

Kerr Moves To American Motors; Van Peurseem To Compton

SOUTHFIELD, MICH. — David L. Kerr will join American Motors Corp. today (Oct. 17) as director of advertising — a new post. Kerr was formerly a senior vp/senior management supervisor on Chrysler at Kenyon & Eckhardt, Birmingham, Mich. Also at AMC, David Van Peurseem has resigned as general marketing manager and has joined Compton Advertising as managing director and senior vp and will head up Compton's Southfield, Mich., office. A successor has not been named.

Shasta Taps San Jose For Hispanic Assignment

CHICAGO — Shasta Beverages, based in Hayward, Calif., has selected San Jose & Associates to handle Hispanic market advertising for Capri Sun fruit drink. The agency's first step will be to undertake a national research program

Fletcher/Mayo To Handle Clay Equipment

ST. JOSEPH, MO. — Clay Equipment Corp., Cedar Falls, Ia., has named Fletcher/Mayo/Associates to handle marketing and advertising. The firm manufactures dairy and swine confinement systems and grain forage handling systems. Colle & McVoy, Minneapolis, was the previous agency.

Moran Will Join Parke-Davis; Pike Seeks New Post

NORTH CHICAGO, ILL. — L. Russell Moran has resigned as a director of marketing of Abbott Laboratories' Consumer Products Group and will join the Parke-Davis division of Warner-Lambert Co., Morris Plains, N.J., as director of marketing/OTC drugs. Becky Pike, who is the other director of marketing in Abbott's Consumer Products Group, told ADWEEK that she will not move to Columbus, O., and is looking for another job either at Abbott or with another Midwest company. Abbott announced last month that it was merging its consumer products into its Ross Laboratories division in Columbus (ADWEEK, Sept. 12).

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