Another thriller-diller from WJRT—

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

“Head for WJRT-land, Ponsonby—that’s the most efficient way to corral Flint, Lansing, Saginaw and Bay City.”

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 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 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—Electronic Industries Assn., annual convention, Sheraton Hotel, Chicago.
*May 28-31—Second Annual Pop Music Disc Jockey Convention & Seminar under auspices of Store Stations, Americana Hotel, Miami, Fla.

JUNE-JULY
June 1—Annual National Convention of Broadcasters (1939), First National Grand Hotel, Chicago.
June 7-10—Advertising Federation of America, annual convention, Hotel Leamington, Minneapolis.
June 9-11—National Community Television Assn., annual convention, Maryflower Hotel, Washington, D.C.
June 14-17—National Industrial Advertisers Assn., national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

*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 Administration, Cambridge, Mass. Designed to give station management principles and analytic techniques involved in the executive job.

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

BROADCASTING, February 16, 1939