.

Best Independent Bookstore

Chamblin BookMine

What to do when your bookstore — already expanded beyond reason — is positively bursting with books? Open another location, of course. The legendary, independent Westside bookseller's second store is set to open this fall. What's more, the new place is downtown, on Laura between Monroe and Adams, which is sure to give the urban core's ongoing revitalization an old-dusty-book-scented boost. Rare, out-of-print and just plain weird books populate the shelves, floors, closets and counters of this one-of-a-kind bookstore. DVDs, CDs and Barbie dolls (yes, Barbies) are also up for grabs.

Best Car Wash

Beaches Car Wash

The fast-moving folks who render your vehicle spic-n-span at Beaches Car Wash are really good at washing cars. But they suck at co-ed softball. According to the city of Jax Beach website just two weeks ago, they hadn't won a single game this fall. But on-the-job excellence, not the ability to nail a grand slam, is what Folio Weekly readers look for in a car wash. Beaches (at Penman and Beach) has state-of-the-art equipment and a gift shop packed with trinkets you don't need but really, really want. Says general manager Greg Johns, who's been with the company more

than three decades: "If you don't have good people to run the car wash, you're dead in the water." Get it? Water.

Best Jewelry Store

Underwood's

Founded in Palatka and located in Jacksonville since 1953, Underwood's, now in San Marco, Avondale and Ponte Vedra Beach, gleams with trust and tradition. Recognized by the American Gem Society and involved with the Jewelers Vigilance Committee, an organization that monitors the ethics of the jewelry business, owner Clayton Bromberg is an AGS award-winning Alabama boy with the drawl to prove it. With diamonds from Di Modolo to Tacori, as well as watches and fine china, Underwood's caters to all strata of gem and jewel hounds.

Best Place to See a Movie

Tinseltown

You probably won't be checking out a Fellini retrospective at Tinseltown, but your favorite action-packed CGI-driven blockbuster is sure represent in full — for weeks on end. This first-run theater boasts giant chairs in a stadium-seating configuration, a full-blown snack bar and sweet game room, too. Every detail of every fiery explosion or comedic ball-kick is captured on their enormous screens and booming sound system. There's even a JTA bus stop at the front door for the two of you in Jacksonville who use public transportation.

Best Hairstylist

Corrie Blehm at Hair Peace

The modest exterior of this Five Points mainstay belies the transformative services offered within. Hair Peace is one of the most recognized salons in the region, attesting to a reputation built over the past decade. Stylist Corrie Blehm won Folio Weekly readers props this year for her easy charm and exceptional skill. Blehm can't change the hair you were born with, but she can damn sure make it look better than when you walked in.

Best B&B in Jacksonville

The Riverdale Inn

Back in the day, oh, sometime around 1900, some 50 mansions lined Riverside Avenue. The strip was affectionately known as "The Row." These days, precious few of these classic structures remain, but one — The Riverdale Inn — stands as a reminder of what once was. The three-story behemoth offers 10 comfy yet classy rooms, some of which may be combined to create suites. Great location (in the heart of Riverside), a warm and friendly staff, and The Row restaurant (with the Gum Bunch Pub for nightcaps) make The Riverdale a killer place to hang for a couple of days, even for Jacksonville residents. Further evidence of The Riverdale's awesomeness: Pets weighing less than 20 pounds are welcome. Very cool.

Best B&B in St. Augustine

Marin House

The newly renovated Marin House brings another upscale Matanzas bayfront B&B to the oldest city. What separates it from the pack? The gazebo! Situated just south of the Bridge of Lions, the 15-room Victorian lodge is filled with porches and magnificent views. But spend some downtime in the courtyard on the gazebo, where you can take in morning sunrises, the St. Augustine Lighthouse in the evening and dolphins at play in the bay throughout the day.

Best B&B on Amelia Island

Elizabeth Pointe Lodge

You have to admire a place that brags that "sleeping late" and "wine at any hour" are some of its highlights. The Elizabeth Pointe Lodge includes the 20-room Main House, constructed in a 1890s Nantucket shingle style, the two-bedroom Miller Cottage and the Ocean House, which features four deluxe sitting rooms. Folio Weekly readers know this beautifully decorated oceanfront bed-and-breakfast is perfect for a relaxing getaway. So leave the alarm clock at home.



BEST B&B ON AMELIA ISLAND
Elizabeth Pointe Lodge