

# GROCERY

Daily Division 1

## FIRST PLACE

**Chanute Tribune**

Great shape of ad! Very eye-catching.

## SECOND PLACE

**Chanute Tribune**

Great flow. Easy to read. Great use of color.

## THIRD PLACE

**McPherson Sentinel**

Catchy headline. Easy to read.



# GROCERY

## Daily Division 2

FIRST PLACE

**Hutchinson News**

I loved it - wonderful ad.

SECOND PLACE

**Lawrence Journal-World**

Interesting and eye-catching ad for a grocery store.

No image provided

THIRD PLACE

**Hutchinson News**

Simple and elegant. I like the way it wraps at the bottom.

# GROCERY

## Nondaily Division 1

### FIRST PLACE

#### **Russell County News**

Clean. Great use of space. Photo really grabs attention. Photo edge on small photos match typeface! Nice. Proper typeface with subject matter.

### SECOND PLACE

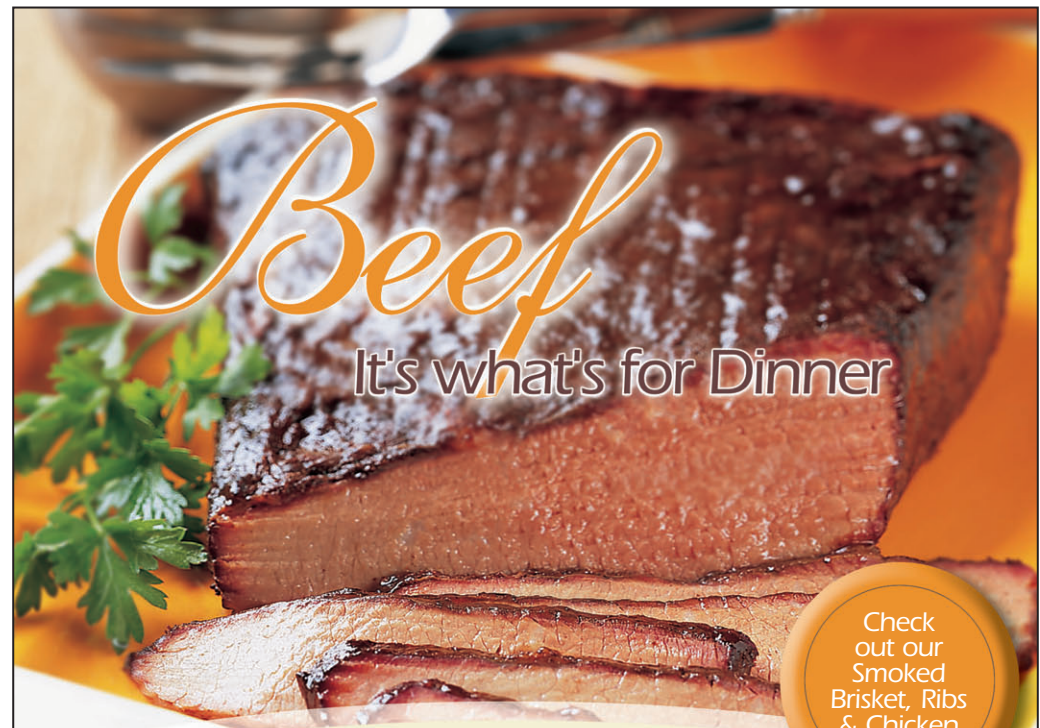
#### **Russell County News**

Again, good use of placement of photo. Catches eye. Second best selling item is bargain, price in right place.

### THIRD PLACE

#### **Russell County News**

Catchy header. However, let white space work for you. Busy, my eye roams.



## ❖ Introducing ❖

Our New Ready to Eat Smoked Meats in our deli section.  
Let us do the Cooking



Check out our fine selection of Beef, and other meats  
in our fresh meat display case.



785.483.2149

Klema Plaza ■ 51 S. Fossil ■ Russell

Store Hours: Mon. - Sat. 7 a.m. to 10 p.m. Sun. 8 a.m. to 7 p.m.

# GROCERY

## Nondaily Division 2

### FIRST PLACE

#### Atchison Globe

Great use of color. This ad attracts the eye to the ad on the page. Great eye flow within the ad. Copy gives reader a reason to shop at this store.

### SECOND PLACE

#### Osage County Herald Chronicle

Great use of color. Simple, straight forward design uses dotted lines instead of solid borders that would act as a barrier to eye flow. Coupons and a call to action give readers a reason to shop.

### THIRD PLACE

#### Atchison Globe

This busy ad does a good job of competing with the strong ad to the left on the page. Good design takes the place of borders that would act as a barrier to eye flow.



Depend on  
**Country Mart**  
to carry only the  
Freshest, All Natural  
Meats with NO  
Additives, No Added  
Hormones and No  
Added Solutions

Only the **BEST**  
for our customers!

Visit us online at [www.mycountrymart.com](http://www.mycountrymart.com)  
Monday - Saturday 6 AM-10 PM • Sunday 7 AM-9 PM

Get More Meat For Your Money  
At Your Atchison



**COUNTRY MART**

Better Quality **BIGGER** Values  
EVERY DAY

# PROFESSIONAL SERVICE

## Daily Division 1

### FIRST PLACE

#### **Great Bend Tribune**

Excellent graphic. Fun. It works.

### SECOND PLACE

#### **Great Bend Tribune**

Great graphic, makes a point.

### THIRD PLACE

#### **Arkansas City Traveler**

Like the "superman" logo.

No image provided

# PROFESSIONAL SERVICE

## Daily Division 2

### FIRST PLACE

#### **Salina Journal**

Very eye-catching ad - great idea.

### SECOND PLACE


#### **Hutchinson News**

Cute baby - deal easily communicated.

### THIRD PLACE


#### **Hutchinson News**

Attractive ad - Easy to read lists of services provided.



## ELIMINATE WHATS BUGGIN YOU.

All sorts of pests want to share your home with you. If these uninvited guests become too much to bear, we can easily thin the crowd.



## HASSMAN

### Termite & Pest Control

785-827-6750 | [hassmantermite.com](http://hassmantermite.com)  
901 E Prescott Rd, Salina, KS 67401

# PROFESSIONAL SERVICE

Nondaily Division 1

## FIRST PLACE

### **Larned Tiller and Toiler**

Graphics strong, simple. Beautiful photographic image shows the skill of the photographer.

## SECOND PLACE

### **Russell County News**

Strong image, clean typography, strong emotional connection. Nice.

## THIRD PLACE

### **Hoisington Dispatch**

Beautiful graphics for background, strong typography.



**Images for a**  
*Lifetime*

*Capturing Life's  
Precious  
Memories!*

*Open by*  
**APPOINTMENT**  
*On Location*  
**AVAILABLE**

**423 Broadway  
Larned**

**620-264-0061**  
*Call Laura Wolff*

**[www.imagesforalifetimestudio.com](http://www.imagesforalifetimestudio.com)**

# PROFESSIONAL SERVICE

## Nondaily Division 2

### FIRST PLACE

#### **Marysville Advocate**

Clean, simple yet bold, typography is excellent, nice use of visuals, great use of logo/placement.

No image provided

### SECOND PLACE

#### **Osawatomie Graphic**

Strong and simple! Great use of photos of kids. To the point!

### THIRD PLACE

#### **Osage County Herald Chronicle**

Nice old-fashioned feel, like the Inn's logo alot, nice use of background/brick texture.

# FURNITURE

## Daily Division 1

### FIRST PLACE

#### **Great Bend Tribune**

Great use of color! Love how you show pics throughout the years. Shows readers you've been around forever.

### SECOND PLACE

#### **Great Bend Tribune**

Very eye catching. Easy to read. Perfect z formation of ad. Great design.

### THIRD PLACE

#### **Great Bend Tribune**

Love the roof silhouette! Good flow, not too crowded. Eye catching.

No image provided

# FURNITURE

## Daily Division 2

### FIRST PLACE

#### Salina Journal

Great color and eye appeal. Great idea to use the pictures of the craftsmanship, as well as pictures of the furniture.  
Easy to read - good clean look.

### SECOND PLACE

#### Topeka Capital-Journal

Shows good variety of name brands. Pictures displayed well. Interesting layout. I probably would have made deadline bigger and woman graphic smaller.

### THIRD PLACE

#### Hutchinson News

Good attention getter. Colors used well. Gets to the point quickly and easy to read.



QUALITY

HARD  
WOODS

CRAFTSMANSHIP

MADE IN U.S.A.



# FOREVER OAK

Handcrafted oak Furniture & Home Decor

## It's Time To Take Another Look!

# 20<sup>th</sup> ANNIVERSARY



Louis Phillippe Sleigh Bed  
Solid Cherry Louis Phillippe Bedroom  
Experience the Grand Elegance!

**NEW STYLES** include  
contemporary, French country,  
mission, traditional & more!

We've expanded our travels for handcrafted American made furniture to now include the Amish communities of Wayne and Holmes Counties in Ohio. The high quality standards of Amish craftsmen meets with the commitment of Forever Oak to provide top quality furniture made in the US.



Williamsburg Collection  
21 thick hand hewn distressed cherry.  
A Must See!

**ADDED** Premier American Hardwoods  
including Cherry, Maple, Hickory, Quarter  
Sawn Oak and More!



Create A New Sanctuary!  
Amish crafted oak and cherry bedroom suites  
Design your own look!

**HUGE CHOICE**  
Of Color Stains!  
Specialty finishes include  
distressing, glazes and eco-  
friendly hand rubbed oil



Distressed Cherry Pencil Post  
Hand rubbed tung oil finish CHEMICAL  
FREE! Environmentally friendly!

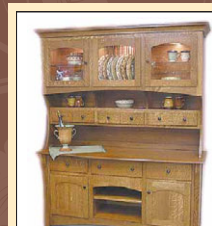
**Top Quality Furnishings** **MADE IN THE USA!**  
American made products meet health and safety standards  
unlike the imported products!



Customize Your Office!  
Solid oak and cherry executive  
office furniture.

**SEE FIRSTHAND THE UNMATCHED  
QUALITY OF OUR MASTERPIECES!**

619 East Crawford, Salina | 785-823-9729  
[www.foreveroak.com](http://www.foreveroak.com)



Quartersawn White Oak  
1 Master Hutch Furniture  
you'll love to live with!

# FURNITURE

Nondaily Division 1

## FIRST PLACE

### Russell County News

Good use of text, layout over photo. Header to be more defined. Script type font not needed, bold type font would work best.

## SECOND PLACE

### Russell County News

Nice header, great attempt at presentation with so much information and products.

## THIRD PLACE

### Russell County News

Always put headline at top, get their attention with such a busy ad.

**Sealy**

*January Clearance SALE*

**Every LA Z Boy Recliner, Bedroom, Dinning Room, Yes, Everything is marked down to the best price of the year!**

**\$290**

**King Mattress**

**Sealy Tide Water Plush**

**Sealy Aqua Breeze Pillow Top**

**\$450**

Twin 2 pc. set

**Sealy Tidewater Plush**

**\$499**

Queen 2 pc. set

**Sealy Posturepedic® Colbert (PL)**

**\$799**

Queen 2 pc. set

**Sealy Posturepedic® Clairbrook (PLEPT) Low Profile Box**

**\$999**

Queen 2 pc. set

**Myers Friendly Credit & Free Delivery**

**MYERS FURNITURE**

721 N. Main St. • Russell • (785) 483-2481

**IF YOU CAN'T GET 8**

get a **better six** **Sealy Posturepedic**

Model	Size	Price
Sealy Tide Water Plush	King	\$290
Sealy Aqua Breeze Pillow Top	Twin 2 pc. set	\$450
Sealy Aqua Breeze Pillow Top	Full 2 pc.	\$550
Sealy Aqua Breeze Pillow Top	Queen 2 pc.	\$599
Sealy Aqua Breeze Pillow Top	King 3 pc. Set	\$850
Sealy Tidewater Plush	Twin 2 pc.	\$350
Sealy Tidewater Plush	Full 2 pc.	\$450
Sealy Tidewater Plush	King 3 pc. Set	\$699
Sealy Posturepedic® Colbert (PL)	Queen 2 pc. set	\$799
Sealy Posturepedic® Colbert (PL)	Twin 2 pc.	\$599
Sealy Posturepedic® Colbert (PL)	Full 2 pc.	\$750
Sealy Posturepedic® Colbert (PL)	King 3 pc. Set	\$1,099
Sealy Posturepedic® Clairbrook (PLEPT) Low Profile Box	Queen 2 pc. set	\$999
Sealy Posturepedic® Clairbrook (PLEPT) Low Profile Box	Twin 2 pc.	\$799
Sealy Posturepedic® Clairbrook (PLEPT) Low Profile Box	Full 2 pc.	\$950
Sealy Posturepedic® Clairbrook (PLEPT) Low Profile Box	King 3 pc. Set	\$1,350

# FURNITURE

Nondaily Division 2

FIRST PLACE

**Osawatomie Graphic**

Bold, clean, simple and effective!

SECOND PLACE

**Marysville Advocate**

Good color, use of typography, simple clean use of stock photos for product, good layout.

THIRD PLACE

**Osawatomie Graphic**

Great color usage, good clean layout.

# INVENTORY CLEARANCE SALE

*Ashley  
furniture  
coming soon*

**35% off**  
*Hutches  
Tables and  
Chairs*

**75% off all**  
*Christmas*

## American Woodworks

925 Market • La Cygne • 913-757-2721

Tuesday - Friday • 10 a.m. to 5 p.m.

Saturday • 9 a.m. to 1 p.m.

# HARDWARE

## Daily Division 1

### FIRST PLACE

#### **Winfield Daily Courier**

Love the headline. Very creative. Great use of space. Flows well.

### SECOND PLACE

#### **Great Bend Tribune**

Great use of color. Stands out!

### THIRD PLACE

#### **High Plains Daily Leader**

Great color! The "gun safe" copy is too cute! Love the theme.

No image provided

# HARDWARE

Daily Division 2

FIRST PLACE

**Salina Journal**

Featured item catches attention - effective layout.

SECOND PLACE

**Hutchinson News**

Clean layout - easy to read yet effective.

THIRD PLACE

**Hutchinson News**

A little crowded, but colorful and eye-catching.



GET UP TO A **\$1,500** TAX CREDIT ON AMERICA'S FAVORITE WOOD AND PELLET STOVES!

LOPI WOOD AND PELLET STOVE FACTS:

- GREEN AND CLEAN!
- REDUCE DEPENDENCY ON FOSSIL FUELS!
- EFFICIENCY RATINGS INDEPENDENTLY VERIFIED!

 **Built In America**

Going the extra mile...  ...for you since 1978

785-823-9000  245 S 5th St.

# HARDWARE

Nondaily Division 1

FIRST PLACE

**Russell County News**

Colorful and eye catching.

SECOND PLACE

**Larned Tiller and Toiler**

Strong Graphic.

## Great Gifts & Toys for Big & Little Boys

Toy Tractors  
Pedal Tractors  
Die Cast Tractors  
Apparel - T-shirts, Hats, etc  
Hand Tools • Tool Chest  
Lots More ...

*Come on by Radke  
Implement this holiday  
for great gift ideas for  
that hard to buy for guy!*



# Radke Implement, Inc.

[www.radkeimplement.com](http://www.radkeimplement.com)

3099 182nd St. Russell, KS 67665 • 620-935-4310

1327 B. Toulon Ave. Hays, KS 67601 • 785-735-2388

# HARDWARE

## Nondaily Division 2

### FIRST PLACE

#### **Osage County Herald Chronicle**

Strong bold graphic/text, clean layout, really like the sticky note graphic.

### SECOND PLACE

#### **Miami County Republic**

Clean, strong, good emotional appeal to family/home builders.

### THIRD PLACE

#### **Southwest Times**

Good color, strong text, nice background graphic.

No image provided

# FASHION

Daily Division 1

## FIRST PLACE

### **Garden City Telegram**

Strong graphics, nice color, reproduction could be just a tiny bit better.

## SECOND PLACE

### **Colby Free Press**

Excellent idea, strong play on emotional importance (happiness of a woman!), strong graphics, clean simple layout.

## THIRD PLACE

### **Garden City Telegram**

Bold graphic, clean, good layout, like the font.

Let us design a wedding ring as special  as you are to each other...



**GOLDWORKS**  
1005 N. Main Street | Garden City, KS 67846  
10am-6pm Tuesday-Friday | 10am-4pm Saturday  
620-275-1814

187155

# FASHION

## Daily Division 2

### FIRST PLACE

#### **Salina Journal**

Regardless of ad size, effective use of space is paramount - simple, eye-catching - good use of color.

### SECOND PLACE

#### **Hutchinson News**

Small but effective - color great.

### THIRD PLACE

#### **Salina Journal**

Very good use of space.



*We love the way you feel...*

*Make a passion statement,  
say it all with....*

**Vernon**  
JEWELERS  
EST. 1994

**124<sup>th</sup> Anniversary Sale**  
September 8th - 13th  
**30% Off** Entire Store

123 N. Santa Fe, Salina  
785-825-0531  
2146 Planet Ave, Salina,  
785-826-9231  
716 N. Washington, Junction City  
785-223-5999  
[www.vernonjewelers.com](http://www.vernonjewelers.com)



\*Excludes loose diamonds, special orders & repairs

# FASHION

Nondaily Division 1

## FIRST PLACE

### **Russell County News**

Jewelry as a hot fudge sundae? I'll take it. SOLD! Strong, appealing.

## SECOND PLACE

### **Larned Tiller and Toiler**

Good photo usage, strong graphics.

## THIRD PLACE

### **Russell County News**

Nice.

Stop in. See our many quality lines of jewelry or let Daron design something special just for her from our large array of loose stones.



*Give  
her  
something  
Rich and  
Tasteful  
for  
Christmas*



**WOELK'S**

*House of Diamonds*

731 N. Main St. • Russell • 483-5767

[www.woelks.com](http://www.woelks.com)

# FASHION

## Nondaily Division 2

### FIRST PLACE

#### Osawatomie Graphic

Excellent visual! Fun, to the point, clean. Simple yet effective!

### SECOND PLACE

#### Atchison Globe

Nice theme, good layout, nice use of monochromatic color makes this ad pop off the page.

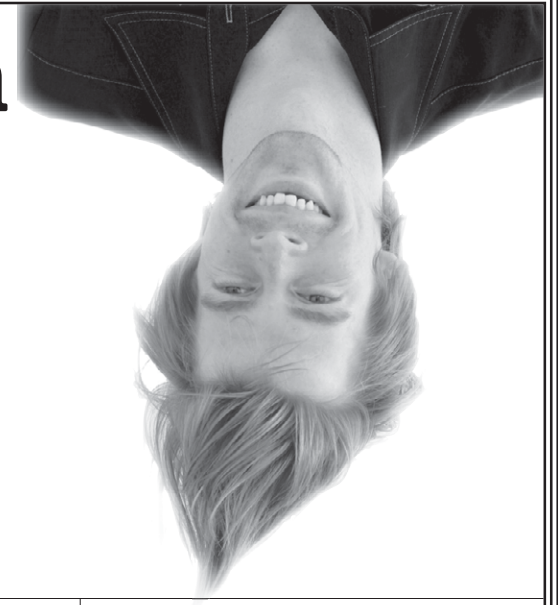
### THIRD PLACE

#### Atchison Globe

Eye-catching, layout/design fits shops name. Nice!

Has your style been  
hanging around for  
way too long?

We can help.



**DOUBLETAKE**

514 Main St. • Osawatomie  
(913) 755-4946

**Don's Barber Shop**

505 Sixth St. • Osawatomie  
(913) 755-2144

**Above The Collar**  
Haircuts

559 Main St. • Osawatomie  
(913) 755-3109