

CHICAGO SUN-TIMES



**Clark
Bell**

MARKETING/ ADVERTISING

Zayre Contracts Chicago Shop for PR to Hispanics Market

BOSTON — Zayre Corp. has appointed San Jose & Associates, Chicago, as counsel on public relations programs targeted to the Hispanic market.

San Jose & Associates will be involved in various aspects of these activities, including program recommendations, community service, special events and promotions. They will be working in association with Ingalls Associates/PR — the primary agency for all of Zayre Corp.'s marketing communications.

San Jose & Associates is a full service national Hispanic advertising agency with particular strengths in community promotions and creative use of Hispanic language media.

ZAYRE PICKS SAN JOSE

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CHICAGO SUN-TIMES, WEDNESDAY, SEPTEMBER 21, 1983

Former N W Ayer executive VP. Robert Castle has opened an executive search/consulting agency.

Zayre Corp. hired Chicago's San Jose Associates to conduct a PR program targeted to the Hispanic community.

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