



## RESPONSE TO "CAVEAT EMPTOR"

By Ed Devinger

The recent editorial in the November/December 1986 issue of the *Grass Roots* really hit a nerve.

I cannot, nor will I try to, justify the one example mentioned in the article. I believe that it is necessary to look at the entire picture and compare.

It is necessary, today more than ever, to compare what value you are getting for the dollar spent. While certain local sources may stock and sell a few chosen parts that can be used on a certain piece of equipment, why do they have them? Because they are commonly used on many other items, not because he wants your business.

Most of the OEM firms in our business stock all parts for all the equipment they sell. This can be 25,000 or more individual parts. They want, need, and deserve your loyalty when buying parts. They provide many other "services", either directly or through the distributor networks. Warranty, factory training, trade show exhibits, literature, door prizes, hospitality, parts and service manuals and recommendations, R&D, etc. It is difficult to place a value on these items, but there is a value!

I recently purchased one 9 volt Duracell battery at a "convenience store" (i.e. 7-11 or White Hen). The price was \$3.67 plus tax. That evening I noticed an ad that Target was selling the same Duracell battery for \$1.39. Why, I asked myself, the huge difference? I DON'T KNOW!! But it was my choice.

There is nothing in the world that is made that someone will not be able to sell for less. When selling for less there are usually two reasons: 1) Lower quality; 2) Lack of support services.

A dozen ears of corn is cheaper when buying it direct from the roadside stand than from the grocery. The grocery has more overhead expenses, lights, help, heat, rent, insurance, etc.

Every OEM is concerned about this problem. They are also equally concerned about profitability. It would be

factual to say that the "local supplier" (i.e. "bearing house") may buy 10 times or maybe hundreds of times more bearings than a particular OEM. For that reason his cost would be significantly lower!!

One possible solution is that common, readily available parts would not be made available from the OEM. The OEM would suggest that those certain parts be obtained from "local sources". Not everyone has the luxury of having a local source. The advantage as it ap-

pears would be lower pricing. The disadvantage would be finding a source for the parts. It may be necessary to go to many places to obtain the parts (i.e. belts, filters, hydraulic hoses, bearings, etc).

And how about the ultra-critical time when you need that certain part and cannot find it "locally". Because the distributors' records show little or no sale of that part, it isn't stocked any longer. Or because the parts list instructs the customer to obtain it "locally" the OEM does not stock the part either. Now what?

Please keep in mind that the OEM and the "local distribution network" need and deserve your loyal support. When necessary, discuss your genuine concerns with them. In the end, the decision is yours, but weigh all of the factors that need to be considered.

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### Chemical analysis of Washed Silica

Silica	99.941%
Iron Oxide	.018%
Aluminum Oxide	.012%
Calcium	.004%
Magnesium	.003%
Sodium	.001%
Potassium	.001%
Titanium	.001%

### Silica Sand Top Dressing Screen Analysis

Mesh	% Retained
30	2.0
40	11.0
50	25.0
70	51.8
100	10.0
140	.2



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