

Thursday, July 8, 1976

Troy firm keeps nation rolling

By PATRICIA BEACH SMITH

Troy, a city with less than one mile of railroad tracks, is the headquarters for the world's largest manufacturer of stainless steel railway passenger cars.

Romantic train names like France's "Le Mistral" and America's "Metroliner" are associated with The Budd Company, which has made more than 9,000 such cars since 1934.

The company's headquarters on Big Beaver Road are the braincenter for the train car manufacturing plant which is in Red Lion, Pa. During 1976 and through June 1977 the company is scheduled to produce 402 cars to fill an order placed by Amtrak.

All but two of the cars will be used on the Washington-New York-Boston run and the other two will be used between Washington, D.C. and Cumberland, Md. and as a substitute for a Turboliner on the St. Louis to Chicago run.

The entire Amtrak project is called "Amfleet" and includes not only passenger cars but 80 Amfleet food service cars as well. The passenger seating coaches feature electric heating, air conditioning, reclining and rotating seats with individual tray tables and a sound system for music tapes in each car.

"These stainless steel lightweight cars are energy efficient. We think the structure is perfect after 25 years of on-the-track testing," said Budd Co. President James H. McNeal Jr.

McNeal obviously is interested in the railway system as this country being viable, even though the reason his company relocated from Philadelphia to Troy—on the strength of the automotive products division.

He said that over the years, Budd has developed more than 115 substantially different passenger car designs. "Budd was the company which developed the popular 'Metroliner' for the Washington to New York corridor.

It has railcar divisions in West Germany and Brazil and will be responsible for the manufacture of all the cars for the Sao Paulo-Brazil city metro subway system.

"The train market is growing," McNeal said. "Especially in the Northeast region of the United States."

"There are roles for each travel mode, but the train usually wins in a cost-per-passenger-mile comparison," McNeal noted.

While that is a plus the existing railroad beds aren't, he maintains. It obviously bothers him that the cars his company manufactures are safe up to speeds of 100 miles per hour, can only go as slowly as 30 miles per hour on some existing roadbeds.

The expensive part of railroading is starting from the beginning. That includes building the track and getting the right-of-way. When the railroad is already there, it's obviously a cheaper endeavor," McNeal said.

"Our oval-shaped cars share the physical forces in motion. On a straight track at high speeds, you wouldn't even know you were in a train with this design," he said.

He said that three or four years ago, the company nearly closed down its railway car production because of all the headaches and lack of profit associated with their manufacture.

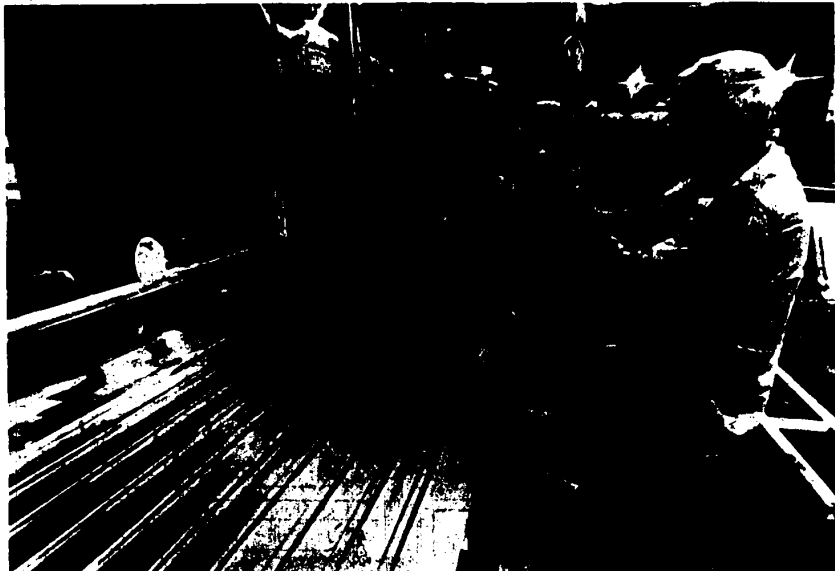
The Amtrak (National Railroad Passenger Corporation) order clearly helped to reverse that decision. The order is worth \$192 million to the Troy company.

Along with the Amtrak order, the company recently refurbished 86 cars for the Milwaukee Road, North Shore commuter line. They also made 25 new cars for the system.

The Budd Co. is one of only two companies in the United States which manufacture traditional train cars. Pullman Corp. is the other.

For the Amtrak order, certain new specifications were set up. The seats will all be mounted on floor tracks so that spacing can be varied for cars operating on short, intermediate or long-distance runs.

Each car is 85 feet long, 12 feet, 8 inches high and 10 feet, 4 inches wide. About 1,400 suppliers in 35 states and West Germany are supplying parts for the order. They will include 60,000 seats, 6,000 tons of stainless steel, 4,872 tons of carbon steel, 3,600 miles of electric wiring, 84 miles of steel pipe and conduit, 37 miles of copper tubing, 200 miles of aluminum extrusions, 180,240 square yards of carpeting, 27 million square feet of insulation material and almost 2.5 million watts of lighting equipment.



A craftsman spot-welds the stainless steel side frame of a new Amtrak-Budd car.

Directors named to bank's board

Community National Bank of Pontiac has elected two new directors to its board, James H. Jenkins and Theodore Sours. The announcement was made by Community National Bank president Warren H. Eierman.

"I am pleased to have persons of this caliber joining us. The addition of these two men complements the broad management expertise on our board, which will provide stimulus to our future growth," Eierman said.

Community National ranks 14th among Michigan's 252 banks and 328th among the country's almost 15,000 banks. It has 23 branches in Oakland and Macomb Counties and assets as of March 31, 1975 of \$284,289,000.

Jenkins is a partner and practicing Certified Public Accountant with the firm of Jenkins, Edman & Magnus which he helped found. Prior to that he was a partner with the firm of Sloan & Whitfield.

Jenkins is a member of the CPA Association and serves on the board of directors of several corporations. He is also active in civic activities, including the Friends of the Kresge Library, Oakland University and the Meadowbrook Theater. He resides in Bloomfield Hills.



A side frame is attached to the floor structure. The stainless steel car body features curved sides and is designed as a modified girder, using the roof and floor as chord members.



JAMES McNEAL, JR.

Lawyer quits insurance job

Milo M. Mike Rose, who probably helped settle more auto accident cases than any lawyer in the state, retired July 1 as manager of the Insurance Exchange legal department at Automobile Club of Michigan.

Rose, in a career which spanned more than a quarter century, saw service as trial lawyer, chief trial attorney, and general counsel as well as legal department manager.

As a trial lawyer, Rose handled more than 2,000 claims and over-saw more than 30,000 others since joining the organization in 1947.

Rose was appointed to his present position in 1964, two years after becoming chief trial attorney. His tenure as the exchange legal department manager at Auto Club grew from 600,000 to 12 million members and the number of cases processed by his attorneys doubled.

WHILE SERVING as legal department manager, Rose also took on the role of general counsel for Auto Club, the exchange and its subsidiaries. He held his position from 1964 to 1968 when the legal department again received his complete attention.

Rose, who was born in Hillman in 1913, spent his youth in Bay City, attending both grammar and high school there. Upon graduation from Bay City High School he entered Michigan State University where he graduated in 1935 with a bachelor's degree.

Three years later, Rose received his law degree from the University of Michigan. He returned to northern Michigan to start his practice in Cadillac, where he became city attorney in 1940.

When the United States entered World War II, Rose left his Cadillac practice to join the U.S. Immigration and Naturalization Service. He joined the U.S. Navy in 1944 as an apprentice seaman and was assigned to the University of Pennsylvania as an ROTC instructor.

Rose's career at Auto Club began in 1947, shortly after he left the Navy as a petty officer first class.

He is a member of both the Michigan and American Bar associations and the Detroit Bar Association. He is a former president of the Michigan Insurance Lawyers Council and has served on the American Automobile Association Legal Advisory Committee, the Law Committee of the National Association of Independent Truckers and the negligence section of the State Bar.

He also is a member of the Michigan State Varsity Club and Sigma Nu Fraternity.

Rose and his wife, Dorothy, will divide their leisure time between their Birmingham home, a cabin on the Thunder Bay River near Alpena and visits to a daughter in Troy and a son in Columbus, Ohio.

Advertising club elects directors

The Women's Advertising Club of Detroit installed new club officers and directors recently.

Elaine Bernard, general manager of Total Advertising Corporation, was re-elected for a second term as the group's president.

Tom Jackson, president of Toms Jackson and Associates, will serve as vice-president.

The other officers elected to serve are Helen Thatcher, treasurer of Sawyer, Ferguson, Walker, as club treasurer, Ann Duffy, administrative staff assistant, Michigan Bell Telephone Company, as corresponding secretary, Sylvia Espenach, communications manager for the Detroit Symphony Orchestra, as recording secretary.

Installed as directors were Bernice Clark, studio manager for Joe Clark and Amazing Clark Photography, Julie Candler, automotive editor of Women's Day, Doris McElmurry, director of public relations, United Foundation, Helen Sansone, vice-president of WJON radio.



HELEN SANSONE



BERNICE CLARK



ANN DUFFY



SYLVIA ESPENACH



JULIE CANDLER



DORIS McELMURRY

News brief

DR. RICHARD E. GALLAGHER of Arvo Township has been elected secretary of the central regional group on medical education of the Association of American Medical Colleges.

THOMAS D. THOMSON of Birmingham has been appointed a member of the Economic Advisory Committee of the American Bankers Association. He is vice-president and officer-in-charge of economic analysis for Detroit Bank and Trust Co.

YAFFEE STONE AUGUST, INC. has been appointed advertising agency for the eastern region of Dayton Hudson Properties, including Northland shopping center.

DONALD L. GASS of West Bloomfield has been selected by Monsanto Co. as a Master Salesman for 1976.

PAUL KAYE ASSOCIATES, INC. has relocated to 2800 Hamilton Court, Suite 204, Farmington Hills.

Mall re-opens after tornado

The re-opening of Shopping Center Market, heavily damaged by the March 20 tornado, will be held Wednesday on the eve of Orchard Mall's "sidewalk sale" scheduled for July 15-17.

Closed since the tornado, Shopping Center Market has cleared all its former merchandise, revamped and restocked. It will now be open from 9 a.m. to 10 p.m. with Sunday hours from 9 a.m. to 6 p.m.

During the Orchard Lake and Maple roads mall's "sidewalk sale," all 32 stores will feature sale on merchandise to be displayed in open areas of the mall. The mall is also planning several additional features to take place during the sale.

On July 15-16, Paula Spiera, an expert on adult exercises, will be demonstrating dance exercises which she will be teaching at the mall on six Saturday mornings beginning July 17.

The hour-and-a-half classes will be held from 9:15-10:30 a.m. each Saturday in the mall's community room. The price is \$30. Participants are urged to wear leotards and tights with the feet cut out.

Those interested in signing up should call the mall office at 851-7772 for a reservation.

Payment is due at the first class. In conjunction, Weight Watchers, which meets regularly at the mall, will hold an open house during the "sidewalk sales." Interested persons may stop by and discuss the dieting program.

IN ADDITION, a three-wheel Scarab vehicle will be on display during the sale.

The brain-child of Harry Foucher of Farmington, the Scarab, designed with two wheels in front and the original take wheel and engine in the rear, is built on a standard Volkswagen chassis and gets about 43 miles per gallon.

Currently at the mall, Charles Sewell is conducting a one-man show through Saturday of his candle holders, lanterns and chandeliers. "Still hours are 10 a.m. to 9 p.m. Monday through Saturday and noon to 8 p.m. Sunday."