

Advertising Age, June 25, 1984

## Midwestern accounts

**Anheuser-Busch's** Illinois division, Palatine, to **San Jose & Associates**, Chicago, first agency for the area's pr services.

**Lake Forest Hospital**, Lake Forest, Ill., to **Robert Brandt & Associates**, Hinsdale, first agency for a print campaign.

**L. Hobson Marketing**, Southfield, Mich., to **Thompson Advertising**, Farmington Hills, first agency, for a print, collateral and direct-mail campaign to promote Michawye, a year-round resort community near Gaylord. Budget estimated at \$100,000.

**American Nursing Care**, Cincinnati, to **Sullivan & Findsen Advertising** from in-house for a tv, radio and print campaign.

**Iron Mountain Forge**, Farmington, Mo., marketer of park and campground equipment, to **Atkinson & Associates**, Chesterfield, from **Enkelmann & McSkimming**, St.

Louis. Budget estimated at \$75,000.

**EZ Paints Corp.**, Cleveland, O., to **Lang, Fisher & Stashower** on a project basis.

**Clermont County Home Builders Assn.'s** Clermont Homes Show, Mount Carmel, Ind., to **Adams, Gaffney & Associates**, Cincinnati, first agency of record in three years for a radio and print campaign.

**AFC Industries'** Carter automotive division, St. Louis, marketer of automotive replacement parts, to **Batz Hodgson Neuwoehner** from Ketchum, MacLeod & Grove, Houston, for a print campaign.

**Utilimaster Corp.**, Wakarusa, Ind., marketer of commercial vehicles and van conversions, to **Bonsib Inc.**, Fort Wayne, Ind., from **Sheffer & Peters**, South Bend, for a print and collateral campaign.#

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