



DuMont Adds 25 Shows, Sees 'Strongest' Schedule

INCORPORATION of 25 new shows into the DuMont Television Network's programming this fall has resulted in "the strongest and most attractive schedule" ever presented by DuMont, according to James L. Caddigan, director of programming and production.

He said the programming covers a wide range of formats and has been designed for viewers of varied tastes and interests. He listed such programs as the *Chicago Symphony Orchestra* and *Opera Cameo Shows* for the serious music lover; *Foursome*, *Mono-Drama* and a series featuring actor Joseph Schildkraut, for the drama fan; *The Roy Doty Show*, *Magic Cottage* and *Saddle Scouts*, for children, and *Love Story*, *Glamour Secrets*, *Kitchen Faire* and *The Igor Cassini Show*, for women.

Two Buy 'Today' Time

LU DEN'S Inc., Reading, Pa., will sponsor nine participations on NBC-TV's *Today* program (Mon.-Fri., 7-9 a.m. EST), starting tomorrow (Tuesday), and the National Cranberry Assn., Hanson, Mass., has ordered three participations on the same show, starting Nov. 3. Agencies are J. M. Mathes, N. Y. (Luden's) and BBDO, N. Y. (National Cranberry Assn.).

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SHAKING hands on it after KHOL-TV Kearney, Neb., signs a primary affiliation agreement with CBS-TV are Herbert V. Akerberg (l), CBS-TV vice president in charge of station relations, and Duane L. Watts, KHOL-TV station manager.

WKY-TV to Drop CBS-TV As KWTV Nears Affiliation

WKY-TV Oklahoma City last week served notice on CBS-TV, which recently signed KWTV (TV) as its forthcoming basic affiliate there, that it will not carry CBS-TV programs after Nov. 14. KWTV is slated to start operations about mid-December.

WKY-TV, a basic NBC-TV affiliate, was said to have taken the position that it was not feasible to continue to carry CBS-TV programs which soon would be moving to an opposition station. The same attitude reportedly caused two other NBC-TV basic outlets, WDAF-TV Kansas City and WTMJ-TV Milwaukee, to cancel CBS-TV programs in the past few months.

WKY-TV was said to have been carrying approximately 30% of the CBS-TV commercial program schedule.