

Jack Baker, H. V. Carter Co., Inc., Oakland has taken pen in hand and written the following: Thanks Jack.

"LET'S MAKE A DEAL" - To borrow this "saying" from one of the more popular TVShows, we'd like to broaden the base a bit and see just what we're talking about as it relates to today's business dealings.

A deal is only a "deal" when through exchange of information from buyer to seller there is complete communication and understanding so let's begin on that important premise. To start with there should never be any attempt to deceive by anyone involved - the equipment should be properly represented including price, terms, delivery, etc. Incidentally it is always good business practice to have all the details in writing and not have to rely on one's memory as to what is being discussed. If there should be any verbal agreements relating to the transaction, they should be confirmed in writing, either by letter or indicated on the order.

Now as to the "deal" itself, we have to enter into negotiations in good faith and realize that the supplier has an interest in operating at a profit and therefore is entitled to a fair margin. In this day costs are fluctuating constantly, high freight rates are a factor, as is the matter of storage, warehouse space, delivery, service, etc. It is also incumbent on the part of the supplier to sell at a fair price and not offer one buyer an advantage that he cannot offer anyone else in the same trade category.

There is also the matter of trade-in equipment and strange as it seems "old" and "used" equipment has little value until it becomes time to "make a deal" - then if by magic, the value of machines long-ago entirely amortized through years of use, suddenly become of tremendous importance. At today's high parts and labor costs it is not economically sound for a supplier to attempt to rebuild trade-ins. It is advisable for the buyer to realize the greatest amount of money for his old equipment to make every effort to dispose of it himself. It merely becomes a costly storage problem for the supplier and usually ends up being sold to the junk buyer based on so much scrap-iron. Generally there is some local agency, a school, cemetery, driving range or some other golf course, who would be a logical outlet for the used items.

Let's understand all the facts - then we can "make a deal".

#####

GREEN'S THE COLOR - Stop for a minute and consider what it might be like if the turf we had to work with was Blue - Red - Chartreuse or even "shocking pink?" Every so often we'll find greens or fairways (not in Northern California of course) that could fall into that area of variable colors. In most of 1977 we could find some ready excuses for this, of course, what with the lack of rain (the drouth disease) -cut-backs in