



Weekly Class 1

Category 1 - Department/Discount/Jewelry Stores

First Place - FULTON LEADER, Leigh Ann Moore
 Effective use of limited space. Clean. Appreciate white space.
 Second Place - FULTON LEADER, Becky Wadlington
 Eye-catching artwork. Outlined font on "2 for 1" gets lost in art work.
 Third Place - EDDYVILLE HERALD LEDGER, Staff
 Nice use of white space but lacks an eye catching element.

Category 2 - Automotive

First Place - MCLEAN COUNTY NEWS, Teresa Revlett/Stacy Maddox
 Excellent use of color and shapes. Bright and bold. Captures the reader's eye immediately. Forces reader to look at advertisement.
 Second Place - MCLEAN COUNTY NEWS, Teresa Revlett/Stacy Maddox
 Bold use of spot color. The hour glass shape ads to the visual impact.
 Third Place - MCLEAN COUNTY NEWS, Teresa Revlett/Stacy Maddox
 Bright and vivacious. Good use of color to attract the reader.

Category 3 - Hardware/Appliance Stores

First Place - MCLEAN COUNTY NEWS, Stacy Maddox
 Good color ad. Very clear and to the point. Good use of pictures.
 Second Place - EDDYVILLE HERALD LEDGER, Shirley Greene
 Good sales ad. Good use of space. Excellent design.

Category 4 - Financial

First Place - FULTON LEADER, Becky Wadlington
 Bold header, brings attention to the ad. Good effects, clean copy, good logo.
 Second Place - TIE - MCLEAN COUNTY NEWS, Jeanette Sutherland/Stacy Maddox
 Good image for the bank. Good effects with the picture. Like the fact of no border.
 Second Place - TIE - FULTON LEADER, Leigh Ann Moore
 Good use of logo. Lights bring good effects to ad. Good image ad.
 Third Place - TIE - MCLEAN COUNTY NEWS, Teresa Revlett/Stacy Maddox
 Good clean ad, not crowded.
 Third Place - TIE - FULTON LEADER, Leigh Ann Moore
 Very direct to reader. Very specific to readers they are going after. Palm trees help.

Category 5 - Professional Services

First Place - MCLEAN COUNTY NEWS, Jeanette Sutherland/Stacy Maddox
 Good use of space, good design. Good informational ad.
 Second Place - FULTON LEADER, Leigh Ann Moore

Good personal ad. Good use of space, good design.
 Second Place - FULTON LEADER, Leigh Ann Moore
 Very audience specific. The ad reaches out to the women reader with the use of flowers at top and women in middle.
 Third Place - FULTON LEADER, Leigh Ann Moore
 Good personal ad. Good use of space. Excellent graphics.

Category 6 - Food/Drug/Liquor

First Place - MCLEAN COUNTY NEWS, Teresa Revlett/Stacy Maddox
 Great ad! Really bright. Screams at the reader "Read Me!" Excellent job!
 Second Place - MCLEAN COUNTY NEWS, Teresa Revlett/Stacy Maddox
 Love the spot color. Really fits the subject matter.
 Third Place - MCLEAN COUNTY NEWS, Teresa Revlett/Stacy Maddox
 Good use of spot color.

Category 7 - Furniture

First Place - MCLEAN COUNTY NEWS, Teresa Revlett/Stacy Maddox
 Good wording, effective ad for the season. Good stacking of words in the form of a tree.
 Second Place - EDDYVILLE HERALD LEDGER, Shirley Greene
 Good use of graphics.
 Third Place - EDDYVILLE HERALD LEDGER, Shirley Greene
 Good border, good use of graphics to sell product.

Category 8 - Real Estate

First Place - FULTON LEADER, Becky Wadlington
 Good artwork. Clean ad. Good information.
 Second Place - SPENCER MAGNET, Bonnie Parsons
 Good use of information, but maybe too wordy.

Category 9 - Clothing Stores

First Place - FULTON LEADER, Leigh Ann Moore
 Liked the graphics. Strawberries add to the image of the store. Good job!
 Second Place - FULTON LEADER, Leigh Ann Moore
 Good indication of sale.
 Third Place - KENTON COUNTY RECORDER, Betty Stallard
 Very nice border.

Category 10 - Multiple Advertiser/"Sig" Page

First Place - KENTON COUNTY RECORDER, Staff
 Good souvenir ad, good color. Good design and layout.
 Second Place - MCLEAN COUNTY NEWS, Staff
 Art/shell is bright and catches the eye.
 Third Place - MCLEAN COUNTY NEWS, Staff
 Unique color.

Category 11 - Creative Use of the Newspaper

First Place - EDDYVILLE HERALD LEDGER, Shirley Greene
 Good design use of effects. Good graphics. Event they are promoting helps what is being sold.
 Second Place - TRIMBLE BANNER,

Mabel Richmond
 Good use of logo's. Good promotion.
 Third Place - TRIMBLE BANNER, Mabel Richmond
 Good use of graphic and space.

Category 12 - Entertainment/Dining

First Place - MCLEAN COUNTY NEWS, Jeanette Sutherland/Stacy Maddox
 Bold ad!! Artwork has excellent tie-in with store/customers. Excellent work!!
 Second Place - EDDYVILLE HERALD LEDGER, Shirley Greene
 Like the artwork. People will go for the good art alone.
 Third Place - FULTON LEADER, Leigh Ann Moore
 Excellent artwork! Simple and to the point. Good job!

Category 13 - Special Sections

First Place - KENTON COUNTY RECORDER, Staff
 Nice idea. Targets a niche market, and advertisers obviously responded.
 Second Place - KENTON COUNTY RECORDER, Staff
 Great job of combining multiple themes in a single package.
 Third Place - MCLEAN COUNTY NEWS, Staff
 Great job on an old standard - the Graduation Issue.
 Honorable Mention - MCLEAN COUNTY NEWS, Staff
 Honorable Mention - FULTON LEADER, Staff

Category 14 - Group Promotions

First Place - FULTON LEADER, Leigh Ann Moore/Becky Wadlington
 Good color ad. Good use of space, good wording.
 Second Place - FULTON LEADER, Leigh Ann Moore
 Good promotion, good layout, good title.

Category 15 - Holiday Greeting Ads

First Place - MCLEAN COUNTY NEWS, Teresa Revlett/Stacy Maddox
 Great image ad. Really gets to the heart of the matter. No guessing where this bank is coming from.
 Second Place - MCLEAN COUNTY NEWS, Stacy Maddox
 Great use of color. Definitely says "Christmas." Nice job.
 Third Place - MCLEAN COUNTY NEWS, Jan Young/Stacy Maddox
 Good use of color.

Category 16 - Agriculture/Lawn and Garden/Florists

First Place - EDDYVILLE HERALD LEDGER, Shirley Greene
 Clean, nice artwork. Good composition.
 Second Place - FULTON LEADER, Becky Wadlington
 Nice use of art as the main selling point.
 Third Place - EDDYVILLE HERALD LEDGER, Shirley Greene
 Good border!

Category 17 - Classified Page/Section

First Place - MCLEAN COUNTY NEWS, Jeanette Sutherland/Stacy Maddox
 Good design. Good listings. Layout the best of all classifieds in the running.
 Second Place - SPENCER MAGNET,

Staff
 Good layout, pictures and design. Good information page.
 Third Place - FULTON LEADER, Becky Wadlington
 Good layout. Good design and use of graphics.

Category 18 - Special Publications

First Place - MCLEAN COUNTY NEWS, Staff
 Good overall view of business in area. Insightful. Lot of advertising.
 Second Place - MCLEAN COUNTY NEWS, Staff
 Lot of advertising.

Category 19 - Best Use of Color

First Place - MCLEAN COUNTY NEWS, Teresa Revlett/Stacy Maddox
 Good design and display of ideas. Good picture brings out quotes in ad.
 Second Place - MCLEAN COUNTY NEWS, Teresa Revlett/Stacy Maddox
 Good graphics, design and layout.
 Third Place - SPENCER MAGNET, Bonnie Parsons
 Good layout, good idea as promoting product you are trying to sell.

Category 20 - Best Ad Series

Certificate of Merit - MCLEAN COUNTY NEWS, Staff

Category 21 - General/Miscellaneous

First Place - KENTON COUNTY RECORDER, Pat Cole
 Stands off of page. Makes the page as a whole stand out!
 Second Place - MCLEAN COUNTY NEWS, Jeanette Sutherland/Stacy Maddox
 Good color, graphics. Standout. Clear ad, gives good information.
 Third Place - EDDYVILLE HERALD LEDGER, Shirley Greene
 Good graphics. Needs more emphasis on a logo.

Category 22 - Sporting Goods/Athletics

First Place - EDDYVILLE HERALD LEDGER, Shirley Greene
 Good use of white space.
 Second Place - MCLEAN COUNTY NEWS, Stacy Maddox
 Good use of small space.
 Third Place - EDDYVILLE HERALD LEDGER, Shirley Greene

Category 23 - Special Events

First Place - MCLEAN COUNTY NEWS, Staff
 Definite eye-catcher! Bold colors. Very nice artwork.
 Second Place - KENTON COUNTY RECORDER, Staff
 Good indication of the events of the fair. Nicely put together.
 Third Place - TRIMBLE BANNER, Mabel Richmond
 Nice job!

Front cover designed
 by Georgetown
 News-Graphic
 Creative Director
 Deva George

**A
JOY
FOR
EVERY
GIRL AND
BOY, THAT'S
CHRISTMASTIME!**

Hope it's a wonderful season for everyone!

Come and find the perfect gift for
everyone on your list Dec. 13
Shop at your convenience from 7 a.m.-9 p.m.

Two Rivers Supply
U.S. 431, Livermore 278-2311

REMEMBER
Our Sharing Tree

*Do not forget
the Sharing
Tree this year! We still
have 190+ needy
children on the tree.*

*Please make your
selection today from
our Sharing Tree and
brighten someone's
Christmas.*

*Gifts must be returned
to Fulton Bank by
December 18th.*

*Money donations are
being accepted and
we'll do the shopping
for you!*

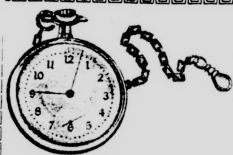
*Thank you, Twin Cities
for your support of
this much needed
program!*

The One To Turn To
FULTON BANK
MEMBER REELFOOT BANK GROUP

Main Bank 472-2711 Branch Bank
One Bankers Plaza Fulton, Ky. West State Lane

Longest Hours In Town And Saturday Banking

Top left: The McLean County News garnered 11 first place awards including this one in the Furniture Stores' category. The newspaper won General Excellence in the Weekly 1 division. Above: The Fulton Leader, which finished second in that division, won first place in the Financial category. Bottom left: The Eddyville Herald-Ledger captured the first place award for Creative Use of the Newspaper. Below: The Fulton Leader won another first place in the Department/Discount/Jewelry Stores' category.



COMING JULY 3!!

A look at the past in

MILESTONES

The Herald Ledger in conjunction with the Lyon County Historical Society will publish a special publication on the History of Lyon County, with the historical society providing articles and photographs.

Lyon County businesses may advertise in this unique publication and a portion of the proceeds will go to the Lyon County Historical Society.



*Discount Days
Are Back At
Cissy's*

DRAW FOR YOUR DISCOUNT
Up to **40% off** Storewide
(Excluding Bridal Registry, Vegetables, and Home Appliances)

Good Friday and Saturday, December 13, 14
9 a.m.-5 p.m.

*Cissy's
Gift Shop*

202 Lake Street, Fulton, Ky. 472-0918

WEEKLY CLASS 2

Category 1 - Department/Discount/Jewelry Stores

First Place - TOMPKINSVILLE NEWS, Sharon Fister
Good use of color, not too crowded, layout draws eyes through the ad.
Second Place - CENTRAL RECORD, LANCASTER, Pam Fathergill
"Joe" seems friendly and inviting; he's the focal point and draws attention, font seems too harsh, heading could be bolder.
Third Place - CADIZ RECORD, Rebecca Boggess
Good clean ad, very easy to read.

Category 2 - Automotive

First Place - GREENSBURG RECORD HERALD, Walt Gorin
Very nice layout and use of color.
Second Place - GREENSBURG RECORD HERALD, Walt Gorin
Nice ad, color photos would have made it even better.
Third Place - TIE - GREENSBURG RECORD HERALD, Walt Gorin
Nice artwork.
Third Place - TIE - FIG SANDY NEWS, LOUISA, Loretta Workman
Good clean ad.

Category 3 - Hardware/Appliance Stores

First Place - TIE - CADIZ RECORD, Jan C. Witty
Good use of visual to complement written. Simple and easy to read.
First Place - TIE - LARUE COUNTY HERALD NEWS, Tammy Harding/Bill Mathers
Good clean design, effective graphic, straightforward merchandising.
Second Place - CADIZ RECORD, Jan C. Witty
Short, sweet and to the point. Try using bolder border to help it stand out.
Third Place - TIE - GREENSBURG RECORD HERALD, Walt Gorin
Third Place - TIE - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
Good use of spot color and graphics, though a little busy.

Category 4 - Financial

First Place - LARUE COUNTY HERALD NEWS, Michelle McGuffin/Tina Bird
Wonderful use of color and heading. Logo contrasts so it stands out.
Second Place - LARUE COUNTY HERALD NEWS, Michelle McGuffin/Susan McCrobie
Good use of color and simple to read. Wonderful visual.
Third Place - GREENSBURG RECORD HERALD, Walt Gorin
Good heading and visual. Layout draws eyes through and ends with people who I may identify with. Spot color would have helped.

Category 5 - Professional Services

First Place - GREENSBURG RECORD HERALD, Walt Gorin

Good colorful artwork and good headline really makes this ad effective.
Second Place - CARROLLTON NEWS DEMOCRAT, Becky Reynolds
Nice borders and headline.
Third Place - CENTRAL RECORD, Pam Fathergill/Jim Cox
Very nice picture.

Category 6 - Food/Drug/Liquor

First Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
Wonderful use of color and art to reinforce heading. Not too crowded.
Second Place - GREENSBURG RECORD HERALD, Walt Gorin
Wonderful use of spot color. "Cherry Ski, Here and Now" should be at the top.
Third Place - CENTRAL RECORD, Pam Fathergill
Wonderful use of black and white. Specials stand out.

Category 7 - Furniture

First Place - GREENSBURG RECORD HERALD, Walt Gorin
Wonderful use of color, try the heading at the top of the ad.
Second Place - GREENSBURG RECORD HERALD, Walt Gorin
Wonderful use of color, almost too crowded. To help the picture stand out, the border could have been black.
Third Place - LARUE COUNTY HERALD NEWS, Tammy Harding/Bill Mathers
Good visual, border should be bolder. Don't separate the client from the ad so much. Spot color would be good.

Category 8 - Real Estate

First Place - CARROLLTON NEWS DEMOCRAT, Becky Reynolds
Catchy copy and clean non-cluttered graphics.
Second Place - LARUE COUNTY HERALD NEWS, Tammy Harding/Steve Haycraft
Straight forward ad. Not to cluttered.
Third Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
Good layout with interesting graphics. A little too cluttered.

Category 9 - Clothing Stores

First Place - CITIZEN VOICE & TIMES, IRVINE, Traci Cahal/Jenny Ervin
Wonderful heading, try putting all the prices under the articles.
Second Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
Good use of artwork.
Third Place - OWENTON NEWS HERALD, Staff
Good use of "immediate action" by using the coupon and border. The client's name would stand out if it was not super-imposed over the picture.

Category 10 - Multiple Advertiser/'Sig' Page

First Place - LARUE COUNTY HERALD NEWS, Tammy Harding/Michelle McGuffin/Bill Mathers
Good layout.
Second Place - CAMPBELL COUNTY RECORDER, Staff
Good layout, good picture.
Third Place - TIE - GREENSBURG RECORD HERALD, Walt Gorin
Good picture.
Third Place - TIE - GREENSBURG

RECORD HERALD, Walt Gorin
Good idea.

Category 11 - Creative Use of the Newspaper

First Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
Wonderful use of color, creative way to show award winners.
Second Place - GREENSBURG RECORD HERALD, Buddy Brown
Good headings.
Third Place - HENRY COUNTY LOCAL, Dave Eldridge
Wonderful use of color, but limit use of too much colored wording with picture.

Category 12 - Entertainment/Dining

First Place - GREENSBURG RECORD HERALD, Walt Gorin
Very good layout, good artwork.
Second Place - CADIZ RECORD, Jan C. Witty
Good clean ad.
Third Place - CENTRAL RECORD, Pam Fathergill
Nice art.

Category 13 - Special Sections

First Place - GREENSBURG RECORD HERALD, Walt Gorin
There's something for everyone in this section! It's great!
Second Place - CADIZ RECORD, Jan C. Witty/Rebecca Boggess
I loved the layout, editorial and graphics! Can't wait to get there next year.
Third Place - CAMPBELL COUNTY RECORDER, Staff
Great cover photo, good looking class and section.

Category 14 - Group Promotions

First Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
Wonderful use of color, not crowded and plenty of room to write.
Second Place - CADIZ RECORD, Rebecca Boggess
Good layout and use of heading. Don't overuse color in the ads.
Third Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
Almost too crowded, need more space for writing in coupon.

Category 15 - Holiday Greeting Ads

First Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
Good color picture.
Second Place - CENTRAL RECORD, Pam Fathergill
Good ad.
Third Place - TOMPKINSVILLE NEWS, Blanche Trimble/Sharon Fister

Category 16 - Agriculture/Lawn and Garden/Florists

First Place - CADIZ RECORD, Jan C. Witty
Good photos.
Second Place - LARUE COUNTY HERALD NEWS, Michelle McGuffin/Bill Mathers
Third Place - CADIZ RECORD, Rebecca Boggess

Category 17 - Classified Page/Section

First Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
Second Place - CADIZ RECORD, Jan C. Witty/Rebecca Boggess

Third Place - TOMPKINSVILLE NEWS, Teresa Scott/Carol Depta

Category 18 - Special Publications

First Place - CARROLLTON NEWS DEMOCRAT, Aynsley Tungate
Good overall ad design and reproduction. Full of information and copy.
Second Place - CARROLLTON NEWS DEMOCRAT, Davette Baker-Baxter
Good effort. Lots of ads, but page layout could use a little work.
Third Place - CENTRAL RECORD, Staff
A nice package, but a little heavy on ad stacking.

Category 19 - Best Use of Color

First Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
Excellent use of color. A very good house ad.
Second Place - TIE - GREENSBURG RECORD HERALD, Walt Gorin
Bright, clean eye-catching colors.
Second Place - TIE - CENTRAL RECORD, Jim Cox
Good reproduction of color photos. Blends easily, overcomes what would be a busy ad in black and white.
Third Place - GREENSBURG RECORD HERALD, Walt Gorin
A really green frog. Strong contrasts makes this ad eye-catching.

Category 20 - Best Ad Series

First Place - GREENSBURG RECORD HERALD, Walt Gorin
Second Place - CADIZ RECORD, Jan C. Witty/Rebecca Boggess
Third Place - CITIZEN VOICE & TIMES, Missy Tipton/Jenny Ervin/Earlaine Arvin

Category 21 - General/Miscellaneous

First Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
Good job displaying a lot of copy.
Second Place - CLAY CITY TIMES, Missy Tipton/Earlaine Arvin
Effective use of space.
Third Place - GREENSBURG RECORD HERALD, Walt Gorin
Nice ad, color needs work.

Category 22 - Sporting Goods/Athletics

First Place - CARROLLTON NEWS DEMOCRAT, Lora Stewart
Good border, clean layout. Illustration reinforces theme.
Second Place - SPRINGFIELD SUN, Shorty Lassiter/Gail Mastin
Unique concept, but busy. Too much for small space.
Third Place - TOMPKINSVILLE NEWS, Sharon Fister
Good idea, but blackboard probably not recognized as such.

Category 23 - Special Events

First Place - TOMPKINSVILLE NEWS, Sharon Fister
Art ties in well with till Midnight theme. Good clean layout. Easy to read small type.
Second Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
Very effective small space ad. Effective graphics.
Third Place - SPRINGFIELD SUN, Staff
Eye-catcher. A little busy.

Gifted for DADS

Remember Dad on Father's Day, June 16

Arrow Tournament Knit Shirts SALE **\$14.99**


Cross Creek Golf Shirts AS LOW AS **\$19.99**

Docker, Haggard & Bugle Boy Shorts
SALE **\$14.99 - \$26.99**

Men's LA Gear Leather Tennis Shoes
SALE **\$36.99**


Short Sleeve Arrow Dress Shirts
\$18.99 - \$22.99

Check Out Our New Selection of Red Wing Boots. 13 Styles to Choose from at Rock Bottom Prices!
*Free Gift Wrapping
* Personal Service



Honchell's

West Irvine Plaza • Richmond Road • Irvine • 723-7316



Never Look A Gift Horse In The Mouth

You don't have to. You know it's a great value if it came from Green River Classics and Craft Corner. From lively looking stallions to fascinating birdhouses and beautiful brass, we can get your home ready for spring in a spectacular way. And that's straight from the horse's mouth.

Can • Vittitow Prints • Florals • Antiques
Birdhouses • Water Fountains

Green River Classics & Craft Corner

308 E. Main Street • Campbellsville • 465-8940 • 10 a.m.-5 p.m. Mon.-Sat.

Stay a Jump Ahead Of The Rest

With America's Best Trampoline

FUN SPOT™



Fun Spot Makes FAMILY Time FUN Time!

Jump HIGHER.
Bounce BETTER.
Land SAFER!

Glauber's

SPORTS and HARDWARE

Fourth St. • Carrollton, Ky.
502-732-4005

Top left: In the Weekly 2 division, The Citizen Voice & Times, Irvine, took top honors in the Clothing Stores' category. Top right: The General Excellence winner in this division, The Greensburg Record-Herald, captured the top spot with first place winners like this one in the Professional Services' category. Left: The Carrollton News-Democrat won first place in the Sporting Goods/Athletics' category. Right: The Tompkinsville News finished first with this Special Events' ad.

You Are Invited To The ...

3rd Annual

Teaching & Singing til Midnight

FRI., APRIL 26, 1996 • BEGINNING AT 7:30 P.M.

Willette Church of Christ

1408 Willette Road, Rad Boiling Springs, TN 37110 • (615) 699-2251

SPEAKERS:
Mike Tanaro, Lone Oak Church of Christ Paducah, KY
Johnny Kelton, Morgantown Church of Christ, Morgantown, KY
Song Leaders: Tim Smith & Kamy Hart

SCHEDULE:	
7:30 - 8:00	Welcome / Singing
8:00 - 8:30	1st Speaker - Mike Tanaro
8:30 - 9:00	Singing
9:00 - 9:30	2nd Speaker - Mike Tanaro
9:30 - 9:40	(At this time men may make announcements about the upcoming meetings, etc.)
9:40 - 10:35	Break for food furnished/served by Willette Ladies
10:35 - 11:10	3rd Speaker - Johnny Kelton
11:10 - 11:50	Singing
	Any songleader can lead singing at this time.
	Be sure to stay with us for this exciting period of praise to God.
11:50	Closing Remarks / Prayer

WEEKLY CLASS 3

Category 1 - Department/Discount/ Jewelry Stores

First Place - HARRODSBURG HERALD, Sharon Perkins
Concept ties together well. Nice photo illustration.
Second Place - MT. STERLING ADVOCATE, Lisa McNay
Color sets ad off on page.
Third Place - WAYNE COUNTY OUTLOOK, Staff
Good Christmas approach with border and bold large sale offers.

Category 2 - Automotive

First Place - JESSAMINE JOURNAL, Tony Cox
Well-organized. Easy to find what customer's looking for.
Second Place - BENTON TRIBUNE COURIER, Patty Stockhaus
Map great idea, but makes ad a little busy.
Third Place - HENRY COUNTY LOCAL, Dave Eldridge
Good info provided. Could change the color completely; possibly mix others.

Category 3 - Hardware/ Appliance Stores

First Place - UNION COUNTY ADVOCATE, Lisa Turner
Good use of screen. Large dominant art attracts attention.
Second Place - WAYNE COUNTY OUTLOOK, Staff
No way to miss this ad. Could have a little more substance.
Third Place - UNION COUNTY ADVOCATE, Barbara Starkey
Nice use of color, a little busy. Some artwork could use improvements.

Category 4 - Financial

First Place - HARRODSBURG HERALD, Bill Mudd
Conveyed message well with dramatization. Layout easy to follow.
Second Place - ANDERSON NEWS, Bud Garrison
Good analogy with artwork at appropriate time.
Third Place - WAYNE COUNTY OUTLOOK, Staff
Interesting combo of message, layout. Could have used a little more air.

Category 5 - Professional Services

First Place - WAYNE COUNTY OUTLOOK, Staff
Great graphics. Good use of reverse drop approach. Easy to read. Good community approach.
Second Place - HARRODSBURG HERALD, Sharon Perkins
Photo leads reader to name of business. Simplicity makes ad great.
Third Place - HARRODSBURG HERALD, Sharon Perkins
Very clever series. Copy goes well with photo illustration.

Category 6 - Food/Drug/Liquor

First Place - HARRODSBURG HERALD, Bill Mudd

Great use of color. Very pleasantly breaks the mold.
Second Place - OLDHAM ERA, Peachie Armstrong
Good seasonal theme. Gray shaded mortises excellent.
Third Place - LEBANON ENTERPRISE, Mary Ann Blair/Mary May
Good use of mortises. Headline and store name too small.

Category 7 - Furniture

First Place - MT. STERLING ADVOCATE, Jo Ann Halsey
Silly graphic had locals talking. Variety of merchandise shown. Seasonal Leap-Year. Interesting angle.
Second Place - HARRODSBURG HERALD, Sharon Perkins
Well done ad. Good balance of copy and illustrations. Homey feeling. Good use of space. Typography a little weak.
Third Place - WAYNE COUNTY OUTLOOK, Staff
Good balance. Local people would have been more effective.

Category 8 - Real Estate

First Place - HARRODSBURG HERALD, June Wiley
Breaks mold of usual real estate ads. Good flow enhances reading.
Second Place - JESSAMINE JOURNAL, Peggy Adkins
Background photo works well. Double type difficult to read. Interesting use of photo and line art, preferably line art.
Third Place - ANDERSON NEWS, Jamie Buntain
Small reverse heading and white space makes for airy but full layout.

Category 9 - Clothing Stores

First Place - MT. STERLING ADVOCATE, Jo Ann Halsey
Good concept which we're sure promoted reader interest.
Second Place - HARRODSBURG HERALD, Sharon Perkins
Large graphic catches eye. Partial box ties ad together.
Third Place - HARRODSBURG HERALD, Sharon Perkins
Good layout. Good variation of type.

Category 10 - Multiple Advertiser/ "Sig" Page

First Place - Graphic screen make business cards pop-up. Use of telephone graphic connects business directory.
Second Place - UNION COUNTY ADVOCATE, Staff
Good use of color combination. Old-fashion graphic enhances screens, ties in well with town celebration.
Third Place - JESSAMINE JOURNAL, Staff
Vivid use of colors. A little too busy, but good use of artwork for each ad.

Category 11 - Creative Use of the Newspaper

First Place - ANDERSON NEWS, Don White
Timely, consistent theme. Interesting art.
Second Place - OLDHAM ERA, Mary Johnson
Comical mascot gets attention.
Third Place - UNION COUNTY ADVOCATE, Lisa Turner
Good use of graphic and typography.

Category 12 - Entertainment/Dining

First Place - HARRODSBURG HERALD, Jackie Larkins
Gray screen gives sky effect behind chair. Easy to read, clean layout.
Second Place - JESSAMINE JOURNAL, Peggy Adkins
Very appropriate graphic (cutting board) for restaurant. Very legible, good use of space.
Third Place - UNION COUNTY ADVOCATE, Barbara Starkey
Seasonal theme, good use of type styles for art.

Category 13 - Special Sections

First Place - JESSAMINE JOURNAL, Staff
Obviously a large amount of work went into this. Very consistent. Loved the "Whew".
Second Place - HARRODSBURG HERALD, Jim Miller
Nice idea, good use of old time graphics.
Third Place - WAYNE COUNTY OUTLOOK, Staff
Consistent theme.

Category 14 - Group Promotions

First Place - OLDHAM ERA, Peachie Armstrong
Good use of spot color. Easy to read. Clean layout. Illustration provides unity.
Second Place - LEBANON ENTERPRISE, Mary Ann Blair/Mary May
Good use of spot color. Good idea for community involvement.
Third Place - HARRODSBURG HERALD, Staff
Ad goes together well. Strong graphic provides frame.

Category 15 - Holiday Greeting Ads

First Place - OLDHAM ERA, Connie Jones
Nice spot color and perfect balance.
Second Place - HENRY COUNTY LOCAL, Dave Eldridge
Busy but interesting. Judges had trouble with this one.
Third Place - HARRODSBURG HERALD, Jackie Larkins
Lots of hard work.

Category 16 - Agriculture/ Lawn and Garden/Florists

First Place - ANDERSON NEWS, Bud Garrison
Humor strengthens message of an old theme. Good clean layout and typography.
Second Place - HARRODSBURG HERALD, Bill Mudd
Strong color edged this ad into second place. Strong graphic creates interest.
Third Place - WAYNE COUNTY OUTLOOK, Staff
Graphics and head tie well together. Creative.

Category 17 - Classified Page/ Section

First Place - JESSAMINE JOURNAL, Linda Wiley
Hair line borders and small reverse heading make this the easiest page to read.
Second Place - OLDHAM ERA, Staff
Open, readable, well organized. Headings don't pop out like they should.
Third Place - MT. STERLING ADVOCATE, Lisa Weaver
Body type too bold, headings weak.

Category 18 - Special Publications

First Place - OLDHAM ERA, Staff
Very attractive cover. Map a real plus. Comprehensive coverage of subject. Index to ads mix touch.
Second Place - WAYNE COUNTY OUTLOOK, Staff
Front cover photo wonderful, but where is your name? Solid coverage of subject.
Third Place - BENTON TRIBUNE COURIER, Terri Noles/Patty Stockhaus/Gary Stockhaus
Good cover. Busy, hard to focus. A hard choice.

Category 19 - Best Use of Color

First Place - WAYNE COUNTY OUTLOOK, Staff
Great registration and production. No way not to look at this ad. Good ad.
Second Place - HARRODSBURG HERALD, Bill Mudd
Very tasteful and effective use of spot color in a supermarket ad.
Third Place - OLDHAM ERA, Peachie Armstrong
Clearly dominates the page. No way to miss it or to be offended by it.

Category 20 - Best Ad Series

First Place - UNION COUNTY ADVOCATE, Lisa Turner
Great concept. Judges plan to steal it. Also very well done.
Second Place - HARRODSBURG HERALD, Sharon Perkins
Good public service series.
Third Place - HARRODSBURG HERALD, Staff
Unusual series for this kind of business.

Category 21 - General/Miscellaneous

First Place - WAYNE COUNTY OUTLOOK, Staff
Clever idea, hunk of white space in center detracts, but still an eye-stopper and attention getter.
Second Place - UNION COUNTY ADVOCATE, Lisa Turner
Clever photo illustration. Good use of white space and typography.
Third Place - HENRY COUNTY LOCAL, Dave Eldridge
Demonstrates that small space ad can be effective. Good artwork.

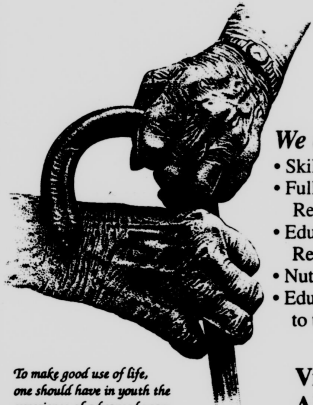
Category 22 - Sporting Goods/ Athletics

First Place - JESSAMINE JOURNAL, DeAnna Works
Comprehensive, screened back graphics is nice. Active layout follows sports theme.
Second Place - MT. STERLING ADVOCATE, Lisa McNay
Great illustration and good typography.
Third Place - MT. STERLING ADVOCATE, Lisa McNay
Good theme. Logo too small.

Category 23 - Special Events

First Place - HARRODSBURG HERALD, June Wiley
Sometimes reverses really work. This is one. Good graphics. Good ad.
Second Place - HARRODSBURG HERALD, Bill Mudd
Head too small, post too prominent, but otherwise a very good calendar of events.
Third Place - JESSAMINE JOURNAL, Tony Cox
Purple color questionable, photos need help but nevertheless eye-catching.

Our goal is to assist the very special people entrusted to our care to attain their fullest potential, physically, socially and emotionally, while living in our loving and home-like atmosphere.



To make good use of life, one should have in youth the experience of advanced years, and in old age the vigor of youth.
--Stanislaus

- We offer:**
- Skilled Nursing Services
 - Full Restorative and Rehabilitative Services
 - Educational and Recreational Activities
 - Nutritional Services
 - Education and Recreation to the elderly and infirm

Visitors are ALWAYS welcome!

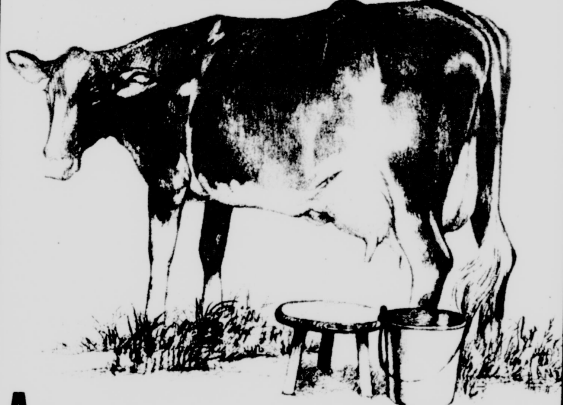
Golden Years Nursing Home
"The Home Where Love Abides."

1801 West Hwy. 90 Bypass • Monticello, Ky. 42633
(606) 348-6034

Top: This first-place ad in the Professional Services' category helped secure a second place tie for The Wayne County Outlook in the Weekly 3 division. Below: The Mt. Sterling Advocate won first place in the Clothing Stores' category.

Top: The Harrodsburg Herald captured General Excellence in the Weekly 3 division with the help of first place ads like the one above in the Department/Discount/Jewelry Stores' category. Below: The Anderson News got the point across for Southern States with this ad that finished first in the Agriculture/Lawn and Garden/Florists' category.

**WITHOUT DAIRY FARMERS,
IMAGINE PICKING UP A
QUART OF MILK
ON THE WAY HOME.**



And that's just a drop in the bucket. What about cheese? Ice cream? Suddenly it's easy to appreciate the hard work and dedication of today's dairy farmers who provide us with plenty of safe, affordable dairy products. Thanks to them, our future is in good hands.

Join Us In SALUTING AMERICA'S DAIRY FARMERS DURING JUNE DAIRY MONTH!



Anderson-Franklin Service
Lawrenceburg Branch
1241 Glensboro Rd.
839-6903
Frankfort Branch
696 Wilkinson Blvd.
223-0448

SPECIALLY FOR DAD

CRAZY TIE CONTEST

Gift Ideas For Dad on Sale 20 - 40% OFF

- Suits
- Sport Coats
- Shirts
- Shorts
- Shirts
- Shoes
- Boots

- ✓ Free Gift Wrapping
- ✓ Layaway
- ✓ Free Downtown Parking

Dad deserves nothing but the best. Give it to him with our best!



To Enter: Bring In Dad's Craziest Tie Fill In Form and Pin to Back of Tie

Name _____
Address _____
Phone _____

You will receive 50% off purchase of a tie just for entering the contest. All ties will be on display. The winner will receive a **Suit & Tie** (of choice, in stock). The winner will be announced Saturday June 15, at 5 p.m.

HERALD'S MEN'S WEAR

Hours: Mon. - Sat. 9 - 5
Fri. 9 - 6
33 E. Main St., Mt. Sterling

Multi-Weekly

Category 1 - Department/Discount/Jewelry Stores

First Place - GEORGETOWN NEWS GRAPHIC, Evelyn Morris/Deva George

Very classy, professional looking ad. Portrays a first-class jeweler.

Second Place - TIE - CENTRAL KENTUCKY NEWS JOURNAL, Vickie Finn/Marie Cox

Second Place - TIE - APPALACHIAN NEWS EXPRESS, Paula Whitt
Third Place - PRINCETON TIMES LEADER, Ellen Franklin

Category 2 - Automotive

First Place - APPALACHIAN NEWS EXPRESS, Teresa Branham
Photos of service staff makes ad very personable which makes reader more comfortable with the product.

Second Place - SHELBYVILLE SENTINEL NEWS, Chris Welch
Good use of color, nice, clean layout.
Third Place - BARDSTOWN KENTUCKY STANDARD, Rachael Downs/Debbie Hutchins

Category 3 - Hardware/Appliance Stores

First Place - PRINCETON TIMES LEADER, Chip Hutcheson
Second Place - APPALACHIAN NEWS EXPRESS, Dawn Wheeler
Nice color, good graphics.
Third Place - PRINCETON TIMES LEADER, Ellen Franklin

Category 4 - Financial

First Place - CENTRAL KENTUCKY NEWS JOURNAL, Vickie Finn

Kids are great for adding sentiment to ads which makes for very effective advertisement.

Second Place - BARDSTOWN, KENTUCKY STANDARD, Madeline Downs/Donna Wilhite
Knew who their market was and went right after them!

Third Place - APPALACHIAN NEWS EXPRESS, Debi Mullins
Graphic gets your attention.

Category 5 - Professional Services

First Place - SHELBYVILLE SENTINEL NEWS, Victoria Schreiner
Very clever idea for a non-traditional advertiser. Also, very good placement.

Second Place - SHELBYVILLE SENTINEL NEWS, Chris Welch/Patti Gaston
Good layout and graphics.

Third Place - APPALACHIAN NEWS EXPRESS, Teresa Branham
Good placement of ad next to TV listings, good use of graphics and layout.

Category 6 - Food/Drug/Liquor

First Place - PRINCETON TIMES LEADER, Vickie Hughes

Good use of co-op. Clean and neat.

Second Place - PRINCETON TIMES LEADER, Chip Hutcheson
Third Place - SHELBYVILLE SENTINEL NEWS, Victoria Schreiner

Category 7 - Furniture

First Place - APPALACHIAN NEWS EXPRESS, Dawn Wheeler
We like the gray screen, it draws your eye in. Clean layout. Photos could be clearer.

Second Place - APPALACHIAN NEWS EXPRESS, Debi Mullins
Good graphic with holiday touches.

Third Place - APPALACHIAN NEWS EXPRESS, Dawn Wheeler
Good use of color.

Category 8 - Real Estate

First Place - SHELBYVILLE SENTINEL NEWS, Chris Welch/Patti Gaston
Classic layout, good use of color.

Second Place - GEORGETOWN NEWS GRAPHIC, Evelyn Morris/Deva George

Good photo of property, informative ad without being too busy.

Category 9 - Clothing Stores

First Place - APPALACHIAN NEWS EXPRESS, Teresa Branham
Great use of local talent! Parents probably paid for the ad by buying the clothes the kids are wearing!

Second Place - PRINCETON TIMES LEADER, Ellen Franklin
Creative contest idea, relates directly to store sales.

Third Place - APPALACHIAN NEWS EXPRESS, Debi Mullins

Category 10 - Multiple Advertiser/"Sig" Page

First Place - APPALACHIAN NEWS EXPRESS, Staff

Good use of color and graphics, very clean layout. Organized.

Second Place - APPALACHIAN NEWS EXPRESS, Staff
Good idea. Kid oriented.

Incorporates a lot of support, good message.

Third Place - SHELBYVILLE SENTINEL NEWS, Angela Crosson
Clear dining guide. Great color, like white space.

Category 11 - Creative Use of the Newspaper

First Place - SHELBYVILLE SENTINEL NEWS, Patti Gaston
Creative use of reverse black and white. Cute idea and graphic.

Second Place - BARDSTOWN, KENTUCKY STANDARD, Joan Hardin/Debbie Hutchins
Nice locally done photography.

Informative, but not too busy.

Third Place - APPALACHIAN NEWS EXPRESS, Staff
Good photo, although not locally done.

Category 12 - Entertainment/Dining

First Place - GEORGETOWN NEWS GRAPHIC, Terri Stanfield/Deva George

Reno's Roadhouse ads make me want to go straight to a steakhouse and order the biggest steak!

Second Place - PRINCETON

TIMES LEADER, Ellen Franklin
Third Place - GEORGETOWN NEWS GRAPHIC, Terri Stanfield/Deva George

Category 13 - Special Sections

First Place - BARDSTOWN KENTUCKY STANDARD, Staff
Very professionally done, carefully thought out. Head and shoulders above the rest.

Second Place - SHELBYVILLE SENTINEL NEWS, Staff

Very useful, well thought out piece. If I lived in Shelby County I would have to have one.

Third Place - KENTUCKY STANDARD, Staff

Great layout and design.

Category 14 - Group Promotions

First Place - SHELBYVILLE SENTINEL NEWS, Victoria Schreiner
Nice looking invite, good incorporation of participating stores.

Second Place - SHELBYVILLE SENTINEL NEWS, Victoria Schreiner/Patti Gaston

Good use of color and layout.

Third Place - SHELBYVILLE SENTINEL NEWS, Victoria Schreiner/Patti Gaston

Category 15 - Holiday Greeting Ads

First Place - KENTUCKY STANDARD, Joan Hardin/Debbie Hutchins

So much work obviously went into creating this ad. You not only wished your readers well, but you showed all employees how important they are!

Second Place - SHELBYVILLE SENTINEL NEWS, Judy James/Patti Gaston

Good use of color and layout.

Third Place - APPALACHIAN NEWS EXPRESS, Larry Martin

Cute ad, maybe a little too much color.

Category 16 - Agriculture/Lawn and Garden/Florists

First Place - KENTUCKY STANDARD, Rachael Downs/Debbie Hutchins

Great use of color! A good looking ad. I hope they sold a lot of mowers.

Second Place - SHELBYVILLE SENTINEL NEWS, Victoria Schreiner

Cute idea! I appreciated the invitation.

Third Place - SHELBYVILLE SENTINEL NEWS, Victoria Schreiner

Category 17 - Classified Page/Section

First Place - SHELBYVILLE SENTINEL NEWS, Judy James/Beth Ferguson

Good layout and design. Clean ad.

Second Place - CENTRAL KENTUCKY NEWS JOURNAL, Susan Greene/Wilma Clark

Category 18 - Special Publications

First Place - KENTUCKY STANDARD, Dawn Ballard

Beautiful Section. Perfect for your coffee table!

Second Place - KENTUCKY STAN-

DARD, Hollie Hovious
Beautiful! It was hard to decide between first and second.

Third Place - CENTRAL KENTUCKY NEWS JOURNAL, Staff
Really useful and fun publication.

Category 19 - Best Use of Color

First Place - APPALACHIAN NEWS EXPRESS, Dawn Wheeler
Great use of full color and variations of many colors works well.

Second Place - SHELBYVILLE SENTINEL NEWS, Judy James/Patti Gaston

Printer to be commended on great mix of colors and reproduction.

Third Place - APPALACHIAN NEWS EXPRESS, Staff
Pretty!

Category 20 - Best Ad Series

First Place - KENTUCKY STANDARD, Rachael Downs/Debbie Hutchins

The series makes you look forward to the next one, which means people see them and look for them!

Second Place - CENTRAL KENTUCKY NEWS JOURNAL, Vickie Finn/Wilma Clark/Marie Cox

Third Place - PRINCETON TIMES LEADER, Ellen Franklin

Good series, photos could have been better.

Category 21 - General/Miscellaneous

First Place - APPALACHIAN NEWS EXPRESS, Debi Mullins/Paula Whitt

Precious idea for a birthday ad, great use of color.

Second Place - APPALACHIAN NEWS EXPRESS, Dawn Wheeler
What a great idea! Good color, easy to read.

Third Place - APPALACHIAN NEWS EXPRESS, Dawn Wheeler
Nice graphics and use of typefaces.

Category 22 - Sporting Goods/Athletics

First Place - KENTUCKY STANDARD, Rachael Downs/Debbie Hutchins

Very good photo and ad layout. Displays spirit of team and community supporting it.

Second Place - KENTUCKY STANDARD, Madeline Downs/Donna Wilhite

Nice clean ad. Good photo and use of white space.

Third Place - GEORGETOWN NEWS GRAPHIC, Evelyn Morris/Deva George

Category 23 - Special Events

First Place - PRINCETON TIMES LEADER, Vickie Hughes/Ellen Franklin

Good idea for non-traditional type advertiser.

Second Place - GEORGETOWN NEWS GRAPHIC, Evelyn Morris
Neat layout idea.

Third Place - SHELBYVILLE SENTINEL NEWS, Victoria Schreiner/Patti Gaston

Let's Get Down To The Nuts & Bolts About The Savings And Service At Ratliff Hardware!

- ✓ Yes, We Have Plenty Of Free Parking Space!
- ✓ Yes, We Give You Good Prices & We KNOW We Give You Good Service!
- ✓ Yes, We're Hometown People Who Will Work With You To Help Make Every Project A Success!
- ✓ Yes, Our Warehouse Carries Over 54,000 Items!

If We Don't Have It, We Can Get It!

GOOD DISCOUNT PRICES ON GRAY SEAL PAINT!

RATLIFF HARDWARE

100 East Main Street • Princeton, Ky.
Phone (502) 365-6151

The Princeton Times Leader won first place in the Hardware/Appliance Stores' category with this ad designed for a local hardware store.

Ever Had A Hole In One?

NO, Because I visit Dr. Thompson on a regular basis!

Dr. Kevin Thompson
SHELBYVILLE 633-1538 OR PLEASUREVILLE 878-2831

The judges couldn't resist this ad in the Professional Services category. It garnered a first place for the Shelbyville Sentinel-News.

Country Christmas.

Book Your Christmas Party Now!

Let our management team design a special and affordable Christmas program for you, your company or organization. It's a Reno's Country Christmas.

See manager for details.

868-9882 Reno's Gift Certificates Make Great Gifts and Stocking Stuffers

RENO'S ROADHOUSE

Above: The Georgetown News-Graphic captured first place in the Entertainment/Dining category with this ad for an area restaurant. Right: The Kentucky Standard in Bardstow was the first-place finisher in the Best Ad Series category.

CONSTRUCTION

BUILD YOUR OWN DEAL!

Sale! **REBUILD YOUR CREDIT!**

\$2,995-\$3,995	\$4,000-\$5,995	\$6,000-\$7,995	\$8,000-\$9,995
\$110-\$140	\$145-\$170	\$195-\$220	\$243-\$275
MONTHLY PMT.	MONTHLY PMT.	MONTHLY PMT.	MONTHLY PMT.
1987 Buick AIR, AUTO TRANS	1989 Pontiac Grand Am AIR, AUTO TRANS	1989 F150 1989 Astro	1990 Aerostar 1992 Voyager
1987 Dodge Raider 4X4, AUTO	1988 Plymouth Voyager	1990 Chrysler Imperial	1992 Aerostar 1992 Aerostar
1988 Ford E-150 GREAT WORK VAN	1990 Chrysler LeBaron	1991 Mitsubishi 1991 Grand Marquis	1993 LeBaron
1991 Chevy Cavalier AIR, AT, POWER STEERING	1992 Hyundai Elantra	1991 F150 1992 Toyota 1992 Tempo	1993 Caprice 1994 Duster
	1989 Buick Century	1992 Ranger	1995 Ford Escort
	1991 Crown Vic	1993 Subaru 1993 Tempo	1995 Dodge Neon
	1990 Buick Regal	1994 Tempo	1995 Ford Ranger

We're Remodeling! Would you like to remodel your credit?
BANKRUPTCY? NO PROBLEM! REPOSSESSED? NO PROBLEM!

COLWAY-HEATON

AUTOMOTIVE CENTER

SINCE 1919

77th 810 N. 3rd • BARDSTOWN • 348-3929 CALL TOLL FREE 1-800-348-3929

Gen. Sales Mgr. David Lail Sales Staff: Buddy Lee, Bill Sheekles, Larry Farris, Troy Seay & Greg Bouwmeester

Dodge CHRYSLER Plymouth

Daily Class 1

Category 1 - Department/Discount/Jewelry Stores

First Place - RICHMOND REGISTER, Ruth Wolfe
Great ad, really draws your eye to this ad. White space works great!!
Second Place - MIDDLESBORO DAILY NEWS, Pat Cheek
Third Place - MURRAY LEDGER & TIMES, Mary Ann Orr
Good use of color with good headline.

Category 2 - Automotive

First Place - HENDERSON GLEANER, Mary June Goodley/Kevin Walker
Wonderful use of color and layout.
Second Place - HENDERSON GLEANER, Alicia Benningfield/Kevin Walker
Wonderful use of color and heading. The listing is very small and seems crowded, the red heading almost got lost.
Third Place - CORBIN TIMES TRIBUNE, Clarissa Williams
Great photos, very good headline.

Category 3 - Hardware/Appliance Stores

First Place - TIE - HENDERSON GLEANER, Shannon Royster
Nice artwork and color. This ad really draws your eye.
First Place - TIE - HENDERSON GLEANER, Shannon Royster
Good color and artwork.
Second Place - WINCHESTER SUN, Ann Laurence
Good border.
Third Place - DANVILLE ADVOCATE MESSENGER, Jerry Dunn/Debbie Morris
Nice layout, good color.

Category 4 - Financial

First Place - HENDERSON GLEANER, Janet Morgan/Kevin Walker
Wonderful color, very easy to read, very informative.
Second Place - HENDERSON GLEANER, Janet Morgan/Allan Inkenbrandt
Good heading.
Third Place - MAYSVILLE LEDGER INDEPENDENT, Angela Hughes/Connie Gibbs
Good layout.

Category 5 - Professional Services

First Place - MAYSVILLE LEDGER INDEPENDENT, Dionne Laycock/Bob Hendrickson
A most excellent idea! Good use of color and clean simple design.
Second Place - TIE - MAYSVILLE LEDGER INDEPENDENT, Patty Moore/Shelly Hargett
Very good use of color and plenty of merchandising.
Second Place - TIE - HENDERSON GLEANER, Debbie Martin/Lee Ann Oliver
Effective use of color and copy to get before the public the firm's professional credentials. Nice overall.
Third Place - MAYSVILLE LEDGER INDEPENDENT, Marlene Lykins
Nice layout that also emphasizes the

names of its employees. A good morale ad.

Category 6 - Food/Drug/Liquor

First Place - MIDDLESBORO DAILY NEWS, Pat Cheek
Very impressive! Good colorful photos, good headline.
Second Place - HENDERSON GLEANER, Shea Stanley/Melinda Patterson
Good layout, easy to read.
Third Place - MAYSVILLE LEDGER INDEPENDENT, Patty Moore

Category 7 - Furniture

First Place - HENDERSON GLEANER, Nancy Hamilton
Nice artwork. Ad is very clean and easy to read.
Second Place - HENDERSON GLEANER, Janet Morgan
Good artwork and color.
Third Place - MAYSVILLE LEDGER INDEPENDENT, Angela Hughes
Nice layout.

Category 8 - Real Estate

First Place - DANVILLE ADVOCATE MESSENGER, Robert Cunningham/Jenny Upton
This is a great idea! Very effective.
Second Place - TIE - HENDERSON GLEANER, Mary June Goodley/Alan Indenbrandt
Good colorful local picture.
Second Place - TIE - WINCHESTER SUN, Bonnie Ball
Good layout.
Third Place - WINCHESTER SUN, Eric Pasley
Good artwork.

Category 9 - Clothing Stores

First Place - MURRAY LEDGER & TIMES, Lori Andrus
Good copy and artwork. Catchy. Art reminds us of some editors we know.
Second Place - MURRAY LEDGER & TIMES, Lori Andrus
Catchy copy and a good idea.
Third Place - MURRAY LEDGER & TIMES, Lori Andrus
Nice design and layout. Give the ad designers a raise!

Category 10 - Multiple Advertiser/'Sig' Page

First Place - HENDERSON GLEANER, Staff
Neat idea with excellent use and reproduction of color. This was the leader by far!
Second Place - HENDERSON GLEANER, Staff
Good use of graphics to sell specific services. Excellent color. Number keys could be larger and in same color. A little cluttered.
Third Place - MIDDLESBORO DAILY NEWS, Florence Sharpe
Good idea with an important message. Tombstones are somewhat cluttered.

Category 11 - Creative Use of Newspaper

First Place - HENDERSON GLEANER, Staff
Good ad, very informative.
Second Place - WINCHESTER SUN, Staff
Nice layout, good photo.
Third Place - MAYSVILLE LEDGER INDEPENDENT, Patty Moore/Karen Schmidt
Nice artwork.

Category 12 - Entertainment/Dining

First Place - WINCHESTER SUN, Staff
Wonderful use of color, easy to distinguish different ads.
Second Place - MURRAY LEDGER & TIMES, Fran Faith
Good use of "tie-in" visual and heading, background pattern too busy.
Third Place - TIE - WINCHESTER SUN, Staff
Wonderful tie-in visual. Spot color would be good for title.
Third Place - TIE - MIDDLESBORO DAILY NEWS, Pat Cheek
Good art.

Category 13 - Special Sections

First Place - HENDERSON GLEANER, Staff
Wonderful publication, well laid-out. Very informative and well thought out.
Second Place - MURRAY LEDGER & TIMES, Mary Ann Orr/Fran Faith/Lori Andrus/Sara Dearworth
Very informative edition, lots of advertising, interesting covers.
Third Place - HENDERSON GLEANER, Staff
Wonderful use of color and useful for customers.

Category 14 - Group Promotions

First Place - WINCHESTER SUN, Staff
Clean layout, good use of color. Overall layout doesn't overwhelm copy.
Second Place - WINCHESTER SUN, Melanie Warner
Nice use of spot color.
Third Place - MURRAY LEDGER & TIMES, Sara Dearworth
Excellent use of spot color in its true sense. Good ad design and overall appealing layout.

Category 15 - Holiday Greeting Ads

First Place - DANVILLE ADVOCATE MESSENGER, Debbie H. Morris
Very creative use of seasonal art, be careful not to round names too much, they'll become unreadable.
Second Place - RICHMOND REGISTER, Teresa Scenters
Wonderful layout, color for department headings would be nice.
Third Place - WINCHESTER SUN, Sheila Sun
Captions for picture would be nice. Careful with double color headings, it almost makes me dizzy.

Category 16 - Agriculture/Lawn and Garden/Florists

First Place - MAYSVILLE LEDGER INDEPENDENT, Patty Moore/Shelly Hargett
Excellent!! Crisp colors create a bright appealing design that catches the eye. Plenty of prices for drawing customers.
Second Place - MAYSVILLE LEDGER INDEPENDENT, Patty Moore/Shelly Hargett
Overall, a good layout and nice use of photographs.
Third Place - MAYSVILLE LEDGER INDEPENDENT, Ross Newton/Shelly Hargett
Good use of spot color.

Category 17 - Classified Page/Section

First Place - WINCHESTER SUN, Staff
Good use of local talent, good community

involvement, great color registration.

Second Place - WINCHESTER SUN, Staff
Great color and print job.
Third Place - HENDERSON GLEANER, Staff

Category 18 - Special Publications

First Place - MADISONVILLE MESSENGER, Debbie Littlepage/Cindy Hardin/Steve Shepard/Lisa Weir
Great looking publication, the definite winner!
Second Place - RICHMOND REGISTER, Staff
Great idea, nice size and color.
Third Place - RICHMOND REGISTER, Staff
Good title of publication.

Category 19 - Best Use of Color

First Place - WINCHESTER SUN, Staff
Your production/press department deserves a pat on the back!! Take them to lunch, it's great!!!
Second Place - HENDERSON GLEANER, Staff
What a great way to support the home team. Who would not buy an ad on this great looking page (shame on them).
Third Place - DANVILLE ADVOCATE MESSENGER, Robert Cunningham/Jenny Upton

Category 20 - Best Ad Series

First Place - HENDERSON GLEANER, Chad Williams/Allan Indenbrandt
Wonderful use of color, be careful not to overcrowd the car listings.
Second Place - HENDERSON GLEANER, Nancy Hamilton
Very creative. Color for heading would be a nice touch, something for readers to identify with.
Third Place - HENDERSON GLEANER, Kim Mullican
Good layout and date placement. Consider a coupon border to reinforce "clip and save".

Category 21 - General/Miscellaneous

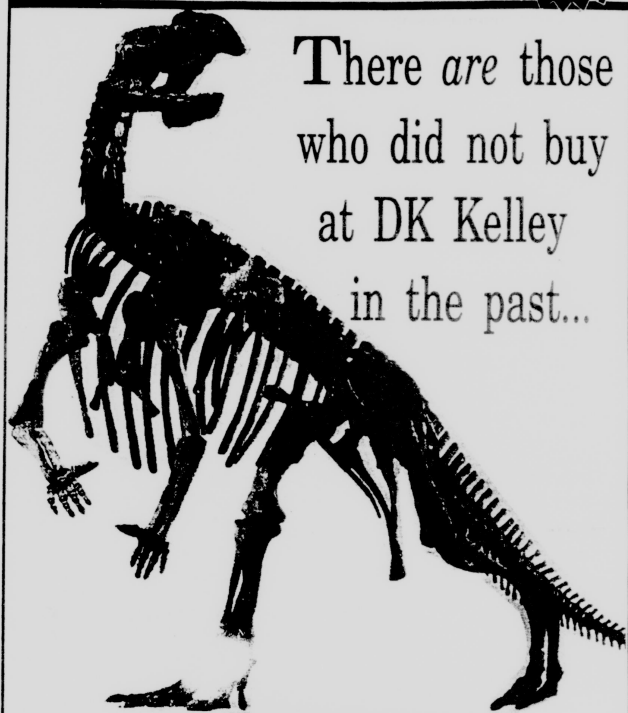
First Place - HENDERSON GLEANER, Janet Morgan
Great logo, good color selections.
Second Place - HENDERSON GLEANER, Kim Mullican
Third Place - HENDERSON GLEANER, Janet Morgan
Pretty clever.

Category 22 - Sporting Goods/Athletics

First Place - MAYSVILLE LEDGER INDEPENDENT, Beth Hall/Shelly Hargett
Good use of color.
Second Place - MAYSVILLE LEDGER INDEPENDENT, Ross Newton/Dan Edmisten
Third Place - HENDERSON GLEANER, Kim Mullican
Nice photo.

Category 23 - Special Events

First Place - HENDERSON GLEANER, Staff
Second Place - DANVILLE ADVOCATE MESSENGER, Jerry Dunn/Jenny Upton
Third Place - WINCHESTER SUN, Staff



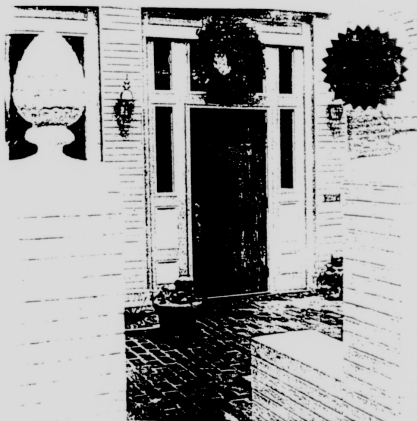
There are those
who did not buy
at DK Kelley
in the past...

D·K·KELLEY

"Offering the best in understandable & affordable fashion for all ages"

Largest selection of accessories in the area.

305 S. 12th St. • Murray • 753-7441



Madisonville
Hopkins County
MAGAZINE

SPONSORED BY

Searching For Treasure
Look No Further For The Steal Of The Summer Season. Hurry In Today!

Seadoo SP
25HP Baja Marine Power Plant
electric ignition

\$3,995 Plus Tax

Financing Available 12.2%

LARRY'S MARINE & RECREATION CENTER, INC.
1019 West Main St. Morehead, Kentucky, 40351
606-784-6488

When your looking for quality fishing boats, come see us.

Pro 17
Boat with 25hp Mercury

\$6,125

plus freight & rigging

Standard Package:
• Tracker® Pro Team 17 boat • Tracker® Pro Series 25HP by Mercury electric start outboard • aluminum prop #12 w/ 27 lb. brass 15" shaft foot controlled trailing motor by Haver/Crest
• Wide Eye™ LCK by Hummer/Gulf • Tracker™ drive on trailer

Top left: The Murray Ledger & Times garnered a first place finish in the Clothing Stores' category with this eye-catching ad. Above: The Maysville Ledger-Independent finished first in the Sporting Goods/Athletics category and third place overall in the Daily Class 1 division. Below left: Madisonville was a first place winner in the Special Publications' category. Below: The Henderson Gleaner captured the General Excellence award with first place ads like this one in the Automotive category.

The Art Of Fine Driving

CADILLAC
CREATING A HIGHER STANDARD

SAVE \$5,000 ~~\$82,585~~ **\$77,585** MSRP
*MSRP includes destination charge, tax, title, license, and dealer prep.

1996 DEVILLE
Northstar V8 Engine • Anti-Lock Brakes
Full Speed Tracking Control
Plus Many More Standard Features

ARIZONA
PONTIAC CADILLAC GMC TRUCKS & VANS
4500 University Blvd. Phoenix, AZ 85018
Toll Free 1-800-489-3111

Daily Class 2

Category 1 - Department/Discount/Jewelry Stores

First Place - OWENSBORO MESSENGER INQUIRER, Enid Roach/Bernadette Hale
Clear art, simple, nice color.
Second Place - TIF - ELIZABETH-TOWN NEWS ENTERPRISE, Gloria Sykes/Susan McCrobie
Colorful, reverse over color was very eye-catching.
Second Place - TIE - LOUISVILLE COURIER JOURNAL, Elizabeth Kimbel
Nice border, silver coins over black background, very eye-catching and clear.
Third Place - KENTUCKY NEW ERA, Teresa Tarbox
Very colorful, nice big art work, festive for holiday. Clean and precise.

Category 2 - Automotive

First Place - PADUCAH SUN, Jennifer Blair
Dynamic design. Good color, cars jump off the page at you. Agency quality ad.
Second Place - KENTUCKY NEW ERA, Teresa Tarbox
Good use of listings in separate color box. Bold eye-catching design.
Third Place - PADUCAH SUN, Wade Alexander
Nice use of color and screen. big bold definitely eye-catching.

Category 3 - Hardware/Appliance Stores

First Place - OWENSBORO MESSENGER INQUIRER, Enid Roach/Shelly Davis
Great use of white space! Nice use of limited color, good way to highlight many items.
Second Place - PADUCAH SUN, Cindy Smith
Eye-catching photo enhanced by limited copy.
Third Place - ELIZABETH-TOWN NEWS ENTERPRISE, Bill Anderson/Lydia Leasor
Great process color photo!

Category 4 - Financial

First Place - OWENSBORO MESSENGER INQUIRER, Enid Roach/Bernadette Hale
Simple, eye-catching photo, nice balance, easy to read and find advertiser.
Second Place - ASHLAND DAILY INDEPENDENT, Eddie Reed
Like no border affect. Eye-catching.
Third Place - ELIZABETH-TOWN NEWS ENTERPRISE, Gloria Sykes/Susan McCrobie
Great color. Innovative idea with photos in hands.
Honorable Mention - ELIZABETH-TOWN NEWS ENTERPRISE, Gloria Sykes/Susan McCrobie
Simple, referee catches eye. Big bold header.

Category 5 - Professional Services

First Place - PADUCAH SUN, Cindy Smith

Dominant art good use of color (limited). Theme ties in well with peace.
Second Place - LOUISVILLE COURIER JOURNAL, Ken Martin
It makes you read the ad. Bold type and photos make you read the whole ad.
Third Place - ELIZABETH-TOWN NEWS ENTERPRISE, Jennifer Cobby/Bill Mathers
Baby gets your attention, design is good. Makes you want to read.

Category 6 - Food/Drug/Liquor

First Place - OWENSBORO MESSENGER INQUIRER, Jennifer Kaminski/Gordon Wilkerson
Good use of process color. Reindeer lead you through ad. Great clarity on photo.
Second Place - LOUISVILLE COURIER JOURNAL, Charlene Thomlinson
Eye-catching photo and headline. Ties together extremely well.
Third Place - LOUISVILLE COURIER JOURNAL, Ken Martin
Dominant art, simple copy.

Category 7 - Furniture

First Place - LEXINGTON HERALD LEADER, Cathy Sinkhorn
Picture very soothing, simple and elegant, very well balanced.
Second Place - OWENSBORO MESSENGER INQUIRER, Vicky Nelson/Natalie Hayden
Jumps off the page! Very creative, loved the storyline with an ad within it.
Third Place - OWENSBORO MESSENGER INQUIRER, Vicky Nelson/Natalie Hayden
Creative idea, good caption. Great way to appeal to female buyers, good processed color.

Category 8 - Real Estate

First Place - PADUCAH SUN, Becky Harris
Simple, denotes relaxation, tells you what it is.
Second Place - OWENSBORO MESSENGER INQUIRER, Vickie Nelson/Bill Walker
Great way to put a lot of houses in an ad, good tie-in with basketball March Madness.
Third Place - OWENSBORO MESSENGER INQUIRER, Vickie Nelson/Bill Walker
We like the angles.

Category 9 - Clothing Stores

First Place - KENTUCKY NEW ERA, Mary Chambers
Elegant, simple photographs, catches the eye, minimum copy.
Second Place - ELIZABETH-TOWN NEWS ENTERPRISE, Gloria Sykes/Bill Mathers
Nice overlapping image. Good use of color. Elegant.
Third Place - KENTUCKY NEW ERA, Teresa Tarbox
Creative, funny caption. Good use of art work.
Honorable Mention - OWENSBORO MESSENGER INQUIRER, L.W. Powell/Hope Young
Dominate art. Everybody loves babies!!

Category 10 - Multiple Advertisers/'Sig' Page

First Place - ELIZABETH-TOWN NEWS ENTERPRISE, Michelle

McGuffin/Susan McCrobie

Colorful, eye-catching. Overall very unified in theme and style.
Second Place - ELIZABETH-TOWN NEWS ENTERPRISE, Bill Mathers
Good layout, clear color photos and even sig ads.
Third Place - ELIZABETH-TOWN NEWS ENTERPRISE, Bill Mathers
Informative, good use of color scheme.
Honorable Mention - KENTUCKY NEW ERA, Richard Wimsatt
Clean and easy to read, Good contrast in colors.

Category 11 - Creative Use of the Newspaper

First Place - LEXINGTON HERALD LEADER, Staff
Makes you stop and read it, good way to promote Thanksgiving paper.
Second Place - ELIZABETH-TOWN NEWS ENTERPRISE, Bill Mathers
Great art. Simple.
Third Place - ELIZABETH-TOWN NEWS ENTERPRISE, Bill Mathers
Great graphic and color.

Category 12 - Entertainment/Dining

First Place - OWENSBORO MESSENGER INQUIRER, Enid Roach/Julia Bailey
Colorful, not cluttered, but full over information. Creative! Effective!
Second Place - ELIZABETH-TOWN NEWS ENTERPRISE, Monica Ruehling/Christy Withers
Simple. Effective because checkered table coincides with down home cooking.
Third Place - OWENSBORO MESSENGER INQUIRER, Vickie Nelson/Natalie Hayden
Dominate figure, effective. Represents Nutcracker. Good color. Stands out!

Category 13 - Special Sections

First Place - ASHLAND DAILY INDEPENDENT, Staff
Unanimous, the most impressive section by far!! Loved reproductions of older pages.
Second Place - LEXINGTON HERALD LEADER, Staff
Dominant cover. Good use of color throughout. Gardening info as well as ads tie section together.
Third Place - LEXINGTON HERALD LEADER, Staff
Clean lines, subtle colors and an absence of color says it all.
Honorable Mention - LEXINGTON HERALD LEADER, Staff
Cover immediately draws you in.

Category 14 - Group Promotions

First Place - ELIZABETH-TOWN NEWS ENTERPRISE, Gloria Sykes/Susan McCrobie
Great color. Big art catches the eye. Logo clear and easy to find.
Second Place - KENTUCKY NEW ERA, Richard Wimsatt
Nice art work. Focusing on ads is effective. Simple.
Third Place - KENTUCKY NEW ERA, Richard Wimsatt
Simple and effective. Art work catches the eye. Reverse boxes keep your eye moving from logo to logo.

Category 15 - Holiday Greeting Ads

First Place - OWENSBORO MESSENGER

INQUIRER, Enid Roach/Lynda Bebrovsky
Clean nice color and show of products. Good layout.
Second Place - OWENSBORO MESSENGER INQUIRER, Vickie Nelson/Natalie Hayden
Cute, good use of color, happy.
Third Place - OWENSBORO MESSENGER INQUIRER, Jennifer Kaminski/Gordon Wilkerson
Nice dominant photo, good color.

Category 16 - Agriculture/Lawn and Garden/Florists

First Place - OWENSBORO MESSENGER INQUIRER, Enid Roach/Julia Bailey
Eye-catching use of bold copy and limited use of color. Immediately noticeable.
Second Place - KENTUCKY NEW ERA, Teresa Tarbox
Great color and packed full of information.
Third Place - KENTUCKY NEW ERA, Kathy Demps
Small, simple and effective.

Category 17 - Classified Page/Section

First Place - KENTUCKY NEW ERA, Staff
Clean.
Second Place - KENTUCKY NEW ERA, Staff
Third Place - KENTUCKY NEW ERA, Staff

Category 18 - Special Publications

First Place - LEXINGTON HERALD LEADER, Staff
Bravo!! Looks wonderful. A great keepsake, Good color, good information.
Second Place - KENTUCKY NEW ERA, Staff
What a phone book!! Lots of area info. Good art.
Third Place - OWENSBORO MESSENGER INQUIRER, Staff
Nice.

Category 19 - Best Use of Color

First Place - OWENSBORO MESSENGER INQUIRER, Jennifer Kaminski/Gordon Wilkerson
Holy cow!! What an ad.
Second Place - ELIZABETH-TOWN NEWS ENTERPRISE, Portia Oldham/Tina Bird
Crisp, clear color.
Third Place - PADUCAH SUN, Jennifer Blair
Great color that compliments each other. Very soothing.
Honorable Mention - LEXINGTON HERALD LEADER, Staff

Category 20 - Best Ad Series

First Place - KENTUCKY NEW ERA, Mary Chambers
Creative!! Love the idea, pictures were eye-catching, appealing and funny!
Second Place - PADUCAH SUN, Rhonda Ash
Soothing color, great message, great pictures, they coincide well.
Third Place - PADUCAH SUN, Cindy Smith
Loved the use of the new kid! Very creative!

See DAILY 2, page 14



It's safe to put all your eggs in one basket when you bank with us.

We are now granting
FmHA Guaranteed Farm
Loans.

National City
Bank
Going the distance for you



Above: The Owensboro Messenger-Inquirer took top billing in the Daily 2 division with several first-place winning entries like this financial ad. Top right: The Paducah Sun beat out the competitors in the Real Estate category. Bottom right: The Kentucky New Era in Hopkinsville finished first in the Clothing Stores' category with this entry for a local store specializing in bridal wear and wedding gifts.

OPE HOUSE
Saturday, Sept. 28, 2:00pm - 4:00pm
Sunday, Sept. 29, 2:00pm - 4:00pm
Refreshments & Door Prizes
COME & COMPARE!

**East Paducah
Golf To
Paradise**

- Secure
- Convenient
- County-Local

**Lakeview Village
Golf Course Townhomes**

Service Realty-Betty Higdon, Home: 554-0914, Office: 442-2100
J. C. Cates Construction, Inc.: 744-8562

Each office is independently owned & operated.

The Social Butterfly
Offering Formal Wear for Ladies,
China, Crystal and Flatware

1219 Skelton Drive
Hopkinsville
May 29, 1997 - 10:00am - 1:00pm

Associate

Category 1 - Department/Discount/Jewelry Stores

First Place - INSIDE THE TURRET, Gloria Sykes/Susan McCrobie
Good use of color and artwork.
Second Place - TIE - RUSSELL REGISTER, Wade Daffron/Pamela Conover
Borders used effectively, ads well arranged, with good typesetting.
Second Place - TIE - WILLIAMSON DAILY NEWS, Cindy Mounts
Effective borders, ads well arranged. Good typesetting.
Third Place - WILLIAMSON DAILY NEWS, Cindy Mounts
Bold graphics, large type communicate idea clearly.

Category 2 - Automotive

First Place - INSIDE THE TURRET, Portia Oldham/Tina Bird
The ad has great color! The graphics are eye-catching and the product stands out.
Second Place - WILLIAMSON DAILY NEWS, Donna Woolum
Full-process color looks great!! Excellent use of graphics, product placement is right where it should be.
Third Place - WILLIAMSON DAILY NEWS, Donna Woolum
Good use of color. Product is highlighted well. Really stands out.

Category 3 - Hardware/Appliance Stores

First Place - WILLIAMSON DAILY NEWS, Cindy Mounts
Good layout! Like the art. Nice, big logo and header.
Second Place - WILLIAMSON DAILY NEWS, Cindy Mounts
The trucks as art is a great idea to house the copy.
Third Place - WEEKLY PROGRESS, PAINTSVILLE, Sheila Whitt/Robin Castle
Loved the big, huge header. The art was nice as well.

Category 4 - Financial

First Place - INSIDE THE TURRET, Gloria Sykes/Susan McCrobie
Unusual use of photos, good idea, clearly expressed with good use of space.
Second Place - WILLIAMSON DAILY NEWS, Cindy Mounts
Good design, liked personal touch in ad.
Third Place - WILLIAMSON DAILY NEWS, Renee Copley
Strong graphic expresses the point of the ad clearly.

Category 5 - Professional Services

First Place - WILLIAMSON DAILY NEWS, Cindy Mounts
Good use of type and white space.
Second Place - TIE - WILLIAMSON DAILY NEWS, Patti Lawson
Good graphics, effective use of space.
Second Place - TIE - WILLIAMSON DAILY NEWS, Patti Lawson
Good graphics.
Third Place - WILLIAMSON DAILY NEWS, Donna Woolum
Good use of graphic and white space.

Category 6 - Food/Drug/Liquor

First Place - WILLIAMSON DAILY NEWS, Lisa Marcum
Good combination of reverse type, graphics, and good layout.

Second Place - RUSSELL REGISTER, Chuck Daffron/Pamela Conover
Effective artwork!
Third Place - RUSSELL REGISTER, Chuck Daffron/Pamela Conover
Nice layout, good use of art.

Category 7 - Furniture

First Place - WILLIAMSON DAILY NEWS, Donna Woolum
Excellent use of graphics, reverse looks good.
Second Place - WILLIAMSON DAILY NEWS, Patti Lawson
Color looks good, good layout.
Third Place - TIE - WILLIAMSON DAILY NEWS, Cindy Mounts
Good layout.
Third Place - TIE - WILLIAMSON DAILY NEWS, Lisa Marcum
Good layout.

Category 8 - Real Estate

First Place - KENTUCKY KERNEL, LEXINGTON, Cathy Jones
Strong graphics, effective typesetting.
Second Place - FARMER'S PRIDE, COLUMBIA, Jennifer Slaver
Good use of reverse type.
Third Place - WILLIAMSON DAILY NEWS, Donna Woolum
Well arranged ad.

Category 9 - Clothing Stores

First Place - WEEKLY PROGRESS, Sheila Whitt/Robin Castle
Good use of small space.
Second Place - TIE - WEEKLY PROGRESS, Sheila Whitt/Robin Castle
Well designed with good artwork.
Second Place - TIE - WEEKLY PROGRESS, Sheila Whitt/Robin Castle
Good artwork and well designed.
Third Place - WILLIAMSON DAILY NEWS, Cindy Mounts
Good border and graphic.

Category 10 - Multiple Advertiser/"Sig" Page

First Place - INSIDE THE TURRET, Gloria Sykes/Susan McCrobie
Good use of color and graphics. Good layout.
Second Place - WILLIAMSON DAILY NEWS, Staff
Great use of graphics and layout.
Third Place - WILLIAMSON DAILY NEWS, Staff
Good use of reverse. Spot color looks good.
Honorable Mention - FARMER'S PRIDE, Clara Maggard
Great idea!!

Category 11 - Creative Use of the Newspaper

First Place - KENTUCKY KERNEL, Staff
Good caption and use of white space.
Second Place - KENTUCKY KERNEL, Staff
Good artwork and use of space.
Third Place - TIE - COLLEGE HEIGHTS HERALD, Tim Cobb
Original presentation for house ads.
Third Place - TIE - RUSSELL REGISTER, Pamela Conover
Good presentations for house ads.

Category 12 - Entertainment/Dining

First Place - COLLEGE HEIGHTS HERALD, Jeremy Clemons
Good caption, unusual typography.
Second Place - RUSSELL REGISTER, Chuck Daffron/Pamela Conover

Good ad copy and graphics.
Third Place - RUSSELL REGISTER, Pamela Conover
Eye-catching layout.

Category 13 - Special Sections

First Place - WILLIAMSON DAILY NEWS, Staff
Excellent presentation of the history of America's most famous feud.
Second Place - COLLEGE HEIGHTS HERALD, Staff
Well written with good photography.
Third Place - WEEKLY PROGRESS, Sheila Whitt/Lisa Burke/Robin Castle
A different look for a graduation section.
Honorable Mention - WILLIAMSON DAILY NEWS, Staff
Honorable Mention - WILLIAMSON DAILY NEWS, Staff

Category 14 - Group Promotions

First Place - TIE - WEEKLY PROGRESS, Sheila Whitt/Robin Castle
Good merchant participation, well designed pages.
First Place - TIE - WILLIAMSON DAILY NEWS, Staff
Good merchant participation.
Second Place - WILLIAMSON DAILY NEWS, Lisa Marcum/Doug Martin
Well designed ads.

Category 15 - Holiday Greeting Ads

First Place - FARMER'S PRIDE, Clara Maggard
Good use of color, nice layout.
Second Place - COLLEGE HEIGHTS HERALD, Jeremy Clemons
Good use of graphics.

Category 16 - Agriculture/Lawn and Garden/Florists

First Place - FARMER'S PRIDE, Clara Maggard
Clean design, good use of space and photos.
Second Place - RUSSELL REGISTER, Pamela Conover
Information well presented on ad.
Third Place - TIE - WILLIAMSON DAILY NEWS, Cindy Mounts
Good artwork.
Third Place - TIE - WILLIAMSON DAILY NEWS, Cindy Mounts
Good artwork.

Category 17 - Classified Page/Section

Certificate of Merit - WILLIAMSON DAILY NEWS, Renee Copley

Category 18 - Special Publications

First Place - KENTUCKY KERNEL, Cathy Jones
Good ads and layout with interesting use of type.
Second Place - FARMER'S PRIDE, Jady Currey/Jennifer Slaven/Clara Maggard
Well designed and informative.
Third Place - WILLIAMSON DAILY NEWS, Staff

Category 19 - Best Use of Color

First Place - INSIDE THE TURRET, Gloria Sykes/Susan McCrobie
Full process color looks great! Excellent balance of colors, as well as placement.
Second Place - WILLIAMSON DAILY NEWS, Lisa Marcum
Good balance.
Third Place - WILLIAMSON DAILY NEWS, Lisa Marcum
Excellent color clarity and quality.

Category 20 - Best Ad Series

First Place - WILLIAMSON DAILY NEWS, Lisa Marcum
Good series, beginning with small black and white ad up to full page full color!
Second Place - WILLIAMSON DAILY NEWS, Lisa Marcum
Interesting use of teaser ad.

Category 21 - General/Miscellaneous

First Place - WILLIAMSON DAILY NEWS, Lisa Marcum
Great use of offset image. Good reverse.
Second Place - WILLIAMSON DAILY NEWS, Carrie Patrick
Good use of people graphics.
Third Place - KENTUCKY KERNEL, Tracie Purdon
Striking use of reverse!!!

Category 22 - Sporting Goods/Athletics

First Place - WILLIAMSON DAILY NEWS, Donna Woolum
Good use of color.
Second Place - COLLEGE HEIGHTS HERALD, Shawn Justice
Good layout.
Third Place - WILLIAMSON DAILY NEWS, Patti Lawson
Great placement and use of color.

Category 23 - Special Events

First Place - WILLIAMSON DAILY NEWS, Staff
Good layout and pictures.
Second Place - WILLIAMSON DAILY NEWS, Lisa Marcum
Good color, well designed ad.
Third Place - FARMER'S PRIDE, Leila Graham
Eye-catching. Makes you interested in the ad.

Daily 2

Continued from page 12

Category 21 - General/Miscellaneous

First Place - PADUCAH SUN, Julie Scott
The judges all agree, great use of spot color with black and white.
Second Place - OWENSBORO MESSENGER INQUIRER, Enid Roach/Mignon Backstrom
Nice ad, color good.
Third Place - LEXINGTON HERALD LEADER, Staff
Good message, art is dramatic.

Category 22 - Sporting Goods/Athletics

First Place - LOUISVILLE COURIER JOURNAL, Joy Fulkerson
Simple and elegant. Good use of white space. Very noticeable logos. Effective promotion ad.
Second Place - KENTUCKY NEW ERA, Susan Sapp
Simple and effective. Photo gives great gray tones for an overall balanced look.
Third Place - LOUISVILLE COURIER JOURNAL, Dave Hedge
Good dominant art. Effective use of different size fonts.

Category 23 - Special Events

First Place - OWENSBORO MESSENGER INQUIRER, Staff
Good color. Great cover! Very informative.
Second Place - LEXINGTON HERALD LEADER, Staff
Eye-catching, vibrant, effective art.
Third Place - OWENSBORO MESSENGER INQUIRER, Staff
Great use of color. Unique concept. Theme colors. Informative. Effective.

*Wishing A Very
Merry Christmas
To Our Tobacco
Farm Families*



*Merry Christmas
& Happy Holidays from*



*The Burley
Tobacco
Growers
Cooperative
Association
"Pool" Lexington*

Above: The Farmer's Pride took top honors in the Holiday Greeting Ads' category in the Associate division. Top right: The Williamson Daily News won General Excellence in the division with the help of first place ads like this one in the Food/Drug/Liquor category. Right: The College Heights Herald won a first place for this ad in the Entertainment/Dining category.

Help Out The Easter Bunny

KIDS: Stop by from 10 AM til noon this Saturday & have your picture made with the Easter Bunny FREE.

REGISTER TO WIN
A FREE EASTER
CAKE SATURDAY
FROM 11 TIL NOON

Live
Remote
Saturday, April 6
11-Noon

HELP!

Call Ahead For A

**31 Baskin
Robbins**
Ice Cream & Yogurt

Hop-em-on-Home
Ice Cream Cake!

Harold, KY
478-9466
Zebulon
432-2550

South Mayo Trail
432-1781
Goody
237-1250



\$2.00 Off

Any
Easter Cake
(\$10.00 Minimum)

Hop-em-on-Home

Offer good at Harold, Zebulon, Goody and South Mayo Trail while supplies last. One coupon per visit. Void where prohibited or restricted by law. Not valid in conjunction with any other offer. Valid through 4/10/97.



*Do You Love
Ballroom
Dancing?*

No Common
Soul

This Saturday at 12:00

Three
Brothers
Lounge
From 9:30 - Close



3
Bros.
Main Ave.

\$3
Pitchers
75c Drafts

College St.

**We Don't
Either**

And the winners are ...



WEEKLY 1

First Place - McLean County News
 Second Place - Fulton Leader
 Third Place - Eddyville Herald-Ledger

WEEKLY 2

First Place - Greensburg Record-Herald
 Second Place - Springfield Sun
 Third Place - Cadiz Record

WEEKLY 3

First Place - Harrodsburg Herald
 Second Place - Wayne County Outlook (tie)
 Jessamine Journal (tie)
 Third Place - Oldham Era

MULTI-WEEKLY

First Place - Appalachian News-Express
 Second Place - Shelbyville Sentinel-News
 Third Place - Kentucky Standard

DAILY CLASS 1

First Place - Henderson Gleaner
 Second Place - Winchester Sun
 Third Place - Maysville Ledger-Independent

DAILY CLASS 2

First Place - Owensboro Messenger-Inquirer
 Second Place - Kentucky New Era
 Third Place - Elizabethtown News-Enterprise

ASSOCIATE NEWSPAPERS

First Place - Williamson Daily News
 Second Place - Inside The Turret
 Third Place - Kentucky Kernel



Best TMC Product



Weekly Division

First Place - SHELBYVILLE SENTINEL NEWS, Staff
 Good targeting of your total market! Excellent job!!
 Second Place - CENTRAL KENTUCKY NEWS JOURNAL, Staff
 Love the red! Good job!
 Third Place - SPRINGFIELD SUN, Staff
 Good job.

Daily Division

First Place - OWENSBORO MESSENGER INQUIRER, Staff
 Nice package, consistent front cover.
 Second Place - WINCHESTER SUN, Staff
 Nice!!
 Third Place - PADUCAH SUN, Staff
 Good job.