

# KAREN

## On Tuesday

**P**ublic relations consultants are often criticized for representing anyone willing to pay the tab, but occasionally it's the client who selects an agency without careful scrutiny.

**Flacks are buzzing that the Outdoor Advertising Association — the folks who were against Lady Bird's beautification plan because they earn a living from large outdoor roadside posters — apparently retained Ogilvy & Mather, the large advertising and public relations firm, without having read the book penned by the firm's founder, David Ogilvy. The book, "Ogilvy on Advertising," ironically includes a section, "Down With Billboards." Mr. Ogilvy, who advocates abolishing them, declares, "The world would be a safer, prettier place without billboards."**

**A**s **Harvey Pitt**, Wall Street speculator **Ivan Boesky's** attorney, stepped out of his limo in front of his Pennsylvania Avenue office the other day, a homeless man who had been sleeping on a bench relieved himself at Harvey's feet. The superlawyer was so outraged that he did what any powerful lawyer would do: insist the bench be removed.

**Mike Barnes**, the retiring Maryland congressman, joins the law firm of **Arent Fox Kintner Plotkin & Kahn** to open their Montgomery County Office. But Mike's not a member of the Maryland Bar. He's spending the holidays studying for the bar exam.

**A**lthough some are reluctant to admit it publicly, seven members of the GOP freshmen congressional class are former Democrats, including class president **Buz Lukens** of Ohio.

Two members of the class, both Arizona attorneys, **Jon Kyl** and **Jay Rhodes**, had fathers who entered Congress in the same year, too. Former House Minority Leader **John Rhodes** and six-term Congressman **Jon Kyl** came to Congress in 1959.

**The freshmen apparently believe that prior congressional experience is beneficial. Both the Democrats and Republicans have elected as their class presidents former congressmen who have returned after a hiatus, Wayne Owens of Utah and Buz Lukens of Ohio. Although they didn't serve in the House at the same time, they knew each other when Wayne, a Democrat, was an aide to Sen. Edward M. Kennedy and Buz, a Republican, was a member of Congress.**

**S**oviets visiting the United States uncover surprises where least expected, even in Trenton, N.J.

At the National Women's Economic Alliance reception at the National Press Club recently, **Helen Boehm**, president of the porcelain company, told of hosting Mrs. **Eduard Shevardnadze**, wife of the Soviet foreign minister, at her home in Trenton. Mrs. Shevardnadze asked directions to the powder room. She came out and through her translator said there must have been a misunderstanding. She wanted the toilet. They explained to her that she was in the proper place, but the French Provencal-style commode was camouflaged to look like furniture. An embarrassed Mrs. Shevardnadze explained, "We don't have this in Russia."

**T**hat was **Morty Zetlin**, owner of the American Service Center, changing a tire at midnight on M Street in Georgetown the other evening. Morty was driving home when the Mercedes in front of him, belonging to his pal **Eddie Aaronson**, the Woodmont Carpetman, had a flat. A believer in personalized service, Morty turned down bids from onlookers, rolled up the sleeves of his Armani tuxedo and jacked the car up himself.

— Karen Feld



Helen Boehm