

# THE CINCINNATI ENQUIRER

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## Salvage lot lets you pull car parts

Does your car need a new alternator? Radiator? U-Pull-&Pay, a new venture of Cincinnati-based David J. Joseph Co., invites backyard mechanics to pull any parts they need - for a price it says is cheaper than typical salvage yards.

## Here's a deal on parts; take it out yourself!

CARTHAGE - Shade tree mechanics and owners of older vehicles looking to save money on costly repairs have a new self-serve source for used parts, anything from an alternator to a windshield wiper motor.

U-Pull-&Pay, 426 W. Seymour Ave., is a new retail venture of downtown Cincinnati-based David J. Joseph Co., one of the largest scrap metal brokers and processors in the United States.



**U-PULL  
& PAY**  
SELF-SERVE AUTO PARTS RECYCLERS

Located on 14 acres, U-Pull-&Pay has more than 1,000 salvaged cars and trucks lined up on stands waiting for customers to pull any parts they need.

Auto salvage yards typically charge customers to actually pull the part from a junker, said Norb Geiss, general manager.

"Our concept is totally self-serve," he said. "Customers do the work themselves, and we pass the saving on to them." Customers have to bring their own tools, and sweat. U-Pull-&Pay provides only wheelbarrows and engine hoists.

"The example I like to use is an alternator," said Geiss. "If you went to a dealership, it might cost \$180. If you went to an auto parts retailer, they might charge \$120 for a new or rebuilt alternator. If you went to an auto salvage yard, they might charge \$55. Our price is \$17.99."

U-Pull-&Pay has a set price list.

"Our price for a complete engine is \$199.95 whether it is a six- or eight-cylinder engine, car or truck motor," Geiss said.

And because David J. Joseph is in the recycling business, the salvage inventory is completely replaced about every 45 days.

"It's just like bread at the grocery," he said.

"We replace the cars as new ones come in and send the ones coming out of the inventory to the shredder."

The company has a 31-day refund policy and it charges \$2 to enter the lot. Patrons must be at least 16 years of age.



Fluids and heavy metals are removed in a building on the lot. This car is being tilted to make the process easier. For vehicles, U-Pull-&Pay is the last stop before the crusher.

U-Pull-&Pay acquires salvage vehicles from a number of sources, including auctions and charities, and buys them from private sellers. For more information, the company's Web site is [cincinnati.upullandpay.com](http://cincinnati.upullandpay.com).

The idea of self-serve used parts recycling has been around for a long time, but has been popular mainly on the West Coast and in warmer climates, Geiss said. David J. Joseph, which has annual sales of more than \$5 billion, has been looking to get into the business for awhile as a natural extension of its metals recycling business.

The Carthage outlet, which is open 8 a.m. to 5 p.m. seven days a week, is the second for David J. Joseph. It opened the first U-Pull-&Pay in West Palm Beach, Fla., last spring and plans to open a third location, in Orlando, in April. Geiss said U-Pull-&Pay wants to develop a network of outlets around the

country through a combination of acquiring existing recyclers and developing new sites.

Geiss said the company has been pleased with the initial response.

"We had 38 customers on Tuesday" despite the heavy rains, he said.



Lee Maxton (left) and Tom Statt, both of Finneytown, look for auto parts Wednesday among piles of has-been cars at the U-Pull-&Pay lot.