

PRODUCT AND ACCOUNT ACTIVITY

■ **S.C. Johnson & Son**, Racine, Wis., is breaking a new campaign for Shout soil and stain remover in Los Angeles, Miami and San Diego; **San Jose & Associates**, Chicago, handles.

■ **Shasta Beverages**, Hayward, Calif., will break first time Spanish-language TV spots in Los Angeles; **W.B. Doner & Co.**, Southfield, Mich., handles. Doner-created spots for **Western Auto Supply Co.**, Kansas City, recently broke in San Antonio.

■ **Unocal Corp.**, Los Angeles, broke TV spots in six Southwest and West Coast markets; **Leo Burnett Co.**, Chicago, handles.

■ **McDonald's Corp.**, Oak Brook, Ill., to **Solis Group**, Denver, for corporate project work in seven Western states. Also to Solis group, **KFTO-AM**, Denver, a new Spanish-language station; Hispanic marketing assignments for **US West**, Englewood, Colo., and **Pacific Mountain Network**, Lakewood, Colo., a group of 40 public radio stations.

■ **Rainbow Shops**, a New York-based retail chain to **Garrido Group Advertising**, Coral Gables, Fla.

■ Los Angeles-based **Beauchamp Western Dental Centers'** \$1 million account to **Neira, Williams, Baber & Jarrin**, Los Angeles, from **Casanova, Pendrill Publicidad**.

■ **Plantation Turkey**, Waco, Texas, to **Hispano Southwest**, San Antonio.

■ **Polaroid Corp.**, Cambridge, Mass., has created "La jugada del partido" or "Play of the game" for **Univision**-televised soccer events. The move complements Polaroid's "Picture perfect play" sponsorship in National Basketball Association games. **Conill Advertising** is Polaroid's Hispanic agency.



■ **General Nutrition**

Centers, Pittsburgh, broke first-time Spanish-language TV spots in Miami. Handled by **Mueller & Associates**, Tampa, the effort may expand to Texas and Southwest.

■ **Boca Raton Hotel & Beach Club**, Boca Raton, Fla., placed a \$100,000 print effort via **Zubi Advertising Services**, Miami.

■ **Rydelle-Lion Laboratories**, Racine, Wis., broke TV spots in Los Angeles for its 911 antiseptic; via **Grant/Jacoby**, Chicago.

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