


1995 KPA Advertising Contest

Top of the Hill

We all called it
baby fat...what
do you call it
now?



Women Only ...

Over 7,000 Sq. Ft.
Of Weight Loss
Equipment



25 Pieces of
Nautilus®



Strength Training/Toning Equipment
Treadmills • Stairsteppers • Bicycles • Nordic Tracks

Aerobics

- Low Impact to Advanced
- Certified Instructors

- Nutritionist & Weight Loss Programs
- Plush Locker Rooms

Fully Supervised Children's Activity Center



Personal Best

HEALTH AND FITNESS CENTER FOR WOMEN

JAMESTOWN PLAZZA MALL • 8 A.M. - 8 P.M. • MONDAY-FRIDAY • 8 A.M. - 6 P.M. SATURDAY

Sometimes it's a struggle.
Sometimes the weeks drag on and the days never seem to end. And when you leave, you know you have more waiting for you to do the next morning. But there are those that stand out, that always give their best and seem to come out on top. Turn the page to see who reached the top of the hill.

To the right, the Maysville Ledger Independent won first place in the Professional Services category in the Daily Class I competition.



WEEKLY CLASS I

WEEKLY CLASS 1

Category 1 - DEPARTMENT/DISCOUNT/JEWELRY STORES

First Place - CUMBERLAND TRI-CITY NEWS — Delores Jackson/Sandy Hodges
Clean, well-defined layout.
Second Place - FULTON LEADER — Becky Wadlington
Very neat layout. Clean.
Third Place - TRI-CITY NEWS — Delores Jackson/Sandy Hodges
Good use of artwork, but a little too busy.

Category 2 - AUTOMOTIVE

First Place - EDDYVILLE HERALD LEDGER — Camilla Box
Clean, well defined. Creative idea. Well presented.
Second Place - TRI-CITY NEWS — Delores Jackson/Sandy Hodges
Well defined. Appealing ad. Balanced.
Third Place - MCLEAN COUNTY NEWS — Teresa Revlett/Stacy Maddox
Informative. The numbers are eye-catching.

Category 3 - HARDWARE/APPLIANCE STORES

First Place - KENTON COUNTY RECORDER — Sandra Cupps
Well defined and creative use of artwork (snowflakes).
Second Place - MCLEAN COUNTY NEWS — Jan Young/Stacy Maddox
Nice use of artwork. A lot of information packed in this ad.
Third Place - FULTON LEADER — Leigh Ann Moore
Nice headline. Ad definitely sells features and benefits. Good photo. Very eye-appealing.

Category 4 - FINANCIAL

First Place - FULTON LEADER — Leigh Ann Moore
Good use of photos. Very easy to read. Good balance.
Second Place - FULTON LEADER — Leigh Ann Moore
Grabs attention. Easy to read. Message is to the point. Artwork simple but delivers message.
Third Place - FULTON LEADER — Becky Wadlington
Nice headline. Reader friendly and very well balanced.

Category 5 - PROFESSIONAL SERVICES

First Place - MCLEAN COUNTY NEWS - Teresa Revlett/Stacy Maddox
By far the best!! Great headline, super artwork. Message clear and to the point.
Second Place - FULTON LEADER — Leigh Ann Moore
Good idea! Neatly and clearly presented. Interesting ad.
Third Place - FULTON LEADER — Becky Wadlington
Reader friendly. Clear message.

Category 6 - FOOD/DRUG/ALCOHOL

First Place - MCLEAN COUNTY NEWS — Teresa Revlett/Stacy Maddox
Clean layout. Very consistent. Easy to read. good use of screens.
Second Place - TIE - FULTON LEADER — Becky Wadlington
Very eye appealing. Balanced.
Second Place - TIE - MCLEAN COUNTY NEWS — Teresa Revlett/Stacy Maddox
Neat, well defined. Large prices draw attention.
Third Place - BREATHITT COUNTY VOICE — Delores Chandler/Elesha Richardson
Neat layout. Good use of lots of information that has been made easy to read. Good use of reverses.

Category 7 - FURNITURE

First Place - BREATHITT COUNTY VOICE - Elesha Richardson
Good use of background makes information stand out. Good artwork.
Second Place - BREATHITT COUNTY VOICE — Delores Chandler/Elesha Richardson
Excellent use of coupons. Very eye appealing.
Third Place - BREATHITT COUNTY VOICE - Delores Chandler
Well balanced ad. Good use of artwork.

Category 8 - REAL ESTATE

CERTIFICATE OF MERIT - FULTON LEADER — Becky Wadlington

Category 9 - CLOTHING STORES

First Place - BREATHITT COUNTY VOICE — Delores Chandler/Elesha Richardson
Balanced ad. Good use of artwork. Line on sig too heavy.
Second Place - TRI CITY NEWS — Delores Jackson/Sandy Hodges
Clean ad. Artwork simple but jumps of page at reader.
Third Place - MCLEAN COUNTY NEWS — Stacy Maddox
Artwork very appealing. Nice ad.

Category 10 - MULTIPLE ADVERTISER/"SIG" PAGE

First Place - EDDYVILLE HERALD LEDGER — Brenda Hollingsworth
Good use of large photos. Very eye-catching. Super way to promote band!!
Second Place - FULTON LEADER — Leigh Ann Moore/Becky Wadlington
Lots of information, but good use of it. Perhaps line around schedule would help.
Third Place - KENTON COUNTY RECORDER — Brenda Mathis
Artwork very appealing. Entire theme of page flows well.
Honorable Mention - THE LAKE NEWS, CALVERT CITY — Loyd Ford/Dora Lummus
Cute idea. Neat layout. Very eye appealing. Good use of artwork.

Category 11 - CREATIVE USE OF THE NEWSPAPER

First Place - TRI CITY NEWS — Paul Wilder
Well proportioned. Very eye appealing. Super looking ad.
Second Place - MCLEAN COUNTY NEWS — Staff
Very neat and well balanced. Good clean photos. Super way to promote the newspaper's excellence.
Third Place - EDDYVILLE HERALD LEDGER — Staff
Cute artwork. Nice display of information. Easy to read.

Category 12 - ENTERTAINMENT/DINING

First Place - TRIMBLE BANNER — Mabel Richmond
Neat ad. Use of screens very appealing. Good use of small space.
Second Place - EDDYVILLE HERALD LEDGER — Brenda Hollingsworth
User of artwork very good! Perhaps breakup information more with out screens and boxes or bold type.
Third Place - MCLEAN COUNTY NEWS — Jan Young/Stacy Maddox
Cleverly done. Clearly defined and good use of artwork.
Honorable Mention - TRIMBLE BANNER — Mabel Richmond
Good use of information but shadows on typeface distract from ad.

Category 13 - SPECIAL SECTIONS

First Place - TIE - MCLEAN COUNTY NEWS — Staff
Unity through section. Creative use of artwork. Clarity of ads well defined.
First Place - TIE - THE LAKE NEWS — Loyd Ford/Dora Lummus
Super clean ads! Good use of artwork.
Second Place - TIE - THE LAKE NEWS — Loyd Ford/Dora Lummus
Good clean ads. Creative section.
Second Place - TIE - KENTON COUNTY RECORDER — Staff
Super fun looking section. Great idea! Must have high readership.

Category 14 - GROUP PROMOTIONS

First Place - MCLEAN COUNTY NEWS — Jan Young/Stacy Maddox
Nice clean layout. Ads flow well together.
Second Place - TRIMBLE BANNER — Mabel Richmond
Screen and artwork are appealing. Just a little busy, but still well balanced.
Third Place - EDDYVILLE HERALD LEDGER — Brenda Hollingsworth
Good use of white space. Headline words with type seems to fight each other.

Category 15 - HOLIDAY GREETING ADS

First Place - FULTON LEADER — Becky Wadlington
Very balanced. Photos well defined. Good, neat ad.
Second Place - BREATHITT COUNTY VOICE — Delores Chandler/Elesha Richardson
Good use of lots of photos. Nice layout. Well defined photos. Clean. Good headline.
Third Place - MCLEAN COUNTY NEWS — Teresa Revlett/Stacy Maddox
Very creative idea. Clean layout.
Honorable Mention - FULTON LEADER — Leigh Ann Moore
Very eye appealing. Good use of screens. Clean ad.

Category 16 - AGRICULTURE/LAWN AND GARDEN

First Place - EDDYVILLE HERALD LEDGER — Brenda Hollingsworth
Very clean. Good use of artwork and white space. Very reader friendly.
Second Place - FULTON LEADER — Becky Wadlington
Good ad, but print not real clear to read. Nice artwork.
Third Place - FULTON LEADER — Becky Wadlington
Good use of artwork. Information flows well.

Category 17 - CLASSIFIED SECTION/PAGE

First Place - MCLEAN COUNTY NEWS — Jeanette Sutherland/Stacy Maddox
Clearly defined and good flow of ads. Gives reader needed information to purchase ad. Nice banner across top of page. Nice layout.

Category 18 - SPECIAL PUBLICATIONS

CERTIFICATE OF MERIT - BREATHITT COUNTY VOICE — David Strong

Category 19 - BEST USE OF COLOR

First Place - MCLEAN COUNTY NEWS — Staff
Appealing. Color makes the ad. Super press work. Perfect register!
Second Place - MCLEAN COUNTY NEWS — Jan Young/Stacy Maddox
Very well done. Great press work!
Third Place - TRI-CITY NEWS — Delores Jackson/Sandy Hodges
Neat idea. Very appealing. Ad wouldn't be the same without it.
Honorable Mention - FULTON LEADER — Becky Wadlington
Nice use of color. Shading is very effective. Color makes ad jump off page.

Category 20 - BEST AD SERIES

NO ENTRIES

Category 21 - GENERAL/MISCELLANEOUS

First Place - EDDYVILLE HERALD LEDGER — Brenda Hollingsworth
By far the best. Very clean ad. Super artwork.
Second Place - FULTON LEADER — Becky Wadlington
Use of screens makes the ad. Good use of artwork. Good rhythm in ad.
Third Place - TRI CITY NEWS — Delores Jackson
Clean layout. Good use of boxes and screens. Well balanced.
Honorable Mention - HICKMAN COURIER - John O'Neal Jones
Super idea! What a keepsake!!

WEEKLY CLASS 1

Holiday Specials!

RECEIVE UP TO **750*** MINUTES

\$19.95 PLUS TAX
MOTOROLA AC 2250
• 30# MEMORY LOCATION
• 1 YEAR WARRANTY
2 year time pack 25 agreement required.
**No activation charge \$35 Value.

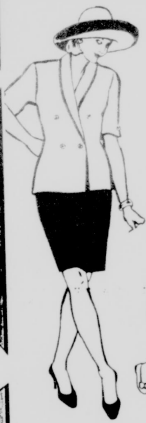
\$44.95 PLUS TAX
MOTOROLA AC PHONE
• WEIGHS 9.9 OUNCES
• INCLUDES BATTERY & CHARGER
2 year time pack 100 agreement required.

\$99 PLUS TAX
MOTOROLA BRAVO PLUS PAGER

CALL 421-3663

CAR FONE of Cincinnati Ameritech Cellular & Paging Dealer

*750 minutes based on time pack 250, 3 yr. contract. Free minutes will vary with eligible service plans and contract terms.
**Must sign min. 1 year time pack to waive activation charge. Limited time offer.
Credit Approval & Other Restrictions May Apply.
Call Joe Hater 421-3663



Easter Sale

Ladies & Children's Easter Dresses

Fantastic Prices

Ladies
Silk Noile Coordinates of
Cathy Daniels **25%** off Reg. Price
Blazers - Skirts - Pants - Blouses

Ladies
Koret of California
Group of
Francisca Sportswear



Ladies
Koret of California
Grouping of Linen
Blazers, Skirts, Dresses
Pants - Sage & Natural

30% off Reg. Price

30% off Reg. Price

Ladies
Alfred Dunner
Linen Coordinates
Natural & Periwinkle

Complete line of Children's Wear



30% off Reg. Price

the Prom?
ns for
election
prices.
ve your
e now!



Mens
Botany 500 **13.99**
Dress Shirts
Short Sleeves
Solids & Stripes
Reg. Price \$22.00

MARTINS

Highway 15 North Jackson Plaza Jackson, KY

Tuxedo
Rentals
Layaway
Gift Wrap

Top left, the Kenton County Recorder won first place in the Hardware/Appliance Stores category, while, to the left, the Eddyville Herald Ledger won first place in the General/Miscellaneous category. Above, the Breathitt County Voice won first place in the Clothing Stores category.

SAVE on Baseball & Softball Trade Ins + 20%

WHAT A BASH!

1st Time You Can

Trade Your Used Gloves

In On A New Glove!

400F

Special Discount Prizes

T-Ball Bats
Louisville Slugger TK-5 \$15.99
Easton 408BB-\$14.99

Little League Bats
Easton LK5-\$19.99
Easton LK9-\$31.99
Easton LK6-\$38.99

PLUS

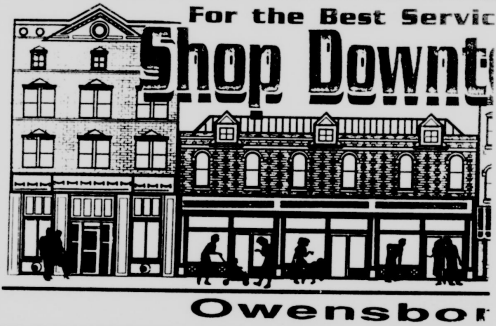
Batting Gloves
Youth & Adult-20% Off

ATHLETIC CENTER, INC.
210 W. Main, Princeton
365-2500

Baseball Cleats 25% Off

Just Arrived!!
Easton & Louisville Slugger Bats & Bags

WEEKLY CLASS 1



Entire Stock
Spring & Summer
Clothing

50% OFF

gee
"the kids need clothes"

Phone 683-7036
109 W. 3rd St. (across from Central Bank)

Summer Special

1/3 OFF

All Diamond Rings,
Watches, Gold
Chaina, Pearls &
More

Stop In Today!
90 Days Same As Cash

mm
Jewelers

Downtown Owensboro, 100 W. 2nd St.
Hours: Mon., Fri., 9 to 5; Sat., 10 to 5. Phone 684-4881

Mudd's wants
you to
Sleep Like
A Baby
with a new
JAMISON Mattress

Twin Size
Mattress
Starting as low as **\$58⁰⁰** ea. Pk.

521 W. 4th Owensboro
Free Delivery 684-8237
Toll Free 1-800-242-4793

Mudd's
Furniture & Mattresses

Summer Clearance

50% OFF T-Shirts
Hanes & Fruit Of The Loom

- Team Uniforms • T-Shirts
- Jackets • Caps
- Complete Sportswear Lettering
- Vinyl/Magnetic Signs
- Volume Pricing

Wittercraft
Custom Screenprinting
We'll Promote Your Business:
School Logos • Corp. Logos

Phone 681-4007 123 W. 2nd St.

Merry Christmas

The officers/directors & staff thank you for making
the past year very successful.
We wish each of you a joyous holiday and a prosperous 1995.

Back row: Linda Taylor, Lee Ann Hobbs, Nell Wanda
Hicks, Ricki Edmison
Front row: James O. Butts, Tom C. Dame

Back row: Kim Parnell, Sherry Taylor, Mareena
Bennell, Doty Harrison
Front row: Joe Elliot, Leroy Sawyer

Back row: Jennifer Denbo
Front row: Joella B...

Reunion Special

Start your summer off right with this
SUN-SEASONAL offer from the Tri-City News!

Get a **FREE** summertime cooler
when you subscribe to the
TRI-CITY NEWS!

You get 52 issues of your
local newspaper packed
with news, sports and information
about the people around you plus
a **FREE** summertime cooler,
all for only \$14.50.

Sign me up now!
Offer good to local residents only for a
limited time. For mail orders, subscriber is
responsible for picking up cooler at our
offices - none will be sent by mail.

Send me subscription form, I will pick up my free cooler at Tri-City News office.

Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Send mail address: Tri-City News, P.O. Box 490, Cumberland, KY 40023

Top left, the McLean County News won first place in the Group Promotions category, while, top right, the Fulton Leader won first place in the Holiday Greeting Ads category. To the right, the Tri-City News won first place in the Creative Use of the Newspaper category.

WEEKLY CLASS II



WEEKLY CLASS 2

Category 1 - DEPARTMENT/DISCOUNT/JEWELRY STORES

First Place - UNION COUNTY ADVOCATE — Barbara Starkey/Lisa Turner
Dominant artwork. Very eye-catching. Good use of white space.
Second Place - RUSSELL SPRINGS TIMES JOURNAL — Jenny Jones
Ad balances. Bold prices.
Third Place - UNION COUNTY ADVOCATE — Barbara Starkey/Lisa Turner
Screen background and large SALE draws attention.

Category 2 - AUTOMOTIVE

First Place - UNION COUNTY ADVOCATE — Lisa Turner
Dominant artwork! Bold prices!
Second Place - CADIZ RECORD — Jan Witty
Great use of white space.
Third Place - HENRY COUNTY LOCAL — Dave Eldridge
Reverse portion of prices makes ad stand out. Good proportion of type size.

Category 3 - HARDWARE/APPLIANCE STORES

First Place - ADAIR PROGRESS — Donna Crowe/Lisa Robbins
Great artwork!!
Second Place - UNION COUNTY ADVOCATE — Barbara Starkey/Lisa Turner
Very close to first place. Attention- getting header.
Third Place - IRVINE CITIZEN VOICE & TIMES — Jenny Ervin/Tina McMullin
A lot of info well distributed.

Category 4 - FINANCIAL

First Place - LARUE COUNTY HERALD NEWS — Sean P. Reding
Clever copy and artwork, clean looking ad.
Second Place - FALMOUTH OUTLOOK — Debbie Dennie
Good use of white space. Large type looks great. Good use of graphics.
Third Place - TOMPKINSVILLE NEWS — Sharon Fister
Good introduction ad. Reverse is good attention-getter.

Category 5 - PROFESSIONAL SERVICES

First Place - ADAIR PROGRESS — Rita Murrell/Lisa Robbins
Dominant ad!!
Second Place - SPRINGFIELD SUN — Shorty Lassiter/Kim Hupman
Cute header!
Third Place - TOMPKINSVILLE NEWS — Sharon Fister
Outline of ad draws attention.

Category 6 - FOOD/DRUG/ALCOHOL

First Place - UNION COUNTY ADVOCATE — Lisa Turner
Overall good layout. Good graphics.
Second Place - CITIZEN VOICE & TIMES — Jenny Ervin/Tina McMullin
Good balance. Great looking ad!
Third Place - ADAIR PROGRESS — Rita Murrell/Donna McKinley
Good composition. Large prices attract attention.

Category 7 - FURNITURE

First Place - CADIZ RECORD — Rebecca Boggess
Cute ad. Eye-catching border.
Second Place - ADAIR PROGRESS — Rita Murrell/Donna McKinley
Good clean ad.
Third Place - CADIZ RECORD — Jan Witty
Clean ad, to the point. Logo could have been more dominant.

Category 8 - REAL ESTATE

First Place - HENRY COUNTY LOCAL — Tiffany M. Clark
Lots of info.
Second Place - ADAIR PROGRESS — Donna Crowe
Balanced layout. Photos could have been more informative.
Third Place - CADIZ RECORD — Jan Witty
Needs more information (prices, etc.).

Category 9 - CLOTHING STORES

First Place - RUSSELL SPRINGS TIMES JOURNAL — Kathy Haynes-Ellis
Like big logo. Clean ad.
Second Place - GARRARD COUNTY NEWS — Debbie Rhodus/Karen Penchoff
Concise!
Third Place - CENTRAL RECORD, LANCASTER — Staff
Informative!

Category 10 - MULTIPLE ADVERTISER/"SIG" PAGE

First Place - UNION COUNTY ADVOCATE — Staff
Great idea!!
Second Place - SPRINGFIELD SUN — Shorty Lassiter/Kim Hupman
Like uniformed space.
Third Place - CADIZ RECORD — Jan Witty
Good clean layout.

Category 11 - CREATIVE USE OF THE NEWSPAPER

First Place - CADIZ RECORD — Staff
Dominant artwork.

Second Place - ADAIR PROGRESS — Lisa Robbins/Jon Coomer
Draws readership for a whole month.
Third Place - ADAIR PROGRESS — Lisa Robbins
Good use of white space.

Category 12 - ENTERTAINMENT/DINING

First Place - GARRARD COUNTY NEWS — Karen Penchoff/Debbie Rhodus
Great artwork. Goes well with theme. Good layout.
Second Place - UNION COUNTY ADVOCATE — Lisa Turner
Good use of white space.
Third Place - UNION COUNTY ADVOCATE — Barbara Starkey/Lisa Turner
Cute!

Category 13 - SPECIAL SECTIONS

First Place - CADIZ RECORD — Jan Witty/Rebecca Boggess
Great looking cover.
Second Place - UNION COUNTY ADVOCATE — Staff
Good title.
Third Place - HENRY COUNTY LOCAL — Dave Eldridge
Money maker! Good clean ads.

Category 14 - GROUP PROMOTIONS

First Place - CENTRAL RECORD — Staff
Dominant artwork.
Second Place - CADIZ RECORD — Rebecca Boggess
Good balance.
Third Place - TOMPKINSVILLE NEWS — Gina Kinslow/Sharon Fister
Good use of screen and individuality.

Category 15 - HOLIDAY GREETING ADS

First Place - ADAIR PROGRESS — Rita Murrell/Lisa Robbins
Large photo, spacy.
Second Place - UNION COUNTY ADVOCATE — Staff
Lots of names, well organized.
Third Place - BIG SANDY NEWS, LOUISA — Olivia Ray/Rose Mills
Dominant graphics.

Category 16 - AGRICULTURE/LAWN AND GARDEN

First Place - TOMPKINSVILLE NEWS — Sharon Fister
Good border.
Second Place - ADAIR PROGRESS — Rita Murrell/Donna McKinley
Informative, good border.
Third Place - UNION COUNTY ADVOCATE — Margo Sprague/Lisa Robbins
Very informative. Good selection of type sizes.

Category 17 - CLASSIFIED SECTION/PAGE

First Place - UNION COUNTY ADVOCATE — Staff
An easy winner. Bold, informative banner.
Second Place - CRITTENDEN PRESS, MARION — Pat Nielson
Neat, well organized.
Third Place - LARUE COUNTY HERALD NEWS — Staff
Good banner, somewhat cluttered.

Category 18 - SPECIAL PUBLICATIONS

First Place - CADIZ RECORD — Jan Witty/Rebecca Boggess
Good cover.
Second Place - CENTRAL RECORD — Staff
Good information. Close first, needs better cover.

Category 19 - BEST USE OF COLOR

First Place - LARUE COUNTY HERALD NEWS — Sean P. Reding
Good pinpoints.
Second Place - SPRINGFIELD SUN — Shorty Lassiter/Kim Hupman
Border ties well with processed photos.
Third Place - LARUE COUNTY HERALD NEWS — Sean P. Reding
I like that yellow!

Category 20 - BEST AD SERIES

First Place - LARUE COUNTY HERALD NEWS — Sean P. Reding
Follows theme.
Second Place - UNION COUNTY ADVOCATE — Staff
Good idea!
Third Place - CRITTENDEN PRESS — Marty Kares
good awareness promotion!

Category 21 - GENERAL/MISCELLANEOUS

First Place - SPRINGFIELD SUN — Shorty Lassiter/Kim Hupman
Great background!!
Second Place - CADIZ RECORD — Rebecca Boggess
Good artwork.
Third Place - UNION COUNTY ADVOCATE — Barbara Starkey/Lisa Turner
Good balance, cute!

WEEKLY CLASS 2

Special Holiday ~~SALE~~ STIHL

Monroe Feed & Farm Supply
 2ND & SPRUCE STREET TOMPKINSVILLE
 HOURS: Monday - Friday, 7-5; Saturday, 7-4 - PH 487-6111

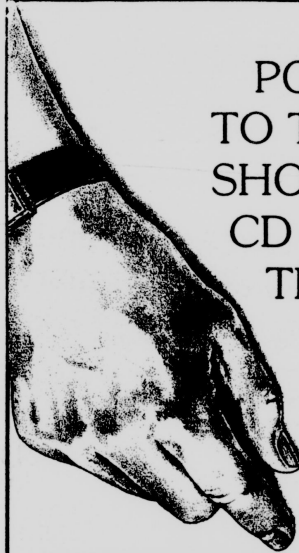
\$139.95 FS 36
 FS 36
 30.2 cc. 10 lbs. without cutting head and deflector
 Flow-through primer
 Large easy-access air filter
 Built-in hanger/stand
 Adjustable loop handle
 Two-year warranty

\$239.95 021
 021
 High performance for the occasional user
 • 2.7 cubic inches, 3 hp
 • Lightweight
 • Easy starting
 • Side-access chain tensioning
 • Quickstop™ Inertia Chain Brake

\$199.95 009
 009
 Experienced mechanic in all types of small engine repairs
 SEE TERRY OR TONY

\$169.99 BG 72
 BG 72
 after a \$20 mail-in rebate

\$319.95 025
 025



WE CAN
 POINT YOU
 TO THE BEST
 SHORT TERM
 CD RATES IN
 THE AREA.

3 MONTH CERTIFICATE OF DEPOSIT

4.18%
 RATE

4.25%
 APY

STOP BY OR CALL US TODAY!!



BANK OF MAGNOLIA

Magnolia
 324-3226
 Hodgenville
 358-3111



QUEST FDIC

*Substantial interest penalty for early withdrawal.

Now There's A Good Reason For The Rooster To Grow!

EARLY BIRD BREAKFAST
Lee's
Grand Opening Special
 ~ BREAKFAST BAR ~

\$2.29 Saturday, November 19 Only
 6 a.m. - 10 a.m.

Scrambled Egg	Sausage	Cheese	Pancakes	Cereal
Baron	Gravy	Hot Apples	Hashbrowns	Biscuits

Regular Price for Breakfast 6 a.m. - 10 a.m. Adults . . . \$3.29 Children . . . \$1.69
 During The Week (Drink Not Included)

Sunday, November 20 - Thanksgiving Dinner
 Turkey with Dressing & the Fixings!

782-2240
 Pleasant Retreat Shopping Center, Lancaster, KY
LEE'S
 Famous Recipe Chicken
 Open 10-10, Mon-Sun

Top left, first place in the Agriculture/Lawn & Garden category went to the Tompkinsville News, while, bottom left, the Garrard County News won first place in the Entertainment/Dining category. Top right, the Larue County Herald-News won first place in the Best Ad Series category.

WEEKLY CLASS 2

1994 Tobacco Festival

Friday And Saturday September 9th & 10th

1994 Tobacco Festival Grand Marshal Edward Montgomery

FRIDAY, SEPTEMBER 9TH

- 9:00 A.M. Opening Of 1994 Tobacco Festival With Crafts And Food Booths
- 6:00 P.M. Michelle's Starlite Goodtime Cloggers
- 8:00 P.M. Gospel Music
(In Front Of The Courthouse)
Featuring: E.T. & T, Jim Cook, Johnson Sisters, Gwen Newcomb

SATURDAY, SEPTEMBER 10TH

- 9:00 A.M. Crafts And Food Booths
- 12:00 P.M. Car Show At Nazarene Church Parking Lot
- 2:30 P.M. Parade
(If You Want To Be In The Parade, Be At Garrard County High School At 1:45 P.M.)
- 3:30 P.M. Kentucky Western Country Line And Two Step
- 6:00 P.M. Scottie Day & Country Knights

As A Follow Up To The Tobacco Festival, On Sunday, September 18th At 2:00 P.M. The Tobacco Festival Will Help Sponsor Anthony Burger, An Accomplished Pianist, In Concert At



The Classifieds

Union County's Market Place

CLASSIFIED AD RATES	SPECIALS	DEADLINE Mon-Fri 3:00 P.M.
15-20 words 1 Week 3 Lines 1 Week 4 Lines	CLASSIFIED EXTRAS (per word)	Service Guide (per month)
21-25 words 4.00 7.00 10.00 12.00	\$12.00	\$18.00
26-30 words 5.00 8.00 11.00 14.00		

Yard Sale Ads must be placed by 10:00 A.M. on the day of the sale.

POSITIONS AVAILABLE

- Accountant
- Bookkeeper
- Business Manager
- Physician
- Physician Assistant
- Registered Nurse
- Therapist
- Therapist Assistant

HIRING

Grill Cook & Waiter
Excellent Wage
Benefits Package
Come in person
No phone calls
The Dairy Maid
1000 E. 10th St.
Hempstead, NY 11552

Top left, the Lancaster Central Record won first place in the Group Promotions category. Top right, the Union County Advocate won first place in the Classified Page category, while, to the right, the Springfield Sun won first place in the General/Miscellaneous category.

Field With A View
Premier Showing of
SPLIT INFINITY:
A Gift from the Past
Saturday June 1, at 9:15 p.m.
This movie will be shown in the old football field behind the Washington County Board of Education building on Perryville Road on a giant 14 foot screen in stereo.
Free refreshments provided by area businesses.
Everyone is invited.
Bring a lawn chair or blanket.

In case of rain, the movie will be shown at Springfield Baptist Church. Sponsored by the Springfield Baptist Church Youth Ministry. For more information, call the church office at (606) 336-3543.



WEEKLY CLASS III

WEEKLY CLASS 3

Category 1 - DEPARTMENT/DISCOUNT/JEWELRY STORES

First Place - CYNTHIANA DEMOCRAT — Lucy Vanhook/Debra Hignite
 Good layout.
 Second Place - BENTON TRIBUNE COURIER — Patty Stockhaus
 Eye-catching border.
 Third Place - CYNTHIANA DEMOCRAT — Rosemary Whitaker/Michelle Cunningham
 Good theme ad.

Category 2 - AUTOMOTIVE

First Place - HARRODSBURG HERALD — Chris Freeman
 Good use of copy and art.
 Second Place - BOONE COUNTY RECORDER — Kelly Robinson
 Eye-catching.
 Third Place - BOONE COUNTY RECORDER — Kelly Robinson
 Good use of graphics for small space.
 Honorable Mention - MT. STERLING ADVOCATE — JoAnn Halsey
 Art work is great leader into ad.

Category 3 - HARDWARE/APPLIANCE STORES

First Place - LEBANON ENTERPRISE — Eva Jo Nugent/Mary May
 Good theme, good graphics.
 Second Place - CYNTHIANA DEMOCRAT — Rosemary Whitaker/Debra Hignite
 Eye-catching. Could have used more white space.
 Third Place - LEBANON ENTERPRISE — Mary Ann Blair/Mary May
 Great border, descriptions may have looked better smaller.

Category 4 - FINANCIAL

First Place - LEBANON ENTERPRISE — Mary Ann Blair/Sue Brown
 Precise message.
 Second Place - MEADE COUNTY MESSENGER — Linda Heibert
 Good use of white space. Good art. Simple message.
 Third Place - CYNTHIANA DEMOCRAT — Rosemary Whitaker/Michelle Cunningham
 Stands out on page.
 Honorable Mention - CYNTHIANA DEMOCRAT — Rosemary Whitaker/Michelle Cunningham
 Easy to identify customer.

Category 5 - PROFESSIONAL SERVICES

First Place - HARRODSBURG HERALD — Sharon Perkins
 Nice play on words, good use of photo.
 Second Place - BENTON TRIBUNE COURIER — Terri Dunnigan
 Makes the point. Photo a plus.
 Third Place - OLDHAM ERA — Victor Giancola
 Easy to identify. Clean and concise.
 Honorable Mention - CYNTHIANA DEMOCRAT — Rosemary Whitaker/Michelle Cunningham
 Simple, yet identifies business.

Category 6 - FOOD/DRUG/ALCOHOL

First Place - HARRODSBURG HERALD — Bill Mudd
 Good layout.
 Second Place - LEBANON ENTERPRISE — Mary Anne Blair/Mary May
 Catchy, but could use more white space.
 Third Place - MEADE COUNTY MESSENGER — Lisha Duke
 Neat, gets your attention!
 Honorable Mention - CYNTHIANA DEMOCRAT — Rosemary Whitaker/Michelle Cunningham
 Looks like a picnic. Good tie-in with theme.

Category 7 - FURNITURE

First Place - OLDHAM ERA — Victor Giancola
 Good, clean appealing. Nice up-to-date cuts.
 Second Place - OLDHAM ERA — Victor Giancola
 Screens attract attention. Good use of white space.
 Third Place - CYNTHIANA DEMOCRAT — Beverly Linville/Michelle Cunningham
 Reverse, neat.

Category 8 - REAL ESTATE

First Place - HARRODSBURG HERALD — Bill Mudd
 Distinct border, appealing!
 Second Place - OLDHAM ERA — Peachie Armstrong
 Photo says it all!
 Third Place - HARRODSBURG HERALD — Bill Mudd
 Good use of map and photo.
 Honorable Mention - OLDHAM ERA — Peachie Armstrong
 Clever idea!!

Category 9 - CLOTHING STORES

First Place - HARRODSBURG HERALD — Sharon Perkins
 Great logo to work with. Good use of photo.
 Second Place - MT. STERLING ADVOCATE — Lisa McNay
 Theme identifies business. Be more consistent on print sizes.

Third Place - HARRODSBURG HERALD — Bill Mudd
 Very neat and well balanced.

Category 10 - MULTIPLE ADVERTISER/"SIG" PAGE

First Place - BOONE COUNTY RECORDER — Staff
 Second Place - LEBANON ENTERPRISE — Mary Anne Blair/Mary May
 Dominant border makes ad.
 Third Place - CYNTHIANA DEMOCRAT — Staff
 Football helmet borders offer a good variety. Using business logos is better than same type for all.
 Honorable Mention - WAYNE COUNTY OUTLOOK — Staff
 Good community service. Great idea! Layout and design could be improved.

Category 11 - CREATIVE USE OF THE NEWSPAPER

First Place - CYNTHIANA DEMOCRAT — Linda Wright/Michelle Cunningham
 Eye-catching. Artwork relates to special promotion.
 Second Place - HARRODSBURG HERALD — Bill Mudd
 Attention-getter!!
 Third Place - WAYNE COUNTY OUTLOOK — Staff
 Informative.
 Honorable Mention - CYNTHIANA DEMOCRAT — Staff
 Good play with the 13th.

Category 12 - ENTERTAINMENT/DINING

First Place - MT. STERLING ADVOCATE — JoAnne Halsey
 Good cuts, clean ad. No doubt of what ad is for.
 Second Place - LEBANON ENTERPRISE — Mary Anne Blair/Mary May
 Art work coincides with name of restaurant.
 Third Place - MEADE COUNTY MESSENGER — Linda Heibert
 Good use of small space.

Category 13 - SPECIAL SECTIONS

First Place - OLDHAM ERA — Staff
 Immaculate edition!! Newspaper and community should be overjoyed with this product.
 Second Place - HARRODSBURG HERALD — Staff
 Great. Captures splendor of special time.
 Third Place - GREENVILLE LEADER NEWS — Wayne Thompson/Marsha Greenwood/Vanessa Anderson
 another great example of how to do a Bridal Edition.
 Honorable Mention - CYNTHIANA DEMOCRAT — Staff
 Unique idea packaged very well.

Category 14 - GROUP PROMOTIONS

First Place - LEBANON ENTERPRISE — Mary Anne Blair/Mary May
 Good use of space. Lots of information, not too crowded.
 Second Place - OLDHAM ERA — Victor Giancola
 Well balanced. Variety of logos adds to page.

Category 15 - HOLIDAY GREETING ADS

First Place - OLDHAM ERA — Gina Bennett
 Good use of color.
 Second Place - GREENVILLE LEADER NEWS — Staff
 Children art produces good visual effect with relation to season.
 Third Place - CYNTHIANA DEMOCRAT — Staff
 Different color sigs adds to page.
 Honorable Mention - HARRODSBURG HERALD — Jackie Larkins
 Informative, personal. Personalized character add uniqueness.

Category 16 - AGRICULTURE/LAWN AND GARDEN

First Place - HARRODSBURG HERALD — Bill Mudd
 Excellent ad!! Great art and good use of color.
 Second Place - WAYNE COUNTY OUTLOOK — Melinda Jones/Lois Crocker
 Loved border and use of color.
 Third Place - CYNTHIANA DEMOCRAT — Rosemary Whitaker/Michelle Cunningham
 Neat ad, good art.

Category 17 - CLASSIFIED SECTION/PAGE

First Place - OLDHAM ERA — Cecile Ferrell and Ad Staff
 Attractive, clean, organized.
 Second Place - CYNTHIANA DEMOCRAT — Debra Hignite
 Good info at top. Like headers.
 Third Place - MT. STERLING ADVOCATE — Lisa Weaver
 Good ad base. Work on appearance.

Category 18 - SPECIAL PUBLICATIONS

First Place - MEADE COUNTY MESSENGER — Elaine Clapper/Lisha Duke/Linda Heibert
 Beautiful color front.
 Second Place - MEADE COUNTY MESSENGER — Allan Clifford
 Classy.
 Third Place - MEADE COUNTY MESSENGER — Elaine Clapper
 Nice photos.

Continued on Next Page

WEEKLY CLASS 3

Category 19 - BEST USE OF COLOR

First Place - WAYNE COUNTY OUTLOOK — Melinda Jones/Lois Crocker
 Color definitely appeals to reader. Very appropriate to ad. fits ad well.
 Second Place - HARRODSBURG HERALD — Bill Mudd
 Very good use of color. Attractive ad.
 Third Place - TIE - MT. STERLING ADVOCATE — Lisa McNay
 Color delivers message of ad well. Simplicity delivers message well.
 Third Place - TIE - CYNTHIANA DEMOCRAT — Rosemary Whitaker/Michelle Cunningham
 Color adds character to ad. Very eye-catching.
 Honorable Mention - TIE - GREENVILLE LEADER NEWS — Staff
 Pretty, clean ad. Eye appealing.
 Honorable Mention - TIE - CYNTHIANA DEMOCRAT — Rosemary Whitaker/Michelle Cunningham
 Appropriate shading. Used color in the right places. Only used one color, but used it well.

Category 20 - BEST AD SERIES

First Place - HARRODSBURG HERALD — Staff
 Distinctive, eye-catching, good use of art and color.
 Second Place - CYNTHIANA DEMOCRAT — Staff
 Good idea. Liked school calendar.
 Third Place - MEADE COUNTY MESSENGER — Allan Clifford
 Consistent promotion of interesting contest.

Category 21 - GENERAL/MISCELLANEOUS

First Place - MEADE COUNTY MESSENGER — Linda Heibert
 Good clean ad. Easy to read.
 Second Place - CYNTHIANA DEMOCRAT — Lucy Vanhook/Debra Hignite
 Concise information. Eye-catching.
 Third Place - CYNTHIANA DEMOCRAT — Rosemary Whitaker/Michelle Cunningham
 Original concept for birthday ad.
 Honorable Mention - CYNTHIANA DEMOCRAT — Rosemary Whitaker/Michelle Cunningham
 Good use of small space.

To the right, the Harrodsburg Herald won first place in the Automotive category, while, below, the Lebanon Enterprise won first place in the Hardware/Appliance Store category.

**Round 'Em Up...
 Bring 'Em In!**

We buy clean, used cars & trucks!

TAYLOR'S AUTO SALES

1104 N. College, Hwy. 127 N

Harrodsburg
 734-4536

M-F 9 to 6
 Sat. 9 to 2

These Prices!

Brick Chips	2.69	Top soil	1.69
Pea Gravel	2.59	Peat Moss	1.89
Marble Chips	3.59	Potting Soil (40 lb. bags)	2.29
Red Volcanic Rock (50 lb. bags)	4.19		

14" Red Concrete Tree Rings 1.99
24" Red Concrete Scallops 1.99
24" Concrete Splash Blocks 5.39
3' x 3' Concrete Air Cond. Pads 17.99

Keith Hardware Co.
 222 N. Depot 692-2021 Lebanon, KY
 HOURS: 8 a.m.-5:30 p.m. Mon.-Fri.
 8 a.m.-3 p.m. Sat.

Premium Cypress Mulch, 2 cu. ft., 4 bags/ \$8.99
42" Round Concrete Picnic Table with 3 Benches \$179.99
40" Straight Concrete Bench \$38.99
Concrete Bird Baths \$21.99

STEPPING STONES

8" x 16" Red	99¢
16" Round Aggregate	4.99
12" Hexagon Textured	2.49
12" Weathered York	2.99
18" Square Brickface	4.99

CONCRETE STEPS - with non-skid surface

1 Step	25.99	3 Steps	76.99
2 Steps	49.99	4 Steps w/steps	76.99

(7" Rise per step by 6" width)

WEEKLY CLASS 3

Have Your Family Shot Over The Holidays



It's not as bad as you think. We'll be open Saturday after while the kids are in college and A out-of-state, I Logue's to go. We promise (Gift certificate)

LOGUE PHOTO

606/700-1111
Tues.-Fri. 9:30-5:00
Sat. 9:30-1:00
Closed daily 12-1:00

A Special Deal On
COLLEGE STUDENT SUBSCRIPTIONS
*Send the news from home!
Order a student subscription to...*

The Cynthiana Democrat

9 MONTHS for...
\$18⁵⁰



To start your 9 month student subscription to *The Cynthiana Democrat* just fill out this coupon and send it with payment to:
The Cynthiana Democrat
P.O. Box 160, Cynthiana, Kentucky 40301 or stop by our office at 412 Webster Avenue.
Student's Name _____
Address _____
City _____
State _____ Zip _____
Start Date _____

NOW AT

Semi-Annual

Theiss - HOME FURNISHINGS SALE

No Payments Till July '94
with approved credit

<p>Sauder Manufacturing</p> <ul style="list-style-type: none"> • Bookcases • Wardrobes • Computer Desks • Entertainment Center <p>25 - 50 % OFF</p>	<p>Sofas</p> <p>From \$299⁰⁰</p>	<p>Sleep Sofas</p> <p>From \$399⁰⁰</p>
<p>Action Recliner by LANE</p> <p>From \$199⁰⁰</p>	<p>Pictures, Mirrors, Lamps, Accessories</p> <p>30 - 50 % OFF</p>	<p>Occasional Chairs</p> <p>From \$159⁰⁰</p>
<p>Selected Tables</p> <p>From \$99⁰⁰</p>	<p>Sectionals</p> <p>From \$999⁰⁰</p>	<p>Mis-M Be</p>

Top left, the Harrodsburg Herald won first place in the Professional Services category. Top right, the Cynthiana Democrat won first place in the Creative Use of the Newspaper category. Above, the Oldham Era won first place in the Furniture category, while, to the right, the Boone County Recorder won first place in the Multiple Advertiser/"Sig" Page category.

Seasons Greetings!

ROBKE FORD
4070 Kentucky Ave.
Lexington, Ky 40515
(502) 271-1212

HONDA SUZUKI KAWASAKI OF FLORENCE
1027 Dixie Hwy.
Florence, Ky 40304
371-1212

HERITAGE BANK
1618 Florence Pk.
Burlington, Ky 586-9200

HERBOLD DEPOSIT BANK
1000 S. 10th St.
Harrodsburg, Ky 689-4301

CABIN ARTS
5878 Jefferson St.
Burlington, Ky 586-8021

ED KRIEP ROBY SHOP & AUTO SERVICE
4539 S. U.S. 27
Alexandria, Ky 425-3417

BOB'S CONCRETE PRODUCTS
4442 South U.S. 27
Alexandria, Ky 425-4157

ANTIQUE MALL
301 East 6th St.
Harrodsburg, Ky 681-4753

THEISS
1014 W. 10th St.
Harrodsburg, Ky 681-4864

THE BANK of Boone County
The Bank For You
371-2340
Main Street

WHEELER BLACKTOP INC.
10 Larkspur Dr.
Florence, Ky 371-8132

COOPER'S AUTOMOTIVE SERVICE
7801 Dixie Hwy.
Florence, Ky 383-1786

D & A AUTO
1310 Florenceky Rd.
Harrodsburg, Ky 689-4811

KITCHEN & BATH INTERIORS
4402 Harrodsburg Pike
Alexandria, Ky 425-7177

FEEL THE DIFFERENCE
1000 S. 10th St.
Harrodsburg, Ky 689-4301

GNC
1000 S. 10th St.
Harrodsburg, Ky 689-4301

MULTI-WEEKLY



MULTI-WEEKLY

Category 1 - DEPARTMENT/DISCOUNT/JEWELRY STORES

First Place - CENTRAL KENTUCKY NEWS JOURNAL, CAMPBELLSVILLE — Vickie Finn

Good headline, easy to read, theme carried throughout ad.
Second Place - KENTUCKY STANDARD, BARDSTOWN — Madeline Downs/Donna Wilhite

Good theme, good use of artwork.
Third Place - CENTRAL KENTUCKY NEWS JOURNAL — Melinda Cash
Effective use of photo, good use of white space.

Category 2 - AUTOMOTIVE

First Place - KENTUCKY STANDARD — Madeline Downs/Debbie Hutchins
Excellent layout, effective use of artwork.

Second Place - CENTRAL KENTUCKY NEWS JOURNAL — Vickie Finn
Interesting artwork. Well designed.
Third Place - PRINCETON TIMES LEADER — Vickie Hughes
Unusual artwork, grabs attention.

Category 3 - HARDWARE/APPLIANCE STORES

First Place - APPALACHIAN NEWS EXPRESS, PIKEVILLE — Debi Mullins/Mack Ramey

Attractive design of a lot of information. Good head, center grabs your attention.
Second Place - SHELBYVILLE SENTINEL NEWS — Pam Bryant/Patti Gaston
Love the artwork, nice way to bring out the unusual service of a hardware store (at least in our neck of the woods).

Third Place - KENTUCKY STANDARD — Madeline Downs/Debbie Hutchins
Too busy but solid headline and art. Like the map.

Category 4 - FINANCIAL

First Place - PRINCETON TIMES LEADER — Ellen Fortner
Clean, nice art, good use of spot color. Our team's easy pick.
Second Place - PRINCETON TIMES LEADER — Vickie Hughes
Super border and art! Catchy head. Good use of small space.
Third Place - SHELBYVILLE SENTINEL NEWS — Pam Bryant
Super border! Too wordy.

Category 5 - PROFESSIONAL SERVICES

First Place - APPALACHIAN NEWS EXPRESS — Sallie McAnallen
Clever. No one would miss the ad or the point!

Second Place - PRINCETON TIMES LEADER — Ellen Fortner
Compelling border. Expresses message of advertisement.
Third Place - PRINCETON TIMES LEADER — Vickie Hughes
Effective use of small space.
Honorable Mention - APPALACHIAN NEWS EXPRESS — Debi Mullins
Good way to show location and services.

Category 6 - FOOD/DRUG/ALCOHOL

First Place - KENTUCKY STANDARD — Madeline Downs/Debbie Hutchins
Eye-catching. Great headline and art. Promotes action by reader.

Second Place - APPALACHIAN NEWS EXPRESS — Debi Mullins/Mack Ramey
Very eye-catching. No one will miss this ad if they look at the page.
Third Place - APPALACHIAN NEWS EXPRESS — Teresa Branham

Category 7 - FURNITURE

First Place - SHELBYVILLE SENTINEL NEWS — Sandy Montgomery/Patti Gaston
Interesting artwork, a little cluttered but an effective ad.

Second Place - PRINCETON TIMES LEADER — Vickie Hughes
Clever. Good art.
Third Place - APPALACHIAN NEWS EXPRESS - Sallie McAnallen
Good photo, grabs attention.

Category 8 - REAL ESTATE

First Place - SHELBYVILLE SENTINEL NEWS — Judy James/Patti Gaston
Good theme. Excellent artwork! Good use of white space.

Second Place - SHELBYVILLE SENTINEL NEWS — Judy James/Patti Gaston
Good layout, nice holiday theme.
Third Place - APPALACHIAN NEWS EXPRESS — Teresa Branham
Eye-catching artwork.

Category 9 - CLOTHING STORES

First Place - APPALACHIAN NEWS EXPRESS — Teresa Branham/Mack Ramey
Artwork coordinates well with theme. It would be hard to miss this ad.

Second Place - APPALACHIAN NEWS EXPRESS — Debi Mullins
Nice artwork, but somewhat hard to read.
Third Place - SHELBYVILLE SENTINEL NEWS — Victoria Schreiner/Patti Gaston
Checkerboard theme is carried through the ad.

Category 10 - MULTIPLE ADVERTISER/"SIG" PAGE

First Place - APPALACHIAN NEWS EXPRESS — Teresa Branham/Debi Mullins/Emma Spears

Like the idea of child involvement. A pretty ad.
Second Place - PRINCETON TIMES LEADER — Ellen Fortner/Vickie Hughes
Original idea. A little cluttered but a good page.
Third Place - SHELBYVILLE SENTINEL NEWS — Pam Bryant/Patti Gaston
Good artwork. A different approach for Halloween "sigs".

Category 11 - CREATIVE USE OF THE NEWSPAPER

First Place - PRINCETON TIMES LEADER — Ellen Fortner/Vickie Hughes
Unique way to say thank-you. Nice layout.

Second Place - SHELBYVILLE SENTINEL NEWS — Patti Gaston
Like the fair theme throughout the ad.
Third Place - SHELBYVILLE SENTINEL NEWS — Patti Gaston
Good promotion of subscription savings. Like the peanut artwork.

Category 12 - ENTERTAINMENT/DINING

First Place - SHELBYVILLE SENTINEL NEWS — Victoria Schreiner
Excellent small space ad.

Second Place - PRINCETON TIMES LEADER — Ellen Fortner
Like the shape of the ad. Good artwork, not cluttered.
Third Place - APPALACHIAN NEWS EXPRESS — Sallie McAnallen
Like history theme.
Honorable Mention - APPALACHIAN NEWS EXPRESS — Sallie McAnallen/Mack Ramey
Eye-catching.

Category 13 - SPECIAL SECTIONS

First Place - KENTUCKY STANDARD — Staff
Neat, clean, good color carries theme throughout.
Second Place - CENTRAL KENTUCKY NEWS JOURNAL — Staff
Love the cover. Good local copy featuring local veterans.
Third Place - APPALACHIAN NEWS EXPRESS — Staff
Great sales effort. Good section covers.

Category 14 - GROUP PROMOTIONS

First Place - PRINCETON TIMES LEADER — Ellen Fortner
Artwork expresses theme of contest.

Second Place - SHELBYVILLE SENTINEL NEWS — Angela Crosson/Patti Gaston
Creative layout, good use of color.
Third Place - KENTUCKY STANDARD — Rachel Downs/Donna Wilhite
Good Christmas promotion, but too cluttered.

Category 15 - HOLIDAY GREETING ADS

First Place - APPALACHIAN NEWS EXPRESS — Shonie Justice/Emma Spears
Very attractive ad, good use of color.

Second Place - SHELBYVILLE SENTINEL NEWS — Tracey Keplinger/Patti Gaston
Like artwork and layout.
Third Place - PRINCETON TIMES LEADER — Ellen Fortner
Nice layout, but photo could be more effective.

Category 16 - AGRICULTURE/LAWN AND GARDEN

First Place - PRINCETON TIMES LEADER — Ellen Fortner
Love the border!! Nice neat ad.

Second Place - PRINCETON TIMES LEADER — Ellen Fortner
Very good small space ad.
Third Place - CENTRAL KENTUCKY NEWS JOURNAL — Melissa T. Cash
Effective use of advertiser's logo.

Category 17 - CLASSIFIED SECTION/PAGE

First Place - SHELBYVILLE SENTINEL NEWS — Judy James/Staff
Good reader information. Like use of color. Consistent quality.

Second Place - KENTUCKY STANDARD — Carol Mudd
Easy to read, well organized.
Third Place - CENTRAL KENTUCKY NEWS JOURNAL — Susan Greene/Wilma Clark
Good banner, well organized.

Category 18 - SPECIAL PUBLICATIONS

First Place - KENTUCKY STANDARD — Staff
an easy choice!! Classy production!

Second Place - PRINCETON TIMES LEADER — Ellen Fortner/Vickie Hughes
Good promotion for community and paper, good content.
Third Place - CENTRAL KENTUCKY NEWS JOURNAL — Staff
Loved the maps. Good features.

Category 19 - BEST USE OF COLOR

First Place - PRINCETON TIMES LEADER — Ellen Fortner
Good combination of colors. Stands out. Is your press foreman for hire?

Second Place - SHELBYVILLE SENTINEL NEWS — Angela Crosson/Patti Gaston
Bright, unusual and eye-catching.
Third Place - PRINCETON TIMES LEADER — Ellen Fortner
Great border!

Category 20 - BEST AD SERIES

First Place - KENTUCKY STANDARD — Madeline Downs/Debbie Hutchins
Easy winner!! Good color. Keeps reader in suspense.

Second Place - SHELBYVILLE SENTINEL NEWS — Roberta Young/Patti Gaston
Clever art.
Third Place - SHEPHERDSVILLE PIONEER NEWS — Nancy Gray
Good idea.

Continued on Next Page

MULTI-WEEKLY

Category 21 - GENERAL/MISCELLANEOUS

First Place - APPALACHIAN NEWS EXPRESS — Sallie McAnallen/Mack Ramey
 Like background. Communicates message effectively. Eye-catching.
 Second Place - APPALACHIAN NEWS EXPRESS — Debi Mullins
 Grabs attention. Difficult to read toward bottom.
 Third Place - CENTRAL KENTUCKY NEWS JOURNAL — Richard RoBards
 Good use of logo.

BEST WEEKLY TMC PRODUCT

First Place - SPRINGFIELD SUN — Shorty Lassiter/Sandy Mattingly/Kim Hupman
 Good use of color. Like banner. Consistently good layout.
 Second Place - CYNTHIANA DEMOCRAT — Staff
 Good sales effort.
 Third Place - OLDHAM ERA — Staff
 "Free 'Til Sold" interesting concept.

WHAT'S ON TAP For This Weekend:
 Back by Popular Demand From Derby Weekend
Jam With Byron, Leo, Clyde & Douge
 Playing Blues, Rock, Motown, Etc.
 in the Bar 8 - Midnight Friday & Saturday

Shots of Jagermeister 1/2

Bistro 535 Restaurant and Catering
 535 Main Street • Shelbyville, KY
 633-4147
 MON-THURS 11 - 9 • FRI. & SAT 11 - 10 • SUN 11 - 2
 Free Delivery Available

Watch The U of L - U of K Football Game With Us Saturday

The Land Escape Nursery, Inc.

NOW OPEN

Hwy. 62 West, Princeton, KY
 (next to Jewell's BBQ)
 365-6381

See Us For All Your Plant Needs

- Trees
- Shrubs
- Vegetables
- Bedding Plants
- Concrete Figurines
- Ferns

HOURS:
 Daily 8 a.m. - 6 p.m.
 Saturday 8 a.m. - 6 p.m.
 Sunday 1 - 5 p.m.

JUST FOR KIDS

AN EGG-CITING WAY TO WIN!
EGG DECORATING CONTEST
 Contest Open To Children Ages 5-12

The Winner Will Receive An **EGG-STRAVAGANT Basket Of Easter Goodies Worth \$50.00!**
 Send all contest entries to:
 News-Express
 Coloring Contest
 P.O. Box 802
 Pikeville, Ky. 41502

Participating Businesses:

- mark Inn
- Wal-Mart
- Pikeville National Bank and Trust Company
- Watson's
- ECONOMY DRUG
- Featuring aster's Best
- DAIRY CHEER
- JCPenney
- 6 Locations Velocity Market

Top right, the Shelbyville Sentinel News won first place in the Entertainment/Dining category. Above, the Princeton Times Leader won first place in the Agriculture/Lawn & Garden category, while, to the right, the Appalachian News Express won first place in the Multiple Advertiser/"Sig" Page category.

MULTI-WEEKLY

STANDARD PUBLICATIONS, INC. 439 BARDSTOWN, KY 40003



LET'S GO TO AMERICA

SPRING/SUMMER 1995

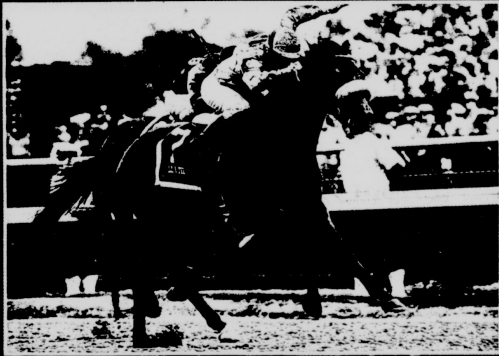
VOLUME 10 NUMBER 2

BULK RATE
U.S. POSTAGE PAID
Bardstown, KY
Permit No. 61

LET'S TOUR KENTUCKY IS ENDORSED BY THE TRAVEL CHANNEL

KENTUCKY

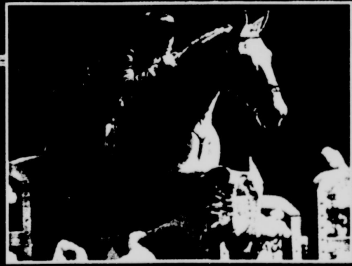
WIN



PLACE

SHOW

THESE OF THEIR LIVES



Above, The Kentucky Standard won first place in the Special Publications category, while, to the right, the Princeton Times Leader won first place in the Creative Use of the Newspaper category.

THANK YOU!

THE TIMES LEADER

This year's newspaper has been sponsored by advertisers and printing customers you see on this page of this issue of 1994. We want to thank them up and down the page. It is worth mentioning that we committed ourselves to these winners 31st. And we continued to do so. For our subscribers, for you, our family and for all of us at the Times Leader extend our love and appreciation for a happy, healthy and prosperous 1995.



DAILY CLASS I

DAILY CLASS 1

Category 1 - DEPARTMENT/DISCOUNT/JEWELRY STORES

First Place - HENDERSON GLEANER — Nancy Hamilton
Art and caption work well to capture attention and encourage shopping hometown. Nice use of color.
Second Place - MADISONVILLE MESSENGER — John Gajda
Eye appealing with good entry form and shaded overburn. Clean design.
Third Place - DANVILLE ADVOCATE MESSENGER — Mary H. Lee/Jenny Upton
Detailed listing of merchandise and prices very effective. Good flow of copy.

Category 2 - AUTOMOTIVE

First Place - HENDERSON GLEANER — Bill Rice/Rob Wilkerson
Very creative. Excellent pairing of display and line ads!
Second Place - WINCHESTER SUN — Bonnie Ball
Eye-catching design, with good use of prices and special. Logo could have been cleaner.
Third Place - HENDERSON GLEANER — Mary June Goodley
Ad really makes you want to buy that car.

Category 3 - HARDWARE/APPLIANCE STORES

First Place - MAYSVILLE LEDGER INDEPENDENT — Angela Hughes/Dionne Laycock
Very classy layout. Nice explanation of process. Nice color helps.
Second Place - HENDERSON GLEANER — Shannon Royster/Kathy Martyn
Superb layout and lead grabber. Clean layout of products.
Third Place - HENDERSON GLEANER — Shannon Royster/Kathy Martyn
Excellent idea for anniversary ad. Lead grabber should have been more exciting.

Category 4 - FINANCIAL

First Place - MIDDLESBORO DAILY NEWS — Bill Moore
Definitive act that sends clear message bank is ready to help.
Second Place - MIDDLESBORO DAILY NEWS - Pat Cheek
Nice layout and photo. Underscores stability of the institution.
Third Place - MIDDLESBORO DAILY NEWS — Bill Moore
Cute idea and artwork.

Category 5 - PROFESSIONAL SERVICES

First Place - MAYSVILLE LEDGER INDEPENDENT — Marlene Lykins/Shelly Hargett
Wonderful ad with appealing style. Nice header.
Second Place - MIDDLESBORO DAILY NEWS — Bill Moore
Drives home important message.
Third Place - HENDERSON GLEANER — Kim Mullican/Kathy Martyn/Jerald Winstead
Clean ad with good photo. Captures a tender moment.

Category 6 - FOOD/DRUG/ALCOHOL

First Place - HENDERSON GLEANER — Jerald Winstead
Excellent push for product. Good price too.
Second Place - MADISONVILLE MESSENGER — Debbie Littlepage
Appealing holiday ad with pleasant color.
Third Place - HENDERSON GLEANER — Jerald Winstead
Definitive layout, but separations for products weak in spots.

Category 7 - FURNITURE

First Place - WINCHESTER SUN — Bonnie Ball/Jerry Turner
Outstanding caricatures and ad layout. Business should be very proud of campaign.
Second Place - MADISONVILLE MESSENGER — Debbie Littlepage
Clean layout. Cute artwork. Nice sales campaign.
Third Place - MAYSVILLE LEDGER INDEPENDENT — Beth Hall/Karen Schmidt
Great double truck with eye-catching flair.

Category 8 - REAL ESTATE

First Place - DANVILLE ADVOCATE MESSENGER — Paul Powell/Debbie Morris
Outstanding design and use of photographs with color. Ad brimming with class.
Second Place - WINCHESTER SUN — Bonnie Ball
Headline superb with nice applause to employees.
Third Place - WINCHESTER SUN — Bonnie Ball
Excellent ad hindered only by logo.

Category 9 - CLOTHING STORES

First Place - MURRAY LEDGER & TIMES — Stuart Alexander
Wonderful photograph and idea for caption, but please clean up client's sig.
Second Place - MURRAY LEDGER & TIMES — Stuart Alexander
Good photo and comprehensive copy.
Third Place - MURRAY LEDGER & TIMES — Mary Ann Orr
Touching ad with cute copy.

Category 10 - MULTIPLE ADVERTISER/"SIG" PAGE

First Place - WINCHESTER SUN — Staff
Great composition and contest, plus a neat banner for the game.
Second Place - MADISONVILLE MESSENGER — Staff
Great idea accentuated by essays from children.
Third Place - HENDERSON GLEANER — Staff
Crisp layout, design and color pushing an important day to observe. Hard work on double truck paid off big.

Category 11 - CREATIVE USE OF THE NEWSPAPER

First Place - HENDERSON GLEANER — Nancy Pippin/Jerald Winstead
Couldn't have come up with a better idea!! Superb photo and "cheerleading" copy. Great job.
Second Place - MAYSVILLE LEDGER INDEPENDENT — Patty Moore/Dionne Laycock
Good idea to drum up subscriptions, which every paper needs.
Third Place - DANVILLE ADVOCATE MESSENGER — Dave Shackelford/Debbie Morris
Good ad idea with effective humor in copy.

Category 12 - ENTERTAINMENT/DINING

First Place - MAYSVILLE LEDGER INDEPENDENT — Angela Hughes/Dionne Laycock
Very effective ad with catchy header and nice color. Plenty of copy.
Second Place - HENDERSON GLEANER — Connie Grossman/Kathy Martyn
Appealing design with effective listing of menu highlights. Nice typography.
Third Place - RICHMOND REGISTER — Ruth Wolfe
Nice tie-in between child's letter and business' slogan.

Category 13 - SPECIAL SECTIONS

First Place - HENDERSON GLEANER — Staff
Special sections don't get much better than this. Packed full of ads with beautiful design. Excellent co-op between ads and editorial is evident!!
Second Place - MADISONVILLE MESSENGER — Staff
Great opportunity to follow up on a rare event. Effective news copy compliments ad.
Third Place - MURRAY LEDGER & TIMES — Mary Ann Orr/Fran Faith/Jennifer Hale/Stu Alexander
Nice product with clean design and good ad ideas. What a progress edition should be.

Category 14 - GROUP PROMOTIONS

First Place - DANVILLE ADVOCATE MESSENGER — Paul Powell/Debbie Morris
Nice twist on usual ho-hum business spotlight. Very effective use of profile copy. Good ads too.
Second Place - RICHMOND REGISTER — Teresa Scenters
Nice color and unusual design lends well to classy package.
Third Place - WINCHESTER SUN — Staff
Good show of patriotism.

Category 15 - HOLIDAY GREETING ADS

First Place - MIDDLESBORO DAILY NEWS — Bill Moore
Great collage of photos gives personal touch to ad. Lots of hard work evident.
Second Place - RICHMOND REGISTER — Teresa Scenters
Personable ad lets one meet the advertiser.
Third Place - DANVILLE ADVOCATE MESSENGER — Robert Cunningham/Debbie Morris
Great idea for Labor Day. Great color too!

Category 16 - AGRICULTURE/LAWN AND GARDEN

First Place - DANVILLE ADVOCATE MESSENGER — Robert Cunningham/Jenny Upton
Very catchy lead-in, but more flowers would help tie in to phrase.
Second Place - DANVILLE ADVOCATE MESSENGER — Robert Cunningham/Debbie Morris
Nice layout and color. Attractive typography.
Third Place - MAYSVILLE LEDGER INDEPENDENT — Patty Moore/Dionne Laycock
Very attractive and reproduction.

Category 17 - CLASSIFIED SECTION/PAGE

First Place - HENDERSON GLEANER — Staff
Nice balance of word ads and displays. Bold or reverse headers would help break up gray. Good color on front.
Second Place - WINCHESTER SUN — Staff
Impressive section for newspaper of its size. Nice front page.
Third Place - WINCHESTER SUN — Staff

Category 18 - SPECIAL PUBLICATIONS

Certificate of Merit - MIDDLESBORO DAILY NEWS — Bill Moore

Category 19 - BEST USE OF COLOR

First Place - WINCHESTER SUN — Bonnie Ball
Great use of green with a superb photograph.
Second Place - HENDERSON GLEANER — Nancy Hamilton/Kathy Martyn
Great job working with wide array of color. Client should be elated with product.
Third Place - WINCHESTER SUN — Jerry Turner/Graphic Artist
Great looking ad works for art school. Students names add good touch.

Category 20 - BEST AD SERIES

First Place - MAYSVILLE LEDGER INDEPENDENT — Patty Moore/Dionne Laycock
Excellent promotion to cheerlead for downtown area. Attractive ads.
Second Place - WINCHESTER SUN — Bonnie Ball
Good progression of mystery ads.
Third Place - WINCHESTER SUN — Bonnie Ball
Effective series profiles bank employees.

Continued on Next Page

DAILY CLASS 1

Honorable Mention - HENDERSON GLEANER — Nancy Hamilton/Kathy Martyn
Great campaign, and kudos for landing such large ads from discount chain!!!

Category 21 - GENERAL/MISCELLANEOUS
First Place - DANVILLE ADVOCATE MESSENGER — Karen Ross/Debbie Morris
Superb idea of spotlighting grads from infancy to the big day.
Second Place - MAYSVILLE LEDGER INDEPENDENT — Patty Moore/Shelly Hargett
Great ad setting, an appropriate mood.
Third Place - HENDERSON GLEANER — Mary June Goodley
Eye-catching if not graphic display. Gets message across.

To the right, the Henderson Gleaner won first place in the Automotive category, while, below, the Middlesboro Daily News won first place in the Financial category.

**“Hey Vern!
Audubon
Chrysler Center
In Henderson
Has Gotcha
Best Prices...”**



WHEELMEAN
NEW '94 DODGE
RAM 1500 SLT LAR...
\$11,990
*Includes Destination

\$14,990
*Includes Destination

\$15,990
*Includes Destination

7000
*Includes Destination

1000
*Includes Destination

NOW IS THE TIME

**Disaster
Aid
Loan
Reserve**

7%

**Interest
up to 36 months***


Example:

Home or
Business
Repair
Loan **\$4,000.00**


Monthly
Payment ... **\$123.57**

APR **7.00%**

**FOR 36
MONTHS**



If you are among the many people who suffered damage due to our recent floods and extreme weather **NOW IS THE TIME** to make your necessary repairs. For a limited time, First State Bank has established a disaster loan reserve of one million dollars, with financing up to 36 months at **7% INTEREST**. We are committed to help our friends, customers and community during this time of need.

FIRST STATE BANK 
EQUAL HOUSING LENDER

Middlesboro 248-5950
Pineville 337-6111

FDIC

1988 Dodge Dakota 2 door...
1989 Dodge Dakota 2 door...
1990 Dodge Dakota 2 door...
1991 Dodge Dakota 2 door...
1992 Dodge Dakota 2 door...
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2017 Dodge Dakota 2 door...
2018 Dodge Dakota 2 door...
2019 Dodge Dakota 2 door...
2020 Dodge Dakota 2 door...
2021 Dodge Dakota 2 door...
2022 Dodge Dakota 2 door...
2023 Dodge Dakota 2 door...
2024 Dodge Dakota 2 door...
2025 Dodge Dakota 2 door...

DAILY CLASS 1

20 Pack 12 oz. Can
Coke & Sprite Products
3.89

You are cordially invited to
Williamsburg Village
 for an
Open Village Weekend
 Saturday, August 13th from 1 p.m. to 5 p.m.
 and Sunday, August 14th from 1 p.m. to 5 p.m.

Come visit us this weekend in the Village in Rolling Meadows. Stroll down tree lined streets, past picket hitching posts, and street lanterns as you tour our lovely homes under construction. Our newest street, Patrick Henry Court, is now open with several houses already started. Just like Newburn Court and Patrick Henry Court, these new homes are now open. A representative from Council & Associates will be there to explain this exciting concept. Spend us this weekend and you may want to stay a lifetime - "Let us build your Dream Home"

THIS IS THE BIG ONE FOLKS! IT'S TIME YOU PUT US TO WORK, AND LET US SHOW YOU HOW EASY IT IS TO SAVE. WE'LL MAKE YOUR VISIT WORTH IT!

LABOR DAY WEEK

ABSOLUTELY NO PAYMENTS! NO
12 MONTH
 BUY AS MUCH AS YOU WANT
 AND DON'T PAY UNTIL SEPT!

3 BIG DAYS!

WELCOME TO POPULAR PLAINS, KY
 3 STORES - GARDEN COLLEGE
 POPULATION - ABOUT 15,000
 LEFT ON LABOR DAY WEEKEND
 THERE'S A LARGE BUNCH OF BUCKS!

IF YOU'VE GOT SOME BIG DECORATING PLANS FOR YOUR HOME WE CAN HELP!

GREENE brothers

Serta
 DIRECT FROM THE FACTORY

SOFA & CHAIR
 8-WAY, HAND-TIED Top Quality
\$788

RECLINERS **\$228**

TERRIFIC TWIN BEDROOM SUITE **\$888**
 Catrigger

BUYOUT
 Twin bed headboard & frame, dresser, mirror, chest, box springs and mattress.

3 PIECE SOFA, LOVESEAT... & MATCHING RECLINERS

OAK & CHERRY ROLLTOPS
 only \$528

CURIOS, GUN CABINETS & ENTERTAINMENT CENTER
AND ON SALE!

LOTS OF ODD COFFEE TABLES & ENDS
 only \$49

NO SWEAT. JUST COME SEE US, WE'VE GOT THE DOWN & DIRTY DEALS!!

TABLE & CHAIRS

Top left, the Henderson Gleaner won first place in the Food/Drug/Alcohol category, while, bottom left, the Danville Advocate Messenger won first place in the Real Estate category. Top right, the Winchester Sun won first place in the Furniture category.

DAILY CLASS II



DAILY CLASS 2

Category 1 - DEPARTMENT/DISCOUNT/JEWELRY STORES

First Place - KENTUCKY NEW ERA, HOPKINSVILLE — Tom Sholar
Very clean. Nice choice of type style.
Second Place - OWENSBORO MESSENGER INQUIRER — Enid Roach/Diana Blankenship
Creative use of border!!
Third Place - KENTUCKY NEW ERA — Tom Sholar
Clean. Sophisticated. Could be improved with good use of color.

Category 2 - AUTOMOTIVE

First Place - PADUCAH SUN — Wade Alexander
Absolutely perfect!!! Clean.
Second Place - ELIZABETHTOWN NEWS ENTERPRISE — Portia Oldham/Sandra Logsdon
Excellent use of color. Clean. Easy to read. Art leads the reader.
Third Place - ELIZABETHTOWN NEWS ENTERPRISE — Portia Oldham/Sandra Logsdon
Theme and art fit hand in hand.
Honorable Mention - ASHLAND DAILY INDEPENDENT — Val Bailey
Jumps off page! Very difficult decision. Where are the store hours?

Category 3 - HARDWARE/APPLIANCE STORES

First Place - OWENSBORO MESSENGER INQUIRER — Shelly Davis/Vickie Nelson
Clean. Good use of spot color. We like the recipes in the ad. Promotes use later!
Second Place - ELIZABETHTOWN NEWS ENTERPRISE — Bill Anderson/Lydia Lessor
Good use of color. A little tight with cuts. Logo could be larger. Difficult to determine where to buy.
Third Place - LOUISVILLE COURIER JOURNAL — John Munson
Cute! Good use of art placement thru ad. Good use of white space for so much copy.

Category 4 - FINANCIAL

First Place - KENTUCKY NEW ERA — Tom Sholar
Good use of art and headline.
Second Place - OWENSBORO MESSENGER INQUIRER — Dana Blankenship/Vickie Nelson
Creative, excellent headline! Cute. Good way to tying un copy. It is often difficult to make a bank's ad humorous.
Third Place - KENTUCKY NEW ERA — Tom Sholar
Great use of artwork. Very creative.
Honorable Mention - ELIZABETHTOWN NEWS ENTERPRISE — Debbie Crawford/Tina Bird
Very good. If this could be judged on color it would have placed highest.

Category 5 - PROFESSIONAL SERVICES

First Place - PADUCAH SUN — Sandra Wright
Excellent heading incorporated with cute photograph.
Second Place - KENTUCKY NEW ERA — Kari McRae
Clean, balanced ad. Need to add location.
Third Place - PADUCAH SUN — Wilma Snow
Good heading with use of photo. Ad flows well.
Honorable Mention - OWENSBORO MESSENGER INQUIRER — Dana Blankenship/Vickie Nelson
Dominant photo is attractive. Nice ad showing evident growth of hospital.

Category 6 - FOOD/DRUG/ALCOHOL

First Place - OWENSBORO MESSENGER INQUIRER — Enid Roach/Gordon Wilkerson
Great from top to bottom. Good use of art at top (incorporating name) and bottom.
Easy to read.
Second Place - KENTUCKY NEW ERA — Kari McRae
Clean ad for so many items. Good art in heading tying ad together.
Third Place - ELIZABETHTOWN NEWS ENTERPRISE — Gloria Sykes/Danny Oller
Follows holiday theme. Clean for large grocery ad.

Category 7 - FURNITURE

First Place - OWENSBORO MESSENGER INQUIRER — Vickie Nelson/Faye Murry
Strong photo serves as illustration and heading, even if black and white.
Second Place - KENTUCKY NEW ERA — Richard Wimsatt
Jumps off page with strong artwork.
Third Place - COURIER JOURNAL — Charlene Tomlinson
Heading ties in with odd ad size. Very creative.

Category 8 - REAL ESTATE

First Place - OWENSBORO MESSENGER INQUIRER — Vickie Nelson
Excellent layout. Good use of photos and copy blocks. "What a gas!"
Second Place - OWENSBORO MESSENGER INQUIRER — Jim Ballard/Craig O'Bryan
Excellent reverse ad. Large award photo, immediately conveys message.
Third Place - OWENSBORO MESSENGER INQUIRER — Bill Walker/Vickie Nelson
Good headline. Clean.
Honorable Mention - COURIER JOURNAL — Staff
Good, readable ad for one with a lot of copy.

Category 9 - CLOTHING STORES

First Place - OWENSBORO MESSENGER INQUIRER — Enid Roach/Dana Blankenship
Strong use of photo. Little copy kept it clean and neat.
Second Place - KENTUCKY NEW ERA — Tom Sholar
Clean. Unusual, classy graphic.
Third Place - KENTUCKY NEW ERA — Tom Sholar
Creative use of ad as graphic. Unique sale.
Honorable Mention - KENTUCKY NEW ERA — Tom Sholar
Nice graphic, good white space. Unique border.

Category 10 - MULTIPLE ADVERTISER/"SIG" PAGE

First Place - COURIER JOURNAL — Bruce Thomas
Easy to read. Clean layout to incorporate 16 stores.
Second Place - COURIER JOURNAL — Cathy Quiggins
Good idea copying magazine's reply card advertising, plus revenue for sure.
Third Place - KENTUCKY NEW ERA — Staff
Very clean ad for this particular idea.

Category 11 - CREATIVE USE OF THE NEWSPAPER

First Place - OWENSBORO MESSENGER INQUIRER — Vickie Nelson/Maggie Price
Strong ad. Timely, giving credit to carriers for a job well done. We would have liked it better with a smaller copy block.
Second Place - KENTUCKY NEW ERA — Willie Renshaw
Nice layout. Emphasizing 125 years and featuring two carriers.
Third Place - KENTUCKY NEW ERA — Willie Renshaw
Nice ad, featuring employees.

Category 12 - ENTERTAINMENT/DINING

First Place - OWENSBORO MESSENGER INQUIRER — Vickie Nelson/Faye Murry
Very nice ad. Strong layout even if photo was black and white.
Second Place - OWENSBORO MESSENGER INQUIRER — Vickie Nelson/Faye Murry
Good use of photo to show all that this resort has to offer for the family.
Third Place - COURIER JOURNAL — Amy Mitchell
Heading says it all ... enough said.

Category 13 - SPECIAL SECTIONS

First Place - BOWLING GREEN DAILY NEWS — Staff
Good job taking advantage of a special event. Fantastic printing job filled with nice ads.
Second Place - LEXINGTON HERALD LEADER — Staff
Modular layout helps keep this section clean. Useful advertorial, good color and strong advertiser support.
Third Place - LEXINGTON HERALD LEADER — Staff
Unique idea. Targets a specific audience. Probably strong readership and shelf life among this group.
Honorable Mention - PADUCAH SUN — Retail Department
Nice idea, very clean.

Category 14 - GROUP PROMOTIONS

First Place - COURIER JOURNAL — Stacey Hallahan
Excellent! Nice use of photos. Exceptional catalogue layout.
Second Place - PADUCAH SUN — Becky Harris
Neat idea.
Third Place - LEXINGTON HERALD LEADER — Rose Newman/Madison Strobel
Clean grouping for multi store ad. Nice photo effect.

Category 15 - HOLIDAY GREETING ADS

First Place - OWENSBORO MESSENGER INQUIRER — Vickie Nelson/Faye Murry
Unique greeting ad. Nice idea with contributions. Adaptable idea.
Second Place - ELIZABETHTOWN NEWS ENTERPRISE — Portia Oldham/Debbie Polly
Festive layout.
Third Place - ELIZABETHTOWN NEWS ENTERPRISE — Debbie Crawford/Karen Mattingly
Nice ad layout using background photo with employee photos.

Category 16 - AGRICULTURE/LAWN AND GARDEN

First Place - KENTUCKY NEW ERA — Richard Wimsatt
Innovative design accentuated by clever lead.
Second Place - BOWLING GREEN DAILY NEWS — Kellye Law
Nice design. Reverse type could have been bolder.
Third Place - ELIZABETHTOWN NEWS ENTERPRISE — Debbie Crawford/Tina Bird
Attractive ad with bold prices and nice use of color.

Category 17 - CLASSIFIED SECTION/PAGE

First Place - BOWLING GREEN DAILY NEWS — Sherri Dunn
Good display cover kicks off clean section packed with ads.
Second Place - ELIZABETHTOWN NEWS ENTERPRISE — Classified Staff
Color accentuates clean design.
Third Place - KENTUCKY NEW ERA — Nancy Reese
Clean section with attractive display and line ads.

Continued on Next Page

DAILY CLASS 2

Category 18 - SPECIAL PUBLICATIONS

First Place - OWENSBORO MESSENGER INQUIRER — Staff
 Excellent job on a publication everybody will want and need.
 Second Place - BOWLING GREEN DAILY NEWS — Ad Department
 Quality product accentuated by nice design and cover.
 Third Place - KENTUCKY NEW ERA — Staff
 Classy job on a simple phone book.

Category 19 - BEST USE OF COLOR

First Place - LEXINGTON HERALD LEADER — Strategic Initiatives
 Colorful ad that capitalizes well on current craze of artwork.
 Second Place - COURIER JOURNAL — Amy Scott
 Attractive ad catches eye with idea of paint.
 Third Place - ASHLAND DAILY INDEPENDENT — Debby Hensley
 Great color on a smaller ad. Good advertisement to begin with.
 Honorable Mention - COURIER JOURNAL — Stacey Hallahan
 Great series. Nice touch of profiling different stores. Classy layout and design.

Category 20 - BEST AD SERIES

First Place - OWENSBORO MESSENGER INQUIRER — Vickie Nelson/Faye Murry
 Great series. Builds interest in the process of furnishing and remodeling. Good idea melds various businesses.
 Second Place - KENTUCKY NEW ERA — Willie Renshaw
 Great cheerleading for newspaper and community.
 Third Place - ELIZABETHTOWN NEWS ENTERPRISE — Bill Mathers
 Nice introduction of paper's innovative campaign.

Category 21 - GENERAL/MISCELLANEOUS

First Place - OWENSBORO MESSENGER INQUIRER — Enid Roach/Mignon Backstrom
 Good ad follows up to troubling times.
 Second Place - COURIER JOURNAL — Shelley Moranville
 Ad capture importance we all place on photographs.
 Third Place - ELIZABETHTOWN NEWS ENTERPRISE — Susan McCrobie/Debbie Crawford
 Simple birthday ads don't get much better.

BEST DAILY TMC PRODUCT

First Place - LEXINGTON HERALD LEADER — Steve Medley
 Good color, good advertiser support retail and classified.
 Second Place - ELIZABETHTOWN NEWS ENTERPRISE — Staff
 Like the way sections are separated. Strong classified section.
 Third Place - BOWLING GREEN DAILY NEWS — Staff
 Clean, good variety of ads.

WEED IT AND REAP!

Thinking about replacing your trees and plants damaged this winter?

Weeds can be beautiful — but don't be deceived. These seedy characters can take over your lawn or garden in no time flat. That's where we come in. Our professional routine lawn care service promises to keep weeds in their place. And that means your place will always look greener. Call us today and get a good thing growing.

LITTLE RIVER FOLIAGE
 "Where Quality Grows"
 886-8149
 1226-C SKYLINE DRIVE
 HOPKINSVILLE, KY

And you thought they only sold furniture.

Mudd's
 Furniture
 SHOWROOMS Inc.

Top, the Kentucky New Era won first place in the Agriculture/Lawn & Garden category, while, above, the Owensboro Messenger Inquirer won first place in the Best Ad Series category.

DAILY CLASS 2

Real Estate/Automotive/Comics

Classified

SUNDAY, APRIL 26, 1994

OPEN HOUSES 2:00-4:00 PM *** OPEN HOUSES 2:00-4:00 PM

193 TANGLEWOOD
COME TODAY AND SEE FOR YOURSELF! Large Craft 4 BR. on larger shady yard. Spacious home with large open plan family room with gas fire for year-round use and storage building. *LEFT ON PLUM SPRING, RIGHT ON TANGLEWOOD. SIGNS POSTED.

3001 S. OYUN COME BE READY 3 BR 2 bath home decorated with custom wallpaper and window treatments. Approximate 1 year old and located in beautiful desirable price at \$79,900. *LEFT ON BURNING WOOD, RIGHT ON BURNING WOOD. SIGNS POSTED.

1011 FARMWAY
Almost certain to sell. This 2 week old garage and covered porch 7 1/2 3 BR, plus bonus room. \$48,999. Call me for more info. CALL GAIL HENCK.

239 CLEARVIEW DRIVE
TERRIFIC HOME! Search 3 BR home in great condition. This home features a new stone window, new furnace in 93, central air, new garage door and new roof to be put on. GRETCHEN CREEK 781-2223.

340 ZEPHYRUS HILLS
EAST WALK TO THE WATER! Lovely big gorgeous view from the high deck or gazebo overlooking 2 bear decks, used in highly wooded area of Rowan Lake State Park. Approximate 1/2 mile to beach. CALL STEVE OR GRETCHEN CREEK AT 781-2223.

337 CUREY BOILING SPRINGS ROAD
PERFECT OPPORTUNITY! One and one half story brick home on an affordable price! Three BR, 1 bath, full basement. Located in the middle of town. CALL DOTTY OR DAVEY MARLETTE AT 781-6000.

453 LAMSON
POUNDED AND PROUD! Top in Spots, Chaper 3 BR home with an open space kitchen, formal dining room, a walk-in closet, plus an office area just back on the market. MUST see by your appointment. (C) 781-4640.

Cool For School



The best fashion of the season plus your favorites like khakis and denim. Always great style. Always a perfect fit.
GopKids



The look you want at a price you can afford.
Jeans West



Sports jackets are here! Great selection... the newest styles... in your favorite teams... all at the right prices. Now you've got the right attitude. get the right address.
Sports Fantasy



Four for One Wardrobe Sale! Sportswear, Pants, Shirts. The \$139.98 or \$159.98.
J. Riggings



Top right, the Bowling Green Daily News won first place in the Classified Section/Page category. Above, The Courier-Journal won first place in the Group Promotions category, while, to the right, the Owensboro Messenger-Inquirer won first place in the General/Miscellaneous category.

THANK YOU

OWENSBORO AND DAVIESS COUNTY

For your patience, understanding and excellent community effort during the worst disaster in the history of the OMU water system.



GENERAL EXCELLENCE



Weekly Class 1

- First Place - McLean County News
- Second Place - Fulton Leader
- Third Place - Tri-City News



Weekly Class 2

- First Place - Union County Advocate
- Second Place - Cadiz Record
- Third Place - Adair Progress



Weekly Class 3

- First Place - Harrodsburg Herald
- Second Place - Cynthiana Democrat
- Third Place - Oldham Era

Multi-Weekly

- First Place - Princeton Times Leader
- Second Place - Shelbyville Sentinel News
- Third Place - Appalachian News Express

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 - Louisville Courier Journal

