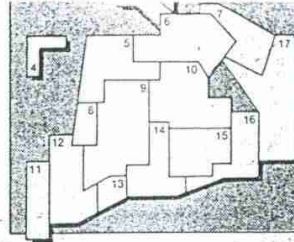


NORTHEAST EXTRA



Star Telegram
Sunday, July 26, 1987

1 Roanoke	7 Grapevine	12 Haltom City
2 Trophy Club	8 Watauga	13 Richland Hills
3 Westlake	9 North Richland Hills	14 Hurst
4 Haslet	Hills	15 Bedford
5 Keller	10 Colleyville	16 Euless
6 Southlake	11 Riverside	17 D/FW Airport

Win a junker

Cars given away in drawing are challenge for winners

By DUANE BIDWELL
Star-Telegram writer

HALTOM CITY — He owns a BMW, but he's no yuppie.

First of all, Cliff Randel didn't buy his BMW 2002. He won it — from a junk yard.

And in the second place, this 17-year-old car is no status symbol.

Randel's 1970 BMW, the 20th vehicle given away this month in a promotional drawing by Pick Your Part auto salvage, is almost embarrassing.

The radio and grille are missing. The front bumper is crooked, and the front right-turn signal is shattered. There are rips in the seats. The windshield sports a two-foot-high "20" drawn with shoe-polish, specifying the day the car was given away. Pick Your Part owner Ron Sturgeon said the car is worth about \$500.

Even with its flaws, Randel's BMW is one of the better cars Sturgeon, 34, has given away.

"The cars at the end (of the month) are the best," Sturgeon said. He planned it that way to attract more business.

Attracting business is the reason Sturgeon has given away a car a day throughout July.

Sturgeon — a burly businessman who ends most of his sentences with a growl "You know what I mean?" — needed a way to attract customers to his new salvage yard at 5804 Elliot Reeder Road in Haltom City. Pick Your Part opened early this month.

"It was the only promotion we could come up with that could attract our kind of people," Sturgeon said.

"Our kind of people" are those who like to hunker down in the dirt and fix old, broken-down cars.

But the promotion hasn't worked quite the way Sturgeon imagined it.

Customers just haven't cooperated, he said. They don't come to Pick Your Part to win an entire car, but to find part of one, Sturgeon said.

For example, Randel is typical: "I came up for a bumper and saw they were giving away cars, so I registered," Randel said.

Instead of being lured by the drawing, customers seem to enter it as an afterthought.

Sturgeon said the prices — not the

cars — have brought most people to his salvage yard.

Unlike most salvage yards, Pick Your Part has standardized prices, Sturgeon said. Every engine is \$89; all fenders are \$19.50; bolts are sold by the pound and trim by the foot.

"The \$89 engine has ended up being a better draw than the free cars," Sturgeon said.

Still, the giveaway has brought some business, and Sturgeon is happy with the results.

"The free cars have worked good," he said.

By last week, more than 2,000 people had registered for the 31 cars.

The "Car-A-Day-A-Thon" has been so successful, Sturgeon said, that he'll be giving away one car each Saturday in August. He may have another Car-A-Day-A-Thon next summer, he said.

Sturgeon said he bought the cars that are given away — half from the public and half at auctions. He said the cars — ranging from a 1970 International Scout to a 1967 Ford Mustang — are worth about \$12,400 total.

It doesn't cost anything to enter

Please see Giveaway on Page 2



Star-Telegram/BEATRICE TERRAZAS

Cliff Randel examines car he has just won.

Giveaway boosts business

Continued from Page 1

the contest. Customers can register once for free. They can register again each time they pay \$1 to enter the salvage yard. Although customers can only register once for a specific car, they can register for as many cars as they'd like.

There are six left as of today.

The tickets for the drawing are kept in a rectangular box. The box has 31 compartments, one for each car. For the BMW, the tickets were about 6 inches deep; for other cars, the tickets are about 2 inches deep.

Carson of Euless drew Randel's.

Randel said the BMW was the one car of the 31 that he really wanted, although he registered for others as well.

"I'm going to restore it to keep it," said the 30-year-old North Richland Hills resident who restores cars as a hobby. Randel, who works for Southwestern Bell Telephone Co.

and also owns a videotape documentation business, plans to paint the BMW cream and return it to its original state.

Give him a year and about \$3,500