

## Best executives

# Trade magazine names auto all-stars

An all-star team of automotive company executives? Why not?

Automotive News staffers selected a 1981 Model Year Automotive All Star Team elected on the basis of skills exhibited during the model year.

The automotive industry trade magazine's "dynamic dozen," along with brief scouting sketches, included:

- Board Chairman: Lee A. Iacocca, board chairman, Chrysler Corp., a heavy hitter in any league. "Who else could be a TV pitchman, financial genius, sales whiz and public relations man all wrapped into one... next he'll leap tall buildings in a single bound."
- President: F. James McDonald, president, General Motors Corp., extraordinary pinch-hitter who rarely strikes out. "Just getting settled, but making tough decisions and implementing them in rehabilitating the giant... comes across as a young heart, honest, hard worker."
- Finance: Gerald Greenwald, executive vice president-finance (currently

vice chairman of the board), Chrysler Corp., part of a razzle-dazzle double-play combination (Iacocca to Greenwald). "His magic tricks impressed Congress and the banks."

- International: John McDougall, executive vice president-Ford International Automotive Operations, Ford Motor Co., trusty veteran with the endurance of a Lou Gehrig. "McDougall is the only choice, based on Ford's perennial lead in auto sales outside the U.S."
- Engineering: Duane Miller, executive director of engineering, Volkswagen of America, master of the squeeze play. "Deserves credit for coming up with the first U.S.-produced small truck years ahead of GM, Ford and Chrysler."
- Styling: Irvin Rybicki, vice president-design staff, General Motors, best curve artist in the game. "GM products still lead the league... he gets credit for two strong outings in a row, X- and J-cars."
- Manufacturing: Richard Cum-

mins, vice president-manufacturing operations, Volkswagen of America, fast, agile, never gets trapped off base. "Has maintained Wolfsburg's quality reputation."

- Purchasing: A. Keith Ebersole, vice president-purchasing (currently vice president-Diversified Operations & Supply Group), American Motors Corp., unsurpassed at the hot corner. "Gets the vote for versatility."
- Sales/Marketing: Robert Burger, vice president-sales and marketing, General Motors, cleanup man without rival. "Cleans out inventories like a vacuum cleaner."
- Public Relations: Walter Hayes, vice president-public affairs, Ford Motor Co., bullpen strategist who knows how to handle throwers. "Shook the PR trees... it was a totally demoralized staff."
- Division General Manager: William Hoglund, vice president/general manager-Pontiac, slick-fielding rookie

of the year. "Personal style is refreshing, handles himself well at press conferences, seems to be an innovative manager."

- Truck Executive: James Capolongo, vice president and general manager-truck operations, Ford Motor Co., savvy utility man who plays in a tough park. "Keeps turning out good trucks... at the top of the sales charts."

## Singapore lives up to high standards

The mini-size nation of Singapore boasts the second-highest living standard in the Far East, after Japan, National Geographic reports. The former British colony became fully independent in 1965.



## New agency

Baker, Abbs, Cunningham & Klepinger Inc. of Birmingham is the new advertising agency for the 12-edition Observer & Eccentric Newspapers. O&E general manager John Reddy (left) recently toured the main O&E Livonia plant with Bob Klepinger (center) and Jerry Abbs. BAC&K has more than 30 consumer and industrial clients.

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14221 Greenfield near Grand River  
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24224 Joy near Telegraph  
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**Roseville:** 20995 12 Mile near Little Mack  
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25123 Southfield near 10 Mile  
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