

Firm Specializes In Auto Tune-Ups

A newly organized franchising firm offering speedy auto tune-ups has opened its first branch in Redford and hopes to open a second operation soon in the City of Farmington.

Astro Programs, Inc., a Detroit-based firm, will be locating time-up centers which can give auto tune-ups quickly and expertly, according to Wilbur Brotherton, marketing vice president.

BROTHERTON, mayor of the City of Farmington, left the Chrysler Corp. as an executive to help organize Astro Programs which has William C. Newberg as its chairman of the board. Newberg is former president of Chrysler Corp.

This is the first time Newberg has taken an active role in the automotive industry since leaving the presidency of Chrysler and he is enthused about Astro Programs, future.

"The tune-up market is certainly the most undeveloped and promising in the entire industry," he says. "Surveys show that about 60 per cent of the 90 million cars on the road today are in need of an engine tune-up. This situation is a major contributor to the automobile pollution problem."

NEWBERG CITES studies to show a tune-up could cut hydrocarbon emissions by as much as 35 per cent.

With this in mind, the public disinterested in a more efficient running car and a lower level of automobile pollution? "Definitely not, I am convinced that it is just too darned inconvenient to get your car tuned-up today," he answers.

Newberg notes that between 1954-68 the number of franchised new car dealers actually decreased by 30 per cent, the number of trained mechanics went virtually unchanged while the number of passenger car registrations increased by 73 per cent.

"We just had to find a way to speed-up the tune-up mechanics output and still come away with a scientifically tuned car," he explains.

"Our centers will do just that by being located where the public can conveniently reach them and through the use of the A C Electronic Diagnostic Unit."

THIS UNIT, he adds, can make 34 separate engine checks through just five engine connections. It is capable of testing electrical, carburetion and power balance of any engine.

"Locating the tune-up problem always wastes a great deal of the mechanic's time. He must check each potential trouble spot visually before determining what parts to replace. We get through this critical step in a matter of minutes using our electronic diagnostic unit."

Eventually, 3,000 centers will be located nationally, he says, in convenient locations such as near shopping centers.

Brotherton adds that if a tune-up shows serious trouble, the operators will simply notify the motorist what the difficulty is and suggest he contact a specialist from another firm.

Because the center does not do any mechanical work but only tune-ups, Brotherton believes, customers will learn to trust and rely on the judgements of Astro Programs mechanics.

The centers will have the same kind of expertise for tune-ups as specialists in muffler, tire or brake replacements have, Brotherton adds.

Brotherton, Farmington mayor for the past six years, was with Chrysler for 15 years in various executive positions and in charge of import vehicle services when he left.

Job's Daughters Install Officers

Farmington Bethel No. 55, International Order of Job's Daughters, held its semi-annual installation of officers recently in the Farmington Masonic Temple.

Installed as honored queen was Miss Linda Vanden Heuvel, daughter of Mr. and Mrs. Robert Vanden Heuvel of 21232 Robinwood. Linda attends Farmington High School where she will be a senior in the fall.

Other elected officers installed were: Karla Jaske, senior princess; Pam Bayer, junior princess; James Ellis, guide; and Barb Reade, marshal.

THE BETHEL was opened by Mr. and Mrs. Charles Terrill, guardians. Mrs. Mary Legg, past guardian, was mistress of ceremonies.

"The Ceremony of Flowers" was narrated by Miss Janet Williamson, honored queen of Southfield Bethel No. 91. After being installed as honored queen by retiring honored queen Miss Diane Suetterlin, Linda was escorted through a beautiful yellow rose flower arch formed by the Bethel members, by her father.

Assisting Miss Suetterlin were: Cindy Terrill, Mary Ann Hurd, Jean Miller, Pam Hoeglund, and Cheryl Durham, all past honored queens of Farmington Bethel No. 55.

Mrs. Marilyn Truitt was soloist and Dave Cole, was organist.

Farmington Chapter, Order of DeMolay, was represented by Gary Gehn, Barry Calhoun, John Suetterlin, and Dave Terrill, all of whom helped during the ceremony. Lisa Suetterlin was the flower girl and Elaine Chabot helped on the guest book.

HOWARD LEGG, associate grand guardian, officiated at the invocation and benediction.

Other officers installed were: Karen Jaske, Clare MacDowell, Debby Bartlett, Cindy Calhoun, Beth Foley, Sue Sheffler, Sue Calhoun, Claire Schwehr, Donna Hunter, Kathy Bartlett, Wendy Gehn, Carol Turton, Connie Evans, and Joan Kemsley.

The main money-raising project for the temple will be a ham dinner on Saturday, July 31, in the Farmington Masonic Temple.



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12 Swimmers Set Marathon Record

FARMINGTON A national record for private swim club was set July 2 in the 35-mile swim marathon at Woodbrooke Hills Swim Club at 13 Mile and Orchard Lake Rds., Farmington Township.

Ten Woodbrooke swimmers, ranging in age from 11-16, broke the existing 35-mile marathon record of 12 hours, 44 minutes with a time of 10 hours, 55 minutes and 12 seconds.

The shattered record was held by a swim club in Wilmington, Del., and accomplished by a team of 12 swimmers.

The Woodbrooke team of seven boys and three girls, beginning their marathon at 9 a.m. July 2, were: Jodi Yambor, 15; Barb Patek, 16; Bobbie Jean Petronio, 14; John Knock, 16; Dan Petronio, 15; Tim Adams, 14; Todd Knock, 11; Sara Falahae, 14; Bob Dodd, 14; and Scott Herman, 14.

At the start of the marathon, each swimmer swam two lengths of the pool each time it was his turn and was immediately followed by the next swimmer so someone was constantly in the water.

After the team had finished five miles, they switched to continuous one-length swimmers which they found much easier.

Also contributing to the success of the marathon was the work of the timers: Bruce Rumble, Chris Adams, John Yambor, Kirk Knock, Tom Adams and Terry Falahae, and the official lap counter and timekeeper, Cindy Knock aided by Deidre Yambor.

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JULY 12	Sidewalk Fair	Bargains throughout the malls until 9 P.M.
JULY 13	Bill Peterson's SQUARE DANCE	On the Terrace 9 - 11 P.M. Participation Welcomed
JULY 17	Dee Stock's FASHION SHOWS	Fountain Court 12 Noon and 3 P.M.
JULY 18	FRANKLIN VILLAGE BAND	Great Lakes Court 2 P.M.
JULY 19	Sidewalk Fair	Bargains throughout the malls until 9 P.M.
JULY 20	Bill Peterson's SQUARE DANCE	On the Terrace 9 - 11 P.M. Participation Welcomed
JULY 25	Miss Michigan World 1971-1972	BEAUTY PAGEANT FINALS On the Terrace 2 P.M.
JULY 26	Sidewalk Fair	Bargains throughout the malls until 9 P.M.
JULY 27	Bill Peterson's SQUARE DANCE	On the Terrace 9 - 11 P.M. Participation Welcomed

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