



# Hotels, Women, Horses Get Autry Treatment

by Count Marco

Cowboy-financier Gene Autry discusses women with the same fervent love and awe with which he discusses his horses. Since horses started him on the road to wealth, this is a flattering comparison.

"Women," he said, "should remember to be dainty and feminine at all times. They should never be seen on the streets in anything but a dress, their hair neat and shoes on their feet."

The latter request did not raise my eyebrows in the least, because for women to wear real honest-to-goodness shoes in Los Angeles means the occasion is very special—like, perhaps, a funeral.

Mr. Autry just bought one of my favorite hotels, the Mark Hopkins in San Francisco. Over brunch in another of his recent hotel purchases, the plush Continental on Sunset Boulevard in Los Angeles, we talked about hotels, horses, and women. All

three can either demonstrate elegance or be utterly without it. It's all a matter of the kind of care lavished upon them.

Whether in an inanimate object like a building or an animate being like a woman, elegance is the difference between effort and the lack of it. Too many American women abandon elegance at the first opportunity.

Surely you've seen some seedy buildings in your daily travels. What makes some of you think you don't look as bad? To maintain an air of elegance you must constantly work at it.

As Mr. Autry said about the Mark, "She's had a good reputation for years, but she's a bit run-down at present. I'm going to give her a whole new wardrobe and dress her up in style from the inside out." Clothes and effort make a difference.

Mr. Autry likened sloppy women to sloppy men. Said he, "When I do business with a man I expect him to wear a tie and coat. A man who can't take time to dress correctly and completely isn't going to take time to oversee necessary details in business; either. If he's sloppy personally he'll be sloppy in other ways."

"The same with women," I footnoted.

If a hotel can be refurbished, then there is hope for you. All you need is backbone, elbow grease and attitude. With these and my help you should be able to clean yourself up to the necessary degree of respectability where once again you are in demand instead of having your beast look at you and think, "Well, that one is so run down there's no point in hanging on. Better trade it. Has to be a better deal somewhere."

It's a long climb up to Nob Hill, but not a hard one. If a hotel can do it, so can you. Out of breath so soon? Keep at it.

(Distributed by Chronicle Features.)

## Educator Takes Good Look at EC Growth

El Camino College's 12,540 students have become 12,540 pages of a textbook.

The student who "read" the text was one of the nation's foremost authorities on two-year college educational programs, Dr. Walter E. Sindlinger of Columbia University, New York.

Dr. Sindlinger, director of the center for community and junior college administration, also serves as professor of higher education at Columbia University Teachers College.

A RECOGNIZED leader in the development of leadership in the junior college program, he is closely identified with the W. K. Kellogg Foundation, which has provided financial grants to support two-year college development. Columbia, the University of California and several other leading educational institutions throughout the nation have assumed prominent roles in this direction.

Working toward the development of new community college campuses throughout the nation, Dr. Sindlinger singled out El Camino College for close observation following a brief campus visit several years ago. "What I saw I liked," he observed, "and I determined that when I had a chance to return I would!" Seeking further information pertaining to the rapid development of El Camino from a bungalow college community in 1947 to a college serving more than 12,000 students, Dr. Sindlinger conducted an exhaustive three-day study, which ended Friday.

BEYOND his personal observation, Dr. Sindlinger sat with special interest groups to share opinions, techniques and general information. Speaking informally to members of the college administrative staff, the authority on higher education outlined current trends in organization and leadership. He has drawn deeply from the studies of social scientists in the formation of many of his conclusions.

Assisted by President Stuart E. Marsee in his detailed study of the El Camino campus, Dr. Sindlinger plans to utilize information gathered as an instrument in establishing "concrete evidence for evaluation and determination of provisions and revisions to be effected nationally in junior college policies."



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