

# One Man's Crash Is Another Man's Cash

By W.W. EDGAR

They may be ghastly things to look at, but those piles of rusty used and battered cars you see along the highway have literally become gold mines.

"In spite of all the automation you read about no business has changed more in the past 10 years than the used car and wrecker business," Rube Jaffe, owner of Rube's Auto Sales on Schoolcraft Road, remarked with a wide smile.

"And we've gone high class, too. No longer are the dealers the 'fly by night' type that kept their eyes peeled for wrecks and then raced for the damaged car."

"We're organized now," he continued, "and work through our own organization."

"Would you believe it," he asked, "we have association conventions, seminars several times a year and most of our

business is done on a contractual basis."

THIS IS A far cry from the old junk yard and "Rube" pointed out that the creation of a new image was one of the major problems.

"We've got to find some way to give our places of business a better appearance. We're working with Plymouth Township now and it won't be long until we have an eight foot concrete wall around our entire operation."

In place of the hit and miss operation that once marked the "junk yards" most of them hold contracts with insurance companies to handle the wrecked cars. With this, they

add, a working relationship with used car dealers to keep a constant stream of cars moving in and out of the yards.

Rube deals with two companies—The Dairyland Insurance Co. of Lansing and the Nationwide Company, of Columbus, O.

Through these companies he has area rights from Lake Superior to Defiance, O. and from the Ohio line to Chicago.

In a normal month, after salvaging all possible parts, Rube ships about 300 tons of scrap to the Huron Valley Steel Corporation in Belleville.

"The market has been down a bit during the past six

months", Rube pointed out, "but we still did a \$47,000 volume June."

The biggest change according to the Schoolcraft Road operator, came with the development of what they call a "shredder" and a change in the law whereby a dealer no longer has to hold a car for 30 days when taken by the police.

"The police now take a picture of the car," he said, "and we have the right to dispose of it immediately. Because of this new ruling you no longer see wrecked cars on the streets for any length of time."

THE FACT that the auto industry uses a lot of plastic instead of steel has made little difference in the market, according to Jaffe.

"When they go through the shredder, and they go at the rate of one car a minute, the useable steel is diverted into a separate channel and there is no trouble sorting the good from the bad."

Jaffe also pointed out that the wrecked car and the motor now go to the shredder—unless there is a salvagable motor.

"About 75 per cent of the cars we buy on contract return a profit," he confided. "One of our main problems is disposing of tires, seats and gas tanks. We can't put them through the shredder."

"Our association is now lining up the companies engaged in landfill projects and that will be our new market."

Rube cast an eye around his yard and chuckled, "It's a hit and miss business no longer."

"Not when you've got 10 men on your payroll, with the lowest paid getting \$150 a week and the top man twice that much. And my insurance amounts to \$15,000 a year."

So, the next time you pass what commonly is referred to as a "junk yard", remember, "That's gold in those rusty old cars."



BIG BUSINESS — Americans discard their automobiles after a few years' use and that keeps places like Rube's Auto Sales on School-

craft Rd. going. Owner Rube Jaffe says the junk car business has changed drastically.

**HELP!**

HELP PRESERVE THE FEMININE IMAGE!

Change 30 fashion or change of weight. Lapham's tailoring shop is equipped to handle any alteration or tailoring need for both men and women — personal fittings. Lapham's Men's Shop—Northville—349-3677.



RUBE JAFFE says the auto wrecking business has gone high class. "Would you believe we have seminars several times a year?"

## Important reminder for Michigan Bell Customers in Plymouth, Farmington, Northville and Livonia\*

Now you can dial person-to-person, collect, credit-card and bill-to-third-number long distance calls as easily as you dial other calls.

At 12:01 a.m. on Sunday, the 11th, Michigan Bell's most modern long distance service went on the line for you. So you can dial all kinds of long distance calls. Even from coin telephones.

### How to do it.

For person-to-person, collect, credit-card and bill-to-third-number long distance calls within your own 313 Area: Dial 0 plus the phone number you want to reach. Outside your 313 Area: Dial 0 plus the Area Code and the phone number.

In either case, an operator (assisted by high-speed computer) will intercept your call and ask, "May I help you?"

On a person-to-person call, simply tell the operator the name of the person you're calling.

For a collect call, just answer, "Collect . . ." and tell her your name.

On a credit-card call, give the operator your credit-card number.

For a bill-to-third-number call, all you do is say, "Bill to . . ." and tell her the Area Code and telephone number. While you're giving the operator the necessary information, your call is automatically being routed through. By the time you've done your part, the phone at the other end will already be ringing.

No change in the way you direct dial station-to-station. Within your 313 Area: Continue to Dial 1 plus the phone number you wish to reach. Outside your 313 Area: Dial 1, then the Area Code and the phone number.

No change in making emergency and assistance calls. Do as you've always done. Dial 0.

We're happy to bring you this fast, more convenient long distance service. If you have any questions about it, please call your local Michigan Bell Business Office. \*Except prefix 937.

**TORO**

**\$20 OFF** on all 21" Guardian Rotary Mowers

**\$10 OFF** on all 19" Guardian Rotary Mowers

**21" REG. \$134.95**

**NOW \$114.95**

**19" \$109.95**

Model 19271

Model 18070 - REG. 119.95

**LAWN MOWER SERVICE**

**Free Pick-up and Delivery**

**TUNE-UPS -- SHARPENING**

All Makes - Models

**AUTHORIZED FACTORY TORO SERVICE**

**SAVE!**

**REDWOOD PRESERVER**

For all woods, stops decay

**\$5.95** Gal

**FORMULA '99' HOUSE PAINT**

All weather • SAVE \$2.50

**\$6.99** Gal

Reg. 9.49

**COUPON**

**ALUMINUM SCREEN AND STORM WINDOW REPAIR SERVICE**

**10% OFF** with this coupon

STORMS & SCREENS MADE TO ORDER

Door Walls • Insurance Work

**SUN CHLORINE**

**39¢** GAL. JUG

**DRIVEWAY DRESSING**

5 Gal Can Reg. 7.95

**\$4.99**

**Scuti**

Controls moss and fungus

5,000 SQ. FT. BAG

**\$5.95**

USE ANYTIME!

**Scuti**

Controls moss and fungus

10,000 SQ. FT. BAG

**\$14.95**

**Scuti**

Controls moss and fungus

15,000 SQ. FT. BAG

**\$19.95**

**Scuti**

Controls moss and fungus

5,000 SQ. FT. BAG

**\$7.95**

**Scuti**

Controls moss and fungus

10,000 SQ. FT. BAG

**\$14.95**

**Scuti**

Controls moss and fungus

15,000 SQ. FT. BAG

**\$19.95**

PHONE 261-9920 **STAR HARDWARE Inc.** PHONE 261-9920

OPEN SUNDAY 10 AM - 5 PM

17162 FARMINGTON ROAD BURTON HOLLOW CENTER

At SIX MILE ROAD

OPEN SUNDAY 10 AM - 5 PM

DAILY HOURS: 9:30 a.m. - 7 p.m. Saturday 9:30 a.m. - 6 p.m.

CHARGE IT!

At SIX MILE ROAD

