

al Motors; American Home Products for Anacin; American Cyanamid for several product lines including Old Spice; Lincoln-Mercury; Tums; Purolator Courier; Schering-Plough for Tinactin (a new network ra-

dio advertiser); United Brands for Chiquita banana; MasterCard; Anheuser-Busch: the United States Army, Mita Copiers and AT&T.

Lobdell added that Sears Roebuck, which

was the leading network radio advertiser in 1985 (according to Ernst & Whinney), will likely hold that position this year as it promotes its 100th anniversary with major network radio buys throughout the year. □

CBS reworks 8 p.m. in new fall schedule

Only Sunday's lead-off hitter, 'Murder, She Wrote,' stays in place; five new hours in lineup

CBS announced its new prime time schedule last week, introducing five hours of new programming, including four half-hour comedies and three hour-long dramas. Every night of the week has been reworked to some extent, with new programs, existing shows switching to new days or time periods, or both.

CBS executives previously acknowledged the network's biggest challenge in prime time is to develop the 8 to 9 p.m. slot across the board, with the exception of Sundays, when *Murder, She Wrote* will stay in that time period. *Murder* was the third-highest-ranked program in the 1985-86 season. The 8 o'clock hour for the six other nights has been reworked.

In the new schedule, CBS will retain two movie nights. The Sunday movie (which started out as a Saturday movie last September before a switch was made during the season) will be retained. The Wednesday movie will return to Tuesday at 9-11 p.m. where it was at the start of last season.

The following is the day-by-day breakdown (with a disclaimer that there are usually changes in the new lineups by September):

■ Monday will be a mix of established shows designed to give good lead-in support to two new comedies. *Kate & Allie*, the 14th-ranked program last season, will move from 9 p.m. to the lead-off slot at 8 p.m. It will be followed by one new comedy, *Taking the Town*, from Warner Bros. in association with Pony Productions, starring Pam Dawber (*Mork and Mindy*) as a freelance photographer whose world is turned upside down when her kid sister moves in with her. *Newhart* will follow at 9 p.m., which will lead into the second new comedy, *Designing Women*, from Bloodworth/Thomason-Mozark productions in association with Columbia Pictures. It's about four women who form an interior decorating business. *Cagney & Lacey* will remain in the 10 to 11 p.m. time slot.

■ Tuesday night will lead off with a new one-hour fantasy/adventure, *The Wizard of Elm Street*, from BSR Productions in association with 20th Century Fox, starring David Rappaport. It's about a tinkering toymaker (who is also a dwarf) whose genius for gadgetry and illusion proves a strategic weapon for both the U.S. government and private citizens. The *CBS Tuesday Night Movie* will follow from 9 to 11 p.m. Last season's *Hometown* (8-9 p.m.) has been canceled.

■ Two new comedies will lead off Wednesday. At 8 p.m. it's *Together We*



Designing Women



Taking the Town



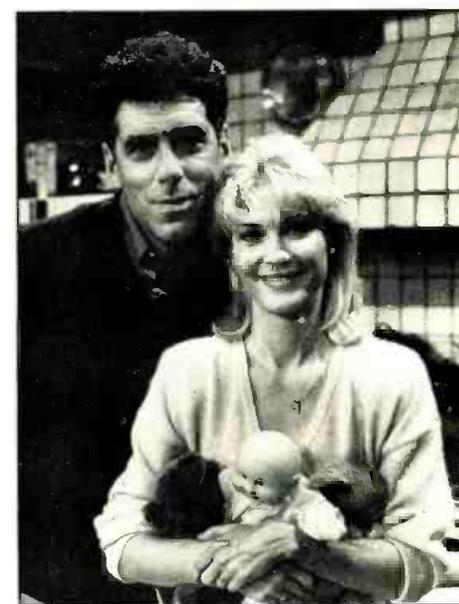
Better Days



Wizard of Elm Street



Downtown



Together We Stand