

CERTIFIED PUBLIC MOTOR CAR MARKET OF SALEM

What It Stands for; Public Protection Thru Standardization of Used Car Values

Thursday, January 3 marks the termination of the present system of buying and selling used automobiles in the City of Salem. They will no longer be taken as part payment, or sold by the majority of Salem dealers. The past method of handling used cars has occasioned much dissatisfaction on the part of their owners, buyers, and for the dealers.

The Salem dealers have sensed this detrimental feeling and interpret public sentiment as warranting a complete change in the matter of buying and selling used cars. The result of the dealers' efforts is a Central Used Car Market, operated under the Appleby Plan.

THE APPLEBY PLAN FOR PUBLIC MARKETS

As It Applies to the Owner of a Used Car

The owner of an automobile who wishes to dispose of his old car will have the complete protection of the certified Public Motor Car Market. He will take his car to the manager of the market, who will make an appraisal based on the actual value, less cost of conditioning and less 10 per cent of the selling price which covers the cost of selling.

He will be issued a certificate of appraisal giving net amount due him in cash. The certificate will be regarded as good security by his bank and subject to their rules and regulations, they will loan him 50 per cent of its face value. When the car is sold the owner will receive the balance. Or the owner can take his certificate to any automobile dealer, who will accept it as part payment for a new automobile.

By this method the owner receives full cash value for his automobile without restriction, which constitutes protection of the value of his property and its salability at all times.

As It Applies to the Prospective Buyer of a Used Car

When a prospective buyer of a used car enters the Certified Public Motor Car Market, he will observe the various models of the Standard automobiles which are for sale in Salem. The true facts will be told him about any car in which he becomes interested. He is assured that the car is in the proper mechanical condition, as all cars for sale in this market have been conditioned by the dealer of each particular make of car. The car has been thoroughly examined by the mechanical department of the dealer most interested in that make. The necessary work has been done, and the car placed in the market with the dealer's O. K. As he is directly interested in the satisfaction given by the make of car he handles, the buyer is doubly protected.

The buyer has a further advantage in the fact that no dealer or group of dealers are making any profit whatsoever from the used cars in this market.

The Certified Public Motor Car Market is a public institution, self supporting and is in no way controlled by any one dealer. It is merely sponsored by the following dealers, who are responsible for the installation of this plan and are obligating themselves to its success and acceptance by the public.

Byron Wright, who has made a particular study of Used Car Markets, has been appointed manager of the market. He will be absolutely impartial in appraising cars. It is a public market and there shall be no discrimination. The price of each car for sale will be marked on the windshield, so there will be no boosting of prices. One price to all.

BONESTEEL MOTOR CO.
Dodge

W. E. BURNS
G. M. C. Trucks

G. W. DAY
Nash

OSCAR B. GINGRICH MOTOR & TIRE CO.
Maxwell, Chalmers

MARION AUTOMOBILE CO.
Studebaker & Franklin

SALEM AUTOMOBILE CO.
Star & Durant

WM. H. TRUMM
Jewett & Paige

VICK BROTHERS
*Overland, Willys Knight
Oakland, Packard*

All Used Cars will be bought and sold through this one market

Open for business Thursday, January 3, 1924. Come in and look us over.

Certified Public Motor Car Market Of Salem

BYRON WRIGHT, Manager

255 North Church St., Half a Block North of Court House