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► San Jose Gets Allstate Assignment

CHICAGO—**Allstate Insurance Co.** in Northbrook, Ill., named **San Jose & Associates** here its agency for Hispanic market public relations efforts. Billings were not disclosed. Allstate's lead agency is Leo Burnett Co., while La Agencia de Orei & Asociados in Los Angeles handles general Hispanic advertising, and Equinox Advertising here handles African-American marketing.

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