

# BREAKING NEWS

## Big at the Box Office

Check out a theater in your hometown!



*Cleopatra* chronicles the struggles of Cleopatra VII, the young Queen of Egypt, to resist the imperialist ambitions of Rome. Taylor became very ill during the early filming and was rushed to an emergency room where a tracheotomy had to be performed to save

her life. During filming, Taylor met Richard Burton and the two began a very public affair, which made headlines worldwide. Moral outrage over the scandal brought bad publicity to an already troubled production.

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## Solar Eclipse Tomorrow July 20, 1963

A total solar eclipse will occur on July 20, 1963. A solar eclipse occurs when the Moon passes between Earth and the Sun, thereby totally or partially obscuring the image of the Sun for a viewer on Earth. A total solar eclipse occurs when the Moon's apparent diameter is larger than the Sun, blocking all direct sunlight, turning day into

darkness. Totality occurs in a narrow path across the surface of the Earth, while a partial solar eclipse will be visible over a region thousands of kilometers wide.

## Teaching: Lectures on the Phone

A segregationist Mississippi law forbids Negro state colleges to hire white teachers. Last week Moses Hadas, the famed Columbia University classicist, slipped around the law without ever leaving Manhattan. Picking up the telephone, he lectured for an hour through his luxuriant white beard to 500 rapt students at four Negro colleges in Louisiana and Mississippi. His subject: the religious roots of Greek drama. The phone bill was \$100, a pittance paid by the Fund for the Advancement of Education, which thus demonstrated one of education's cheapest, handiest new ideas.

"Telelectures" were pioneered at the University of Omaha, where Linguist Michel Beilis was saddled with the problem of luring big time lecturers to a distant and none-too-rich campus. Author Harry Golden, for example, set his price as "\$1,500 just to lecture, \$1,700 if I have to answer questions, \$2,000 if I have to have cookies with

the ladies." But by phone Beilis got the Golden word from North Carolina for a cutrate \$214—\$64 for the call and \$150 for Harry. Omaha has since staged telelectures with eminences all over, from Anthropologist Margaret Mead in Manhattan to Psychologist B. F. Skinner at Harvard.

The technique is what telephone men call a "glorified conference call." From any phone, operators can arrange a call involving as many as five parties at station-to-station rates. For lectures, the phone company hooks an amplifier (\$30 a month maximum) to the phone at the audience end. A microphone hooked to the same phone allows the audience to ask questions. Innovator Beilis, who now works for A.T.&T., is swamped with requests by colleges from Dartmouth to U.C.L.A. that want to swap star scholars by phone.

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*An American teacher, one of the leading classical scholars of the twentieth century, and a translator of numerous works.*

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## Cracking the 100-Kilometer-High Barrier ... in a Plane



*Test pilot Joe Walker pushed the X-15 rocket research aircraft to the fastest speed ever reached.*

Test pilot Joe Walker takes an X-15 aircraft to an altitude of 67 miles (106 kilometers), becoming the only pilot to surpass the 100-kilometer barrier in a rocket plane until Mike Melvill, piloting *SpaceShipOne*, duplicates the feat in 2004.

Walker made his first X-15 flight in 1960 and was completely surprised by the plane's power, hollering, "Oh my God!" as the afterburners kicked in (and eliciting a joking, "Yes? You called?" from a ground controller). But he would go on to make 24 flights in the X-15, including the memorable July 19 ascent, known as Flight 90.

Breaking the 100-kilometer barrier also meant penetrating the threshold of space, so the flight qualified Walker as an astronaut. When he repeated the feat a month later, he became the first person to enter space twice.



## Conrad Hilton: an American hotelier and founder of the Hilton Hotels chain

At one point during the lavish opening of almost every new Hilton hotel, the houselights dim and spotlights pick out a lean, tall man with a shy smile on his permanently suntanned face. He escorts a pretty girl—usually a new one each time—to the center of the ballroom floor. Then, to the slow, stately strains of the violins, they point their feet, bow, turn about and sweep elegantly into an unfamiliar step. The dance is the courtly Varsoviana, brought to America from the palaces of Europe by Mexico's Emperor Maximilian; the man who puts his foot out so skillfully is Hotelman Conrad Nicholson Hilton, who calls the tune for the \$293 million Hilton Hotel chain. Hilton has adopted the obscure Varsoviana as a ceremonial dance of good luck with which to open each of his new hotels—and lately he has been dancing more frequently than ever before in his 44-year career.

In his 76th year, a full decade after most businessmen retire, Hilton is busy spotting the world with hotels wherever the U.S. tourist and businessman alight, girding the globe with new links in the longest hotel chain ever made. Already this year, Hilton has opened new hotels in Teheran, London, Athens, Rotterdam, Rome, Hong Kong, Tokyo, New York and Portland, Ore. Under construction are two new Hiltons in Paris, one at Montreal airport, and others in Brussels, Honolulu, Tel

Aviv, Guadalajara, Rabat, Mayagüez, Tunis, San Francisco, Milwaukee, Worcester, Mass., and Washington, D.C. Soon to be started are hotels in Curaçao, Cyprus, Addis Ababa, Dublin, Manila, Caracas, Barbados, St. Paul and Kuwait. Fortnight ago, Hilton added the Dorado Riviera in Puerto Rico to his empire, and last week he took over the Arawak in Jamaica.

By the end of 1964, Hilton will have just as many hotels abroad (39) as he will have in the U.S. Hilton's overseas hotels last year brought in more than a quarter of the chain's net operating profit of \$5,700,000, and Innkeeper Hilton expects that they will soon account for more than half his earnings. Not counting the many millions that foreign investors will have put into these overseas hotels, the Hilton chain by 1964 will be worth well over \$300 million. "Where does Hilton go from here?" asks Lawrence Stern, chairman of Chicago's American National Bank, a Hilton director. "To the moon!" Hilton people get to talking like that.

Two-Way Streets. This year nearly 12 million Americans—12% more than last year—will travel outside the U.S., and a

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surprising lot of them will want the comforts of home. Newly affluent Europeans and Japanese have also joined in the wanderlust, and the world's byways are fast becoming two-way streets. Virtually everywhere there is need for modern hotels. "Very few new hotels have been built outside North America in the past 40 years," says Conrad Hilton. "In Istanbul ours is the only first-class hotel in a city that for a thousand years was the biggest city in the world. There have been no great hotels in Paris for 40 years, and the same is true of Rome and Athens."

Read more:

<http://www.time.com/time/magazine/article/0,9171,896912,00.html#ixzz1RbrnwHx>

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Classicist Hadas spoke to Negro high school teachers in the first of 18 telelectures on "Great Ideas in Antiquity," a credit course that uses a paperback library of classical drama (cost: \$5.70). Mississippi's Jackson State College suggested the theme; the Fund for the Advancement of Education will spend \$10,000 for the series. At Louisiana's Southern University, students prepped for a month and took a one-hour exam before Hadas even opened his mouth. Hadas considers the idea not as good as "a flesh-and-blood teacher, even a bad one." But since even a bad Hadas is unavailable to the Louisiana and Mississippi students, Hadas ended his first talk feeling "quite elated."

So did the Fund, which, to make an extra point, bounced part of the program off Telstar II and showed that telelectures could be transmitted to darkest Africa as well as the South.

Read more:

<http://www.time.com/time/magazine/article/0,9171,896888,00.html#ixzz1RoHK7WBp>