to-date. Benson (22d) ranks as ABC's highest rated new program. NBC's is Misadventures of Sheriff Lobo at 33d rank.

Among returning series, there has been a considerable fall-off for many of the ABC programs that carried that network to its rating dominance last year. Although Three's Company (second), Eight Is Enough (sixth) and Charlie's Angels (eighth) have remained in their customary top-10 positions, other network stalwarts such as Barney Miller (13th), Mork & Mindy (14th), Happy Days (20th), Taxi (23d) and Lawerence & Shirley (28th) have dropped out of that exclusive club. Although ABC was able to replace its long-dominant Sunday night line-up, which is headed by the number-one program of the season, 60 Minutes. Its other Sunday programs among the top-10 are Alice (fourth), One Day at a Time (fifth) and The Jeffersons (ninth). CBS's performance has also been boosted by the continuing strong showing of M*A*S*H (third) and the number-10 show, Dallas.

Of all returning programs on any network, Dallas's improvement over last season is the greatest. (At this time last year, it ranked 59th.)

NBC's Little House on the Prairie remains as that network's only top-10 show—as it was last year—but the network's overall improvement can best be seen toward the bottom of the scale. In sharp contrast to last season when seven NBC shows were among the bottom-20 programs, thus far this season it has four—Kate Loves a Mystery (54th), Shirley (57th), Eischied (61st) and Prime Time (64th).

**In Brief**

In what is believed to be largest single spot radio program buy in history, K Mart Corp., Troy, Mich., has begun campaign to last more than one year on prime newscasts of radio stations in 47 major markets. Placed through Ross Roy Inc., Detroit, effort by nationwide discount chain centering on its $2 million-$3 million annual sales.

CBS Radio Sales and Christal Co. are credited with having spearheaded negotiations but station list includes outlets handled by other representatives.

Senator Barry Goldwater (R-Ariz.), in letter to FCC Chairman Charles Ferris, has expressed great dissatisfaction with announcement that commission is considering setting minimum time standards for educational children's TV. Goldwater said increased regulation is exactly what Congress doesn't want, and he plans to take action. "I think I can safely say that the Subcommittee on Communications is not going to stand still for this over-regulating of the industry and if it becomes necessary to act in a piecemeal way I am going to recommend to the chairman that we meet, write legislation prohibiting this in-depth regulation and just see where the ball bounces," Goldwater wrote. "If you are interested in deregulating, then let's do it. If you are not, say so, and let's have the lines of battle drawn."

ABC-TV hopes to be "first network to break the $2-billion mark in annual sales" in 1981, and we should double that in 1984," James E. Duffy, ABC-TV network president, said Friday in speech to Western regional conference of American Advertising Federation at Phoenix. He said ABC-TV had about 30% of three-network market in early 1970's, now has about 37% after becoming "largest single advertising medium in the world in 1977 as the first network to break the $1-billion mark in annual sales." Duffy said television's growth has not been as damaging to other media as popularly supposed, and that "whatever television is doing to other media has largely been done. A fairly stable pattern has emerged in which the major media have assumed complementary roles."

Star Channel, Warner Cable's pay service, goes from 16 to 24 hours daily Dec. 1, under new name: The Movie Channel. It's part of Warner and future partner American Express's plans to beef up pay-TV presence. Right now Star has 175,000 subscribers but mostly in Warner systems. Competitive threat, according to Jack Schneider, president of new Warner Amex Satellite Entertainment Corp. subsidiary (BROADCASTING, Nov. 5), is to sell Movie Channel as companion service in addition to—and not instead of—likes of Home Box Office and Showtime. Also being considered is new Warner-Amex venture, perhaps "shopping channel."

Warner Communications also announced last week it has sold its 9.5% holding in Coca-Cola Bottling Co. of New York to Atlanta-based parent Coca-Cola Co. 1,825,000 shares went for $8.10 each, $14.8 million total, while stock closed Thursday at 56.25. Meanwhile, New York Coca-Cola is planning to get out of partnership with Larry Israel in wXtTIV Syracuse, N.Y. Coke was 51% participant in group that acquired station in 1977 for $1 million. Bottler's interest will be sold to Israel's group, Wixt Inc., after January 1981, when trafficking prohibition no longer will apply.

National Association of Broadcasters has filed friend-of-court brief defending three TV networks' refusal to sell Carter-Mondale Presidential Committee half hour of prime time for nationwide broadcast (see also page 72). NAB said basic issue is "not whether any particular