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AWARD WINNERS: Three women's page editors were honored yesterday by the Advertising Club of Metropolitan Washington at a luncheon in the Sheraton-Park Hotel. Receiving Award of Excellence honors were (from left)

City News Bureau

Marie Sauer, The Washington Post; Gwen M. Dobson, the Evening Star, and Gloria Ohliger, the Washington Daily News.

Ad Club Doffs Hat To Women's Editors

By Elizabeth Shelton
Washington Post Staff Writer

The Advertising Club of Metropolitan Washington observed Ladies' Day yesterday by honoring the women's section editors of three Washington dailies and conferring a silver medal on its own Woman of Distinction.

For the event, held in the Cotillion Room of the Sheraton-Park, the club put out a special issue of Women's Day News, Vol. 1, No. 1.

The recurring headlines were What? When? Why? Who? Women and nearly every story began: "Never underestimate the power of a woman."

The editors received their "awards of excellence" from club president Richard C. Vierbuchen, vice president of the Washington Gas Light Co.

The three were Marie Sauer, editor of the For and About Women section of The Washington Post; Gloria Ohliger, women's editor,

Washington Daily News, and Gwen Dobson, editor of the Evening Star's Society and Home section.

Mary Pitsch, one of the Ad Club's first women members, was honored as the 1966 Woman of Distinction. She and her husband, Ray, operate Adprint, a local printing firm which uses the silk screen process.

WINDSOR BOOTH, president of the National Press Club and news service chief of the National Geographic Society, was the luncheon's main speaker.

Seated at the head table with the club's officers and the award winners were Nicholas Blatchford, managing editor of The News; Kenneth Harter, night managing editor of The Post, and I. William Hill, managing editor of The Star.

Also in places of honor were couturier Jacques Heim, whose designs were shown by Garfinckel models during a fashion show following the luncheon, and his daughter, Mrs. Francois Glotz, who is taking the designs on a tour of the United States.

The show, featuring celanese nylon tricot creations also by Britain's Norman Hartnell, Spain's Pedro Rodrigues and Italy's Nicol Fontana, was a presentation of Couture Internationale Sleepwear.