

William T. Saunders
Advertising Federation of Greater Hampton Roads
1968 Silver Medal Award Honoree



The 1968 recipient of the Silver Medal Award, presented by the Advertising Federation of Greater Hampton Roads, was William T. Saunders.

Saunders held top positions with Sears, Roebuck and Co. during his career in this area. He was advertising manager for the Hampton Roads Sears group for nine years and as local group sales promotion manager for four years.

Saunders was named advertising director of the *Greensboro (NC) Daily News* and the *Greensboro Record* in June 1967.

He was born in Norfolk and graduated from Granby High School, Norfolk Division of William & Mary (now Old Dominion University) and the Maryland Institute of Art in Baltimore. He served in the US Army in World War II and in Korea.