

Green Pastures Said To Please Sponsor

By WILLIAM EWALD
United Press Correspondent
New York — "Green Pastures" faced off against Mike Todd's Madison Square garden disaster, took a beating in the TV ratings. But it pleased its executive producer. And even more important, it's sponsor.

"I'll tell you what our sponsor said when he saw our ratings," said Mildred Freed Alberg, executive producer of the NBC-TV series that turned out "Green Pastures." "He said he'd rather have had our share of the audience and left them happy than to have had Mike Todd's and left people unhappy."

"Green Pastures," one of the "Hallmark" series slated for viewing this season, received good-to-excellent notices from most of the TV critics. However, most television viewers didn't see it — the Trendex box score gave it a 12.9 rating to Mike Todd's 34.5 on CBS-TV. Todd's party was slotted at exactly the same time as "Pastures."

"I think two kinds of people watched the Todd party," continued Mrs. Alberg. "There were the knowledgeable ones who knew what it would be like and watched just because they knew it was going to be a clambake. And there were the others who watched because they thought they'd see stars, glamour."

"I do think it's kind of sad that so many people couldn't resist the Todd party. And it was a shame that so many people missed "Green Pastures." But in a way the contrast between the two shows was kind of good for us — so many reviews emphasized the contrast between the two."

"And in the end, it has turned out that our sponsor was kind of smart. He played to a smaller audience, sure, but he also got his product associated with the best and that's what he wants."

Mrs. Alberg, who has been associated with such TV productions as "Hamlet," "Macbeth," and "Cradle Song," agrees the drama is in pretty sad shape on TV right now.

"The reason 'Green Pastures' had such impact is because so few good plays are being done on TV right now," she said. "I think people are tired of looking at the second class stuff they see most of the time."

Live Drama Declines
"But I can't believe the drama is dying off in TV even though so many live drama shows are disappearing. I think right now the old attraction of the bandwagon is working against the drama. Other types of shows like westerns have become the vogue and everybody is hopping on that wagon."

"But I don't think good drama can be kept down. The trouble is most drama shows feel compelled to take popular things and put them on and let it go at that. Our aim is to take good things and make them popular."

For the remainder of this TV season, Mrs. Alberg is whipping up such things as "On Borrowed Time" with Ed Wynn and Claude Rains, "Twelfth Night" and "Hans Brinker."

"I think our ratings will be solid if we don't get another Mike Todd against us," she said wistfully. "In fact, I kind of harbor one dream — it's doing Shakespeare on TV one evening and coming up with a 'Peter Pan' rating."

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Linfield Student Dies in Auto Wreck

Newberg — A 20-year-old Linfield college student was killed Sunday morning when his car went out of control near Rex on U.S. highway 99W three miles northeast of here. Dead was Edwin Noel Smith, of The Dalles. Washington county sheriff's officers said Smith was alone in the car.

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- Parsons Ammonia** Quart **25¢** Save 4c

Star Cluster Pleiades Has Dipper Shape in North Sky

By FAY BENTLEY
"I saw the Little Dipper last night, but it was in the east instead of the north," recently remarked a student. This puzzled youth had observed a small, dipper-shaped star cluster known as the Pleiades and not Ursa Minor or what is commonly called the Little Dipper.

Ursa Minor is always found in the northern heavens. The star at the end of the handle of this dipper is the North Star or Polaris, and the cup of the dipper together with the remaining stars in the handle appear to

Dr. Brothers Among Top TV Quiz Winners
New York — Dr. Joyce Brothers, pretty 29-year-old psychologist, housewife and boxing expert, climbed into the ranks of heavyweight money winners among television quiz show contestants Sunday night.

The \$64,000 purse added to previous TV winnings of \$70,000 gave her a total of \$134,000, a notch above Charles van Doren's \$129,000. The all-time high for TV quiz winnings is the \$236,000 won by 10-year-old mathematical genius Robert Strom. Leonard Ross, 11-year-old authority on the stock market, ranks second with \$164,000.

constantly encircle the North Star. On any clear night during the entire year the Little Dipper or Ursa Minor may be observed.

The Pleiades, a tiny but distinct star cluster in Taurus the Bull, appear on the eastern horizon during the latter part of October. From November until February they are prominent in the starry sphere. In March and April this star cluster travels farther and farther westward down "the hills of heaven" and disappears beneath the horizon in the month of May.

Special Features
Three special features identify Taurus the Bull as one of the most magnificent sky pictures in all the celestial firmament. Easiest to locate of these three characteristics are the tiny, dipper-shaped Pleiades, found in a small hazy patch almost due east and about halfway between the zenith and the horizon by 9:30 p.m. during the last of October and the first of November. With each passing evening, the Pleiades will reach this position in the sky four minutes earlier.

An observer with good eyesight may readily distinguish six stars in this tiny dipper although occasionally someone may recognize seven or even eight. When binoculars are employed many more than this number are observable and through the telescope the Pleiades prove to be a cluster of hundreds distant stars. This group forms the shoulder of Taurus the Bull.

In mythology, the Pleiades were the seven daughters of Atlas who had been condemned. "To bear on his back forever, the cruel strength of the crushing world, and the vault of the sky."

Names of Maidens
The names of these maidens were Electra, Maia, Taygete, Alcyone, Merope, Celaeno, and Sterope. Seven young ladies are recorded although only six stars are plainly observable. The seventh star seems to have diminished in brilliance for Greek and Latin historians claim that it disappeared at the time of the Trojan war.

Orion the Mighty Hunter came upon these sisters one day as they played in a meadow. Becoming frightened the girls ran away and Orion, who greatly admired their beauty, followed. He meant no harm but did not wish to lose sight of the attractive maidens.

Placed in Heavens
Jupiter, to whom the timid Pleiades had appealed for help, changed the sisters into doves so they could fly up into the sky and escape from Orion. Later on, Jupiter placed them in the heavens.

There are many different legends to explain why we can see only six Pleiades when there are supposed to be seven. One story says that Electra hid because she could not bear to see the fall of Troy. Another legend says that Jupiter refused to place her in the sky with her sisters because she had married a mortal husband.

The Pleiades have fascinated earth-dwellers since the beginning of history. Ancient Egyptians held religious celebrations on the date when they reached their highest point at midnight. The Aztecs, Hindus and Japanese held similar festivities when this tiny dipper was just rising above the horizon or crossing the median at midnight.

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