

**Named Manager**

Morris C. Sheehy, 1515 Peniston, Birmingham has been named the Northern district sales manager of the Michigan Flexcore division of Price Brothers company, Livonia.

Sheehy a Birmingham resident for 10 years, joined the division in 1954 as a sales engineer and was one of the first sales engineers employed by the division.

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**BUSINESS BRIEFS**

**Risks Necessary For Progress of U. S. Says Bugas**

A Ford Motor Company executive said last week that the economic fate of America depends on "the willingness of individual men to undertake new tasks and new financial risks."

John S. Bugas, of Bloomfield Hills, Ford vice president of industrial relations, told the San Francisco junior chamber of commerce that Ford realizes its plan to bring out the new Edsel model of cars next fall "contains more than the normal element of risk," but that the company has invested a quarter of a billion dollars in the Edsel project "with full confidence that it will succeed."

"It is important that business continue to take the calculated risks that are a concomitant of progress," he said. "When a country stops producing new business ventures, it must perish just as surely as if it stopped producing children."

"ULTIMATELY NEW business ventures or the expansion of existing enterprises are dependent upon the willingness of individual men to undertake new tasks and new financial risks."

Bugas, who discussed the role of the professional manager in modern business, emphasized that the continued success of a business enterprise is "directly dependent upon the development and maintenance of a pool of highly qualified managerial, technical and professional personnel."

"Management development is just as much a part of a manager's responsibility at all levels, as profit, production and quality," he said. "In fact management development may very well be a manager's most important job."

BUGAS SAID the business manager in today's complex economic and social system must be "both a theoretician and a mechanic."

"He must understand the general theory upon which his organization operates," he said, "and he must be mechanic enough to find and repair trouble spots that could impair the ability of the organization to carry out its function."

Another characteristic of the modern-day businessman is that he recognizes that, in addition to the economic aspects of his business, he

also has a "very definite set of social responsibilities to his employees, his community and his nation," Bugas said.

"SUCH CONCEPTS as 'ethics' and 'social morality' are common not only in his public statements, but also in his private thinking," he asserted. "He is well aware that beyond his obligation to make a better product at lower costs and to serve the commercial and industrial needs of his country—beyond these obvious obligations lies his duty to the whole of society."

"He recognizes that the organizations we call companies or corporations or businesses cannot retain the rights of a corporate citizen to protection under the law 'unless they accept the civic and social obligations that go with the legal rights. He knows there can't be two kinds of citizens."

**Area Executives Study Ex-Cell-O Program Overseas**

Earl E. Conlin, 463 Arlington, Birmingham, secretary-treasurer of Ex-Cell-O Corp., and George D. Scott, 561 Ridgeway, Bloomfield Hills, vice president in charge of sales of the company's Pure-Pak division are in Europe for discussions with government officials and leaders of the dairy industry.

Scott said conferences will be held in Brussels, Paris, London, Oslo, Amsterdam and Copenhagen over the next three weeks. The Detroit industrialists left Friday for Brussels.

He said Pure-Pak milk carton blanks are being produced in Denmark and Belgium but that there is need of additional centrally-located plants on the continent. In many areas, he said, smaller dairies require completely performed blanks since their volume does not justify the fully automatic Pure-Pak machines used by most large dairies in this country.

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CARL H. PLUMHOFF

**Plumhoff Joins Hall & Young as Vice President**

Marvin R. Young, President of Hall & Young, Inc., Birmingham Realtors, announced this week that Carl H. Plumhoff has joined the firm and has been elected Vice-President.

Plumhoff is treasurer of the Detroit Real Estate board and vice-chairman of the arbitration committee. In 1944 he was general chairman of the Michigan Real Estate Association convention. In 1946, he served as chairman of the brokers' division and was a Vice-President of D.R.E.B.

IN 1948 Plumhoff transferred his major real estate activities to Birmingham as broker for new homes constructed by Reid-Patterson, Inc. As president of the Northzone Land Co. he previously subdivided several tracts in northwest Detroit. During the 1950's he headed the sales department of the Detroit Trust Co.

**Chevy Promotion Announced Monday**

Appointment of Leonard Westrate, 1505 Buckingham, Birmingham, automotive magazine writer, as an assistant director of public relations for the Chevrolet Motor Division, was announced Monday.

Westrate for the last 11 years has been news editor in Detroit for the Chilton Company, publishers of Commercial Car Journal, Motor Age and Automotive Industries. He will assume his new position April 1.

Westrate, 45, a native of Grand Rapids, was graduated from Michigan State University in 1946.

**Attends ASTE Fete in Texas**

T. B. Carpenter, president of the American society of tool engineers, Bert Carpenter Co., and a past was at the Shamrock-Hilton hotel president of the 37,000-member in Houston this week, participating

in the society's silver anniversary convention, Carpenter, of 256 Pilegrim, Birmingham, is presently the chairman of the society's national judicial committee. You'll find "Shopping Center Convenience" in Birmingham.

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