

# Oscar to Channel 3



GRAND AWARD is presented Walter C. Johnson, center, vicepresident and general manager of Travelers Broadcasting Service Corporation, by Mrs. Ruth T. Gardner, executive director of the Advertising Federation of America. G. Frank Sweet, president of the Advertising Club of Hartford, notes his approval of the award.—[Hartford Times Photo.]

## Ad Club Award Salutes 'Voice of People' Program

The annual "Oscar" of the Greater Hartford advertising world was bestowed Monday night on a new organization in a comparatively new medium.

WTIC-TV, Channel 3, Hartford, won the Grand Award over nearly 500 entries in the annual advertising awards com-

**PAUL W. MORENCY**, president of Travelers Broadcasting Corp., explained that production began on the program with a new crew within a week after the station first went on the air last Fall. "We feel quite proud of our production crew ... and their efforts that culminated in this award," he said.

The 300-member Advertising Club presented 30 merit awards and 56 honorable mentions to Greater Hartford advertisers, advertising agencies, newspa-

**WINNING MERIT** award entries will be on display at the Hartford Public Library on Apr. 21. Awards were given in 10 classifications: Newspaper advertising, advertising campaign, radio, television, business magazine, consumer magazine, direct mail, company publications, displays and exhibits and outdoor advertising.

Mrs. Shirley J. Barall was chairman of the awards committee. Judges of the competition were Joseph P. Braun, Kenyon & Eckhardt, New York-