

# ADWEEK

April 13, 1987

## Newsire Roundup

The **Chicago White Sox** hired **San Jose & Associates/Chicago** to handle Hispanic promotion and pr assignments . . . **Clifford Fitzgerald**, 83, founder/chairman of **DFS Dorland Worldwide**, died last Thursday in N.Y. . . **Della Femina, Travisano & Partners** snapped up **The Sheraton Corp.**'s new estimated \$4-6 million ad account for 28 hotels in the West and Midwest . . . **Lever Brothers Co.** is washing away Wisk liquid laundry detergent's "Ring around the collar" campaign, first introduced in 1968, with a new \$10-million ad and promotion campaign, "You don't need a collar to need new, improved Wisk." Agency: **BBDO/N.Y.** . . . **Gary, Goltz & Jansen**/Green Bay, Wis. changed its name to **The Gary/Jansen Group**. Agency billings: \$6 million . . . An international group of ad and marketing executives will meet in China June 16-20 for **Beijing '87**, a conference planned to encourage trade between China and the rest of the world.

## Chicago Tribune

4 Section 3 Chicago Tribune, Wednesday, April 15, 1987



**George Lazarus**

On marketing

**Collet Resort Ventures** in Kansas City, Mo., to **Garfield-Linn & Co.** for advertising for its Mid-America Resort Clubs in Joliet and Round Lake, Ill., and in Greenfield, Ind. . . . **Chicago White Sox** to **San Jose & Associates** for a promotional and public relations program for the Hispanic market.

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