

ACCOUNT ACQUISITIONS

San Jose Finds The Way to Health Account

CHICAGO—**San Jose & Associates** here has been named agency for **Hispanocare**, a new, independent physicians association primarily for Spanish-speaking families.

San Jose will handle advertising, promotions and public relations for the program. Hispanocare is a joint venture between Illinois Masonic Medical Center and Mercy Hospital, both Chicago.

ILLINOIS

Keroff & Rosenberg, Chicago, was named agency for **First Colonial Bankshares Corp.**, Chicago.

KANSAS

Barkley & Evergreen, Shawnee Mission, named by **Southwestern Bell Mobile Systems** for Kansas City, Topeka, Wichita and St. Joseph, Mo., markets.

Blue Cross and Blue Shield of Kansas named **Lida Advertising**, Wichita, agency.

KENTUCKY

The Coating Materials Depart-

ment of Union Carbide Corp., Indianapolis, selected **Schardein, Atchison & Associates**, Louisville, to handle advertising for its Envibar conformal coatings. The coatings are used by electronics makers to protect circuit boards and other sensitive components from damage.

MICHIGAN

Valentine, Bear & Woodruff, Kalamazoo, was selected by **McCamly Place**, a large shopping development in Battle Creek, to create its 1989 advertising programs.

Spartan Plastics, Holt, named **Aviso Inc.**, Lansing, agency. Spartan produces

MIDWESTERN PROFILES

June 13, 1988

Frank J. Corbett, Chicago, named **Marion E. Gold** vp/general manager of Pragmaton, the agency's educational-marketing division. Corbett also named **Cathy Corbett** media assistant and **Lisa Griffin** account service manager and hired **Lori Kewin** to manage the agency's account-service department.

Robert Nichols & Associates, Decatur, named **Pat Owings** vp/client services, **Jim R. Jones** art director and **Beth Spencer** broadcast production manager.

Paul D. Schrage and **B. Blair Vedder** have been elected to the board of directors of McDonald's Corp., Oak Brook.

Elaine G. Hartong was hired as account supervisor at San Jose & Associates, Chicago.

George L. San Jose President & Chief Creative Officer of The San Jose Group a Multicultural Advertising Agency