

Another thriller-diller from WJRT—

“Yippee,  
Chief!  
Where’s the  
big roundup?”



**If you want land, lots of land:** Flint, Lansing, Saginaw and Bay City, to be exact—WJRT’s your baby. With each of these big metropolitan areas getting WJRT’s powerful Grade “A” signal or better, it’s *the* most efficient way to buy Michigan’s *other* big market. In all, you get nearly a half million TV households with this single-station buy. That’s all of rich mid-Michigan, ready to hark to your message. Whenever you’re ready to send it, just say the word.

# WJRT

CHANNEL **12** FLINT

ABC Primary Affiliate

Represented by HARRINGTON, RIGHTER & PARSONS, INC.

New York • Chicago • Detroit • Boston • San Francisco • Atlanta

Bishop’s Lodge, Santa Fe.

April 26-29—National Assn. of Transportation Advertising convention, The Greenbrier, White Sulphur Springs, W. Va.

April 29-30—International Advertising Assn. convention, Hotel Roosevelt, New York.

\*April 30-May 2—Alabama Broadcasters Assn., Buena Vista Hotel, Biloxi, Miss.

April 30-May 3—Assn. of Women in Radio & Television, annual national convention, Waldorf-Astoria Hotel, New York.

April 30-May 3—4th district, Advertising Federation of America, Tides Hotel & Bath Club, St. Petersburg, Fla.

#### MAY

May 1—National Radio Month opens.

May 1—National Law Day.

\*May 1-3—Texas Assn. of Sigma Delta Chi, Hotel Galvez, Galveston. Annual meeting.

May 4-6—Assn. of Canadian Advertisers, annual conference, Royal York Hotel, Toronto, Ont.

May 4-8—Society of Motion Picture & Tv Engineers, semi-annual convention, Fontainebleau Hotel, Miami Beach, Fla.

May 13-15—Pennsylvania Assn. of Broadcasters, Bedford Springs.

\*May 16-17—Illinois News Broadcasters Assn., spring meeting, Southern Illinois U., Carbondale; also, United Press Intl. business meeting.

May 20-22—Assn. of National Advertisers, spring meeting, Edgewater Beach Hotel, Chicago.

\*May 21-23—Montana Radio Stations Inc., Great Falls.

May 21-23—Electronic Industries Assn., annual convention, Sheraton Hotel, Chicago.

\*May 24-27—Associated Business Publications, annual meeting and management conference, Skytop Lodge, Skytop, Pa.

\*May 28-31—Second Annual Pop Music Disc Jockey Convention & Seminar under auspices of Storz Stations, Americana Hotel, Miami, Fla.

#### JUNE-NOVEMBER

June 1-3—National microwave symposium, Professional Group on Microwave Theory & Techniques, Boston Section, Paine Hall, Harvard U., Cambridge, Mass.

June 7-10—Advertising Federation of America, annual convention, Hotel Leamington, Minneapolis.

June 9-11—National Community Television Assn. annual convention, Mayflower Hotel, Washington, D.C.

June 12-16—National Federation of Advertising Agencies, annual convention, Chatham Bars Inn, Chatham, Mass.

June 14-17—National Industrial Advertisers Assn., national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

\*June 17-19—American Marketing Assn., national conference, Hotel Statler, Cleveland.

June 17-20—National Assn. of Radio-Television Farm Directors convention, Hotel Statler, New York.

\*June 18—Maryland-D.C. Broadcasters Assn., Stephen Decatur Hotel, Ocean City, Md.

\*June 19-20—Colorado Broadcasters & Telecasters Assn., Glenwood Springs.

June 28-July 2—Advertising Assn. of the West, annual convention, Tahoe Tavern, Tahoe City, Calif.

\*July 5-17—NAB Management Development Seminar, Harvard Graduate School of Business Adm., Cambridge, Mass. Designed to give station management principles and analytic techniques involved in the executive job.

\*Sept. 25—Advertising Research Foundation, fifth annual conference, Waldorf-Astoria, New York.

Oct. 12-14—National Electronics Conference, Hotel Sherman, Chicago.

Nov. 8-9—Fall meeting, Texas Assn. of Broadcasters, Texas Hotel, Fort Worth.