

*Stand*, from Al Burton Productions-Sherwood Schwartz Productions in association with Universal. It stars Elliott Gould as the father in a family that adopts an "eager-to-please Amerasian teen-ager." At 8:30 the new comedy, *Better Days*, from Lorimar-Telepictures, will air. It's about a Beverly Hills, Calif., teen-ager who finds himself suddenly transplanted to Brooklyn. *Magnum P.I.*, which was pummeled in the ratings last season by *Cosby*, is being moved from Thursday at 8 p.m. to Wednesday at 9. *The Equalizer* will switch back to its original time period at 10-11 p.m. on Wednesday. *Stir Crazy*, *Charlie & Co.* and *George Burns's Comedy Week* are all being canceled.

■ On Thursday, last season's 29th-ranked show, *Simon & Simon*, will be shifted back one hour to the lead-off position at 8 p.m. *Knots Landing* also moves up one hour to make way for a new medical drama about a woman surgeon, *Kay O'Brien, Surgeon*, from Orion Television.

■ On Friday, *Scarecrow and Mrs. King* will lead off (being switched from Monday at 8 p.m.), and *Dallas* and *Falcon Crest* will follow, remaining where they have been for some time.

■ The Saturday leadoff is another new drama, *Downtown*, from Ron Samuels Productions and Tri-Star Television, about a maverick Los Angeles cop who has charge of four parolees. *Mike Hammer* will move from Tuesday at 9 p.m. to Saturday at the same time, followed by *The Twilight Zone*, which is moving from the Friday 8 to 9 p.m. spot. *Airwolf* has been canceled.

■ On Sunday, *60 Minutes* and *Murder, She Wrote* will be followed by the *Sunday Night Movie*, *Crazy Like a Fox* and *Trapper John, M.D.*, which filled the movie slot last season, have both been canceled.

Several programs that debuted at some point during last season have also been canceled, including: *Melba*, *Stir Crazy*, *Foley Square*, *Morningstar-Eveningstar*, *Fast Times*, *Tough Cookies*, *Bridges to Cross*, *Leo & Liz in Beverly Hills* and *Mary*. As to the last, the network said that Mary Tyler Moore was working on a project that would probably be used next season as a replacement

program.

The long-term future of *West 57th*, the latest CBS News magazine program, is still in question. Two weeks ago it started a 13-week flight on Wednesday at 8 p.m. Whether that will be extended remains to be seen, but at this point it does not have a slot in prime time next season.

CBS plans to air the same volume of made-for-television movies (50 hours) and mini-series (40 hours) next season as it did last season, said Steve Mills, the CBS Entertainment vice president in charge of both. Notable among the made-fors will be *The Days of Patton*, with George C. Scott recreating his Oscar-winning role in a feature film as the famed World War II general. The 1970 film won best picture. Another made-for will study alcoholism and its effects on an entire family, titled *Under the Influence*, starring Andy Griffith.

Mini-series being planned for next season include:

- A four-hour sequel to *George Washington* with Barry Bostick in the lead role.
- *Monte Carlo*, starring Joan Collins.
- An eight-hour biographical mini-series.

*The Frank Sinatra Story*.

■ Another biographical mini-series about former French president Charles DeGaulle.

■ High adventure in the Australian outback in *The Last Frontier*, starring Linda Evans.

■ *Island of the Lost Muppets*.

■ *Ingrid Bergman: My Story*, with the lead played by Bergman's daughter, Isabella Rossellini.

■ *Bluegrass*, still in development, but scheduled to be three hours.

■ *I'll Take Manhattan*, based on the novel by Judith Krantz.

Days and times were not announced.

Also last week, CBS announced its new Saturday morning lineup for next season, starting Sept. 13 (see page 80).

CBS also said last week it ordered another new original late-night program, 13 episodes of *Crime World*, from Grosso-Jacobson Productions, which also produces *Night Heat* for CBS, seen on Thursday at 11 p.m. The latter has also been renewed. *Crime World*, a one-hour show, will be about a man and a woman who work as investigative reporters for a crime magazine. No day or time was announced. □

## The hardball begins over Blair

**Takeover bid by Macfadden leads to accusations by Blair that the offer is not good enough and questions of Macfadden's character qualifications**

John Blair & Co.'s diversification from broadcasting into marketing started off three years ago as that company's big gamble. That division is now the company's biggest burden and has also become a chess piece in Blair management's month-old takeover battle with Macfadden Holdings (BROADCASTING, April 21 et seq.). There was still no evidence that Blair management was going to find, or accept, a "white knight" to counter Macfadden's offer.

While the two principal parties maneuvered last week, several outsiders—including the FCC, the U.S. District Court in Dela-

ware and the stockholders of Blair, all of whom are making decisions this week—could decide the final outcome of the takeover attempt.

Macfadden's \$25-per-share tender offer, announced April 17, is scheduled to expire on May 19, and withdrawal rights for those shares already tendered expire today, May 12. The FCC is to decide this week whether it will approve Macfadden's trustee arrangement with former New York Governor Hugh Carey, who would hold the shares and broadcast licenses while Macfadden's "long-form" application was considered by the FCC. And Macfadden is scheduled this week to reply to a suit filed by Blair last Monday in Delaware court.

That same day, May 5, Blair's board of directors announced—as it was required to do—its recommendation concerning the Macfadden tender offer. Not unexpectedly, the board said Macfadden's offer was inadequate, and said in urging rejection of the offer the board had also considered the character of Macfadden, and the likelihood of Macfadden receiving FCC approval and adequate financing.

The next day the theme that John Blair & Co. stock was worth substantially more than \$25 per share was reiterated at the company's annual shareholders meeting in New York. Chairman Jack W. Fritz told the several hundred people attending the meeting that Macfadden's commitment to sell Blair's direct mail operation, Advo, for \$100,000 ("Top of the Week," April 28)—assuming the tender offer was successful—"underscores the inadequacy of their offer and their ignorance of the business." To support his contention, Fritz said that the direct mail operation was going to return to profitability in

### Fox upbeat over 'Down and Out'

Fox Broadcasting Co. late last week announced a licensing deal with Disney's Touchstone Television for its first prime-time series to be offered as part of a package to independent TV stations next March. The series is a half-hour comedy based on Touchstone's box office hit, "Down and Out in Beverly Hills," and will have the same title. FBC will pay between \$350,000 and \$400,000 per episode of *Down and Out*, competitive with the fees the networks pay for half-hour shows.

The movie is 1986's biggest box-office hit, to date grossing more than \$56.5 million. In a prepared statement, Fox Inc. Chairman Barry Diller and Disney Chairman Michael Eisner said: "This new relationship between FBC and Touchstone will mark the beginning of what we hope will be many projects." The two executives worked closely together at previous jobs at Paramount, where President Eisner reported to chairman Diller. "We have been associates for most of our professional careers and look forward to working together again on this and other projects," the two said last week.

The announcement followed one earlier in the week when FBC announced plans for a new late-night talk show with Joan Rivers (see story, page 48).