



FOR IMMEDIATE RELEASE

NEW YORK, MAY 17, 1966 - Richmond W. Unwin, Jr. has been named director of public relations and advertising of National Lead Company.

Mr. Unwin joined National Lead in 1964 as advertising manager. He previously served as an advertising supervisor for E. I. duPont de Nemours & Company at Wilmington, Delaware, and sales manager of American Tire Machinery Co. at Muncie, Indiana. Mr. Unwin was graduated from the University of Wisconsin. He is a member of American Marketing Association, Association of Industrial Advertisers and an active committee member of American Marketing Association and National Paint, Varnish and Lacquer Association.

Release sent to: Gallagher Report, Journal of Marketing, Media/Scope, PR Reporter, Practical Public Relations, Public Relations News, Wall Street Journal, Stock-Exchange, Merrill Lynch, N.Y. Post, Journal of Commerce, American Metal Market, UP, Daily News, AP, For All Releases, Ceramics, Chem. & Eng., Fin., Flooring, Metal & Other, Mining, Misc., Paint, Paper & Printing, Plant Pubns., Editors, Plastics, Rubber, Jersey Releases & also to Miss Cannella, Messrs. Drewes, Owens, & Unwin (12).

Release & photo sent to: University of Wisconsin, Newark Post, Steel, Iron Age, Printers' Ink, Paint & Varnish Production, American Paint Journal, Oil, Paint & Drug Reporter, Metalworking News, N.Y. Times, Wilmington News, Advertising Age, Advertising & Sales Promotion, Anny, Industrial Marketing, Madison Avenue, Television Age.