

PRODUCT AND ACCOUNT ACTIVITY

■ **Beecham Products U.S.A. to Font & Vaamonde Associates** for its Massengill feminine hygiene products. Spots are not expected to break for a few months. Font executives also were in its new Los Angeles office, investigating the potential of partner **Grey Advertising's** West Coast-based clients. Reflecting the recent push of import automakers into the market, Grey client **Mitsubishi Motor Sales of America** appears to be a likely candidate.

In other auto news, the short list for **American Honda Motor Co.** is reported to include **La Agencia de Orci & Asociados, Bermudez & Associates** and **Castor Spanish International.**

■ **New England Apple Products to Bermudez & Associates** for its VeryFine product line.

■ **Sterling Cosmetics to Montemayor y Asociados**, which also added the **Hispanic Association of Colleges and Universities.**

■ **Hispanocare**, a joint venture physician's association created by **Illinois Masonic Medical Center** and **Mercy Hospital**, to **San Jose & Associates.** Opening 30-second TV spots broke recently.

■ **Polaroid Corp.** and **Hispanic Designers Inc.** have joined together to conduct a fashion photography contest that will offer scholarships as prizes.

■ **Worldvision**, a Monrovia, Calif.-based Christian fund-raising organization, and **FHP**, a health maintenance organization, to **La Agencia de Orci y Asociados**, Los Angeles.

■ **South Florida Chevrolet Dealers Association to Tinsley Advertising's Conceptos International.**

