

FOR IMMEDIATE RELEASE

JUNE 21, 1976

Office of the White House Press Secretary

---

THE WHITE HOUSE

The President today announced his intention to nominate Leonard S. Matthews, of Kenilworth, Illinois, to be an Assistant Secretary of Commerce. His area of responsibility will be Domestic and International Business. He will succeed Travis Edwin Reed who resigned effective April 23, 1976. Mr. Matthews has been serving as a consultant to the Leo Burnett Company, Inc. since January, 1976, after having served as Vice Chairman of the Board.

Born on January 6, 1922, in Glendean, Kentucky, Mr. Matthews received his B. A. degree from Northwestern University in 1948.

In June, 1948, Mr. Matthews joined the Leo Burnett Company of Chicago as a research analyst. He served successively as Chief Time Buyer in the media division; as an account executive and was appointed as Executive Vice President in charge of Client Services and Marketing Services in 1961. He became President of the Company in January, 1970, and was named Vice Chairman of the Board in February, 1975.

Mr. Matthews is married to the former Dorothy Fessler and they have three children. They reside in Kenilworth, Illinois.

# # #