

VOL. 2, No. 4  
NOVEMBER, 1969

# HIRE

OFFICIAL JOURNAL OF THE HIRE ASSOCIATION







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# President's Message

## THE LAW



At Terrigal in September, discussion during one of the seminars concerned the question of the law and the protection it gives to owners of equipment on hire.

The feeling of the meeting was that much clearer definition of the law is needed to decide when a person has "stolen" goods on hire to him.

"Larceny by a bailee" is the law which is supposed to protect us in such situations, but to get the police to act when goods are not returned from hire is nearly impossible.

The definition of when larceny actually occurs needs to be made more clear, giving the owners of goods on hire much needed protection against people who retain goods with no intention of returning them.

Your committee has started pressing for amendments to the law.

If you can do anything to help this cause please do so. Tell your local Member — tell the police — tell your lawyer. Let it be known that the law needs reform.

NEVILLE KENNARD

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## YOUR ASSOCIATION

### President:

Neville Kennard  
(Kennard's Hire Service Pty. Ltd.)

### Vice-President:

Gordon Esden  
(Silverwater Plant Hire Pty. Ltd.)

### Treasurer:

Arthur Ball  
(Handyman's Hire Service)

### Hon. Secretary:

Greg Page  
(Page's Hiring Centre)

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(Coates & Co. Ltd.)

Mrs. Peggy Levy  
(Formal Wear Hire Service Pty. Ltd.)

John Ellis  
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Ron Newton  
(Newton Plant Hire)

Ron Wallis  
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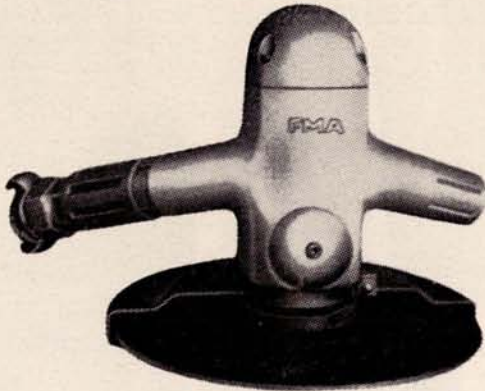
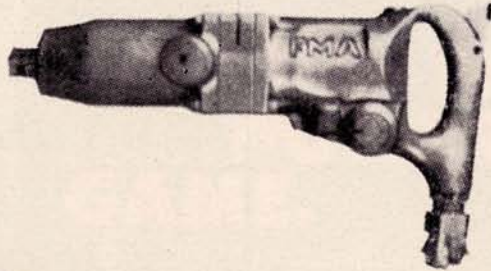
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*THE HIRE ASSOCIATION OF N.S.W. was formed in 1967, by a group of hire business men and women. Its aim is a progressive profitable and ethical hire industry.*

# F. M. A. POKORNY

## IMPACT WRENCHES

Full range of impact wrenches  
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Full range of accessories.

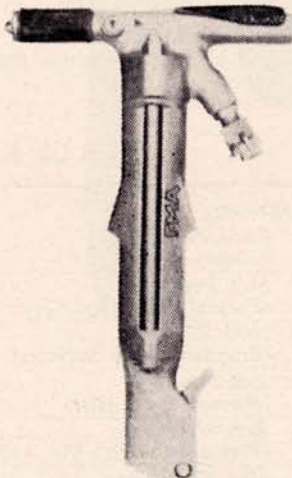
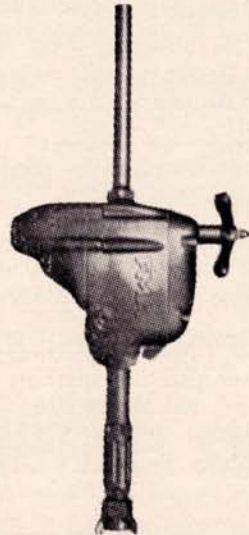


## PNEUMATIC GRINDERS

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especially for rough service in general engineering  
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Pick hammers.  
Spade hammers for clay pits.  
Full range of accessories.

### JEFFRIES SALES PTY. LIMITED

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**A date to remember . . .**

**A WORKSHOP DINNER MEETING**

at which an expert will discuss

**LEASE FINANCE AND THE HIRE  
INDUSTRY**

will be held in the city (location to be advised)

**on Wednesday, 18th February, 1970**

**All members keep this date free!**

**The Annual Meeting for members  
will be held from 6-7 p.m.,  
followed by a good meal and Hire business yak!**

TO:

The Hire Association of N.S.W.,  
57 Whiting Street,  
ARTARMON. 2064. 439-1736

I desire to become a member of the Hire Association of N.S.W. and on my election I agree to be bound by the Rules and Regulations. I authorise the entry of my name on the Register of Members.

I enclose the sum of \$40.00.

Name:.....

Company:.....

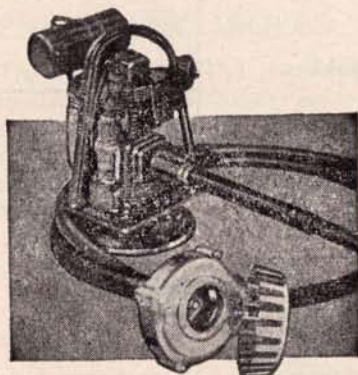
Address:.....

Signature:.....

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BILITY UNDER ALL  
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**WILLIAM ADAMS**  
& COMPANY LIMITED  
IN ALL STATES OF AUSTRALIA

## HIRE appoints a new EDITOR

THE PUBLISHERS are pleased to announce the appointment of Wynwode Reid as Editor of HIRE.

An author as well as a journalist, she has worked for metropolitan dailies, written for national magazines, and published a number of books ranging from fiction to cookery. On the commercial side, extensive experience in advertising and marketing have given her a practical insight into the specialised problems and objectives of the Hiring industry.

With another New Year practically on the doorstep, we asked about her plans and goals for HIRE in 1970 . . .

*More success stories about Association members, she said; more service features and articles; more participation by readers; an increasing interchange of ideas.*

On that subject of participation, perhaps you have an interesting idea, a helpful hint or a news item right now. If so, your Editor would like to hear from you! Drop her a line care of the Publishers (Keith Breusch Pty. Ltd., 140 Phillip Street, Sydney 2000), or contact her direct on 92 3514.

"HIRE" is the Official Journal of the  
Hire Association of N.S.W.

Published by Keith Breusch Pty. Ltd., of  
140 Phillip Street, Sydney. 2000.

Advertising inquiries: 221 2272.



# THE FLOAT THAT STOLE THE SHOW AT THE WARATAH FESTIVAL



## • How Patti's Hire Service

won applause, TV coverage

— and new business!

**MOST PEOPLE** who braved the rain to see the Waratah Festival procession—or who later watched it on TV—would agree that the Patti's Hire Service float was outstanding. So outstanding, in fact, that it drew TV cameras like a magnet, won applause from the crowd, pulled congratulatory letters and phone calls and, in terms of practical results, brought in new business. As well as all this, it probably achieved something else which is rather more difficult to measure. Since every individual Hire firm represents the Hire business as a whole, it would be safe to say that it contributed to our image and to the public awareness of hiring as a modern and attractive way of life.

Patti and sister Pauline designed the float themselves and, like their business, it was a family affair. Patti has seven children and Pauline has five, and everybody lent a hand. When problems came up they got around them. Unable to obtain a special kind of plastic for example, they set to and made it themselves — all fifty-five yards of it!

### Psychedelic Orange

They decided to tie in with the Mardi Gras theme of the 1969 Festival, a particularly appropriate one for a firm specialising in all types of party equipment, and the result, as our cover picture shows, was as gay as the "party girl" motif which decorates their letter-

head and promotions. Constructed over their own three-ton truck, sizzling with psychedelic orange and outsize white daisies with fluorescent yellow centres, it was in fact a non-stop party.

Teenagers cooked and munched hot dogs at a real barbecue. Four musicians strummed guitars for the dancers on a 10 x 16 dance floor. A barman dispensed real drinks and canapes to the less energetic — who toasted the crowd with champagne. Not even the grey skies and drizzling rain could dampen the infectious gaiety of the scene.

### Applause from the crowd

The striking colour theme was perpetuated in everything, including the costumes of the participants (half of whom were blonde and half brunette), and the balloons and pretty mini-skirted girls on the front of the float. But, apart from the name **Patti's Hire Service** in bold black letters on stark white, there was no advertising. The party scene spoke for itself — and the crowd got the message. The applause was tremendous and sustained.

Perhaps other members of the Association will be encouraged by their success to enter a float in the 1970 Waratah Festival.

It's worth thinking about, isn't it?



## HIRE MAN'S EYE VIEW OF THE UNITED STATES

There is no one even remotely connected with our industry who hasn't heard about its magnitude and development on the other side of the Pacific, but Sam Terley of Man About Town wasn't satisfied with heresay. He went and took a look for himself. And in the process of jetting from Honolulu to San Francisco, and thence to New York, Washington and Los Angeles, via Las Vegas, he covered a lot of territory.

*HIRE asked for his impressions, and he took time out on a busy afternoon to talk about the wonderful hospitality he had received everywhere he went (could be his own warm personality had something to do with this), and about Americans' interest in Australia.*

He also talked about the immensity and specialisation of the American Hire Industry (one giant Los Angeles firm, for example, concentrates on the needs of the sick) and about the generally higher rental rates. The disparity was particularly evident in the clothing field, he said. Whereas in Australia rental charges for high fashion garments are only about 50% higher than the regular rates, in the U.S. they go up by more than 300%.

In the larger-than-lifesize gambling city of Las Vegas he stayed in a hotel appropriately named Caesar's Palace. Donning his swimming trunks, he headed straight for the alluring blue pool, only to discover that in the fiery heat of the Arizona Desert it was impossible to stay out of doors. So he took refuge in the cool casino . . . (Even doing your money can be rated as an experience in Las Vegas.)

After a month crowded with impressions, sight-seeing and some shrewd observation, he has come home full of enthusiasm and — without a doubt — new ideas to implement in his business.

"You can tell your readers," he said, summing it up, "that everyone in the Hire business should visit the United States provided they have a few thousand dollars to spare!"

A pity about that proviso.

## YOU NAME IT! Silverwater WILL **HIRE** IT

EVERYTHING for BUILDING,

ENGINEERING, FACTORIES & HANDYMEN

- ▶ **TOWER CRANES**
- ▶ **FEATHER DUSTERS**
- ▶ **HOIST TOWERS**
- ▶ **MOBILE CRANES**
- ▶ **SITWELDING**
- ▶ **DOGMAN'S WHISTLES**
- ▶ **MATERIALS HANDLING**
- ▶ **WALKIE TALKIES**
- ▶ **PLANKING**
- ▶ **SHEDS**
- ▶ **SANDERS**
- ▶ **SWINGING STAGES**
- ▶ **LIFTING EQUIPMENT**
- ▶ **SCAFFOLDING**
- ▶ **CRANE DRIVERS**
- ▶ **RIGGERS**
- ▶ **MOBILE SCAFFOLDS**
- ▶ **COMPRESSORS**
- ▶ **VIBRATORS etc. etc.**
- ▶ **IMMEDIATE DELIVERY**

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say **Silverwater**

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SIL/18

HIRE — November, 1969



## Spanning the miles . . .

# HIRE attends a meeting south of the border

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The Hire Association of N.S.W. has a highly efficient and well organised elder brother, the Construction Plant Hirers' Association of Victoria. On a recent visit to Melbourne the Publisher of HIRE, Keith Breusch, was a guest at one of its meetings.

It was an interesting and stimulating experience. The problems which confront Hire companies are not local but national — indeed international — and it is sometimes enlightening to compare experiences and discover how other members of this expanding industry are dealing with identical situations. Clearly, both sides stand to benefit if the link between these two related organisations becomes progressively stronger.

To reinforce that link and promote a mutually helpful exchange of viewpoints, we plan to include Victorian news in forthcoming issues of HIRE.

### Interstate objectives

*The Victorian Association's objectives have been summarised in the following statement. They are to:*

- (a) Survey Hiring Rates and Cartage Charges throughout the Industry.
- (b) Examine Safety Standards and promote efficient operation of Equipment.
- (c) Review Facilities for Service to the Building Industry.
- (d) Provide a Credit Information Service to members.
- (e) Promote goodwill and better understanding between members.

### Conditions of hire

*The following conditions for Hire Contracts are issued as a guide to members:*

- (1) Goods hired have been inspected by you and are accepted in good working order

and clean condition. They are to be returned in a similar condition.

- (2) Delivery both ways from and to our yard will be charged to your account, and hiring will commence from the time of leaving our yard and continue until returned thereto.
- (3) All losses and/or damage whilst under hire will be to your account.
- (4) Hire charges will be at a rate per week or part thereof, based on a five day, 40 hour week.
- (5) The Hirer shall accept all responsibility for any accident, either to persons or property, caused by the said equipment.
- (6) Hiring may be determined by us without notice. On determination you will return the equipment or if not returned forthwith we may repossess equipment and for that purpose enter any grounds or buildings where equipment is or is believed to be.

The Victorian Association has been active in a number of issues, including stamp duty legislation, trade practices legislation, safety and public risk insurance. A close liaison is maintained with the Department of Labour and Industry through senior inspectors who are always prepared to discuss Hirers' problems.

### Credit rating and theft

Two measures introduced in Victoria will be of particular interest to New South Wales Association members. One is a Credit Information Service which gives members access to the Association's records of the credit rating of many builders and contractors concerned with the hiring of equipment. Monthly returns of outstanding debtors are consolidated by the Secretary and circulated to those members who contribute information to this service. Confidential reports are also available by telephone.



The other is the practice of advising members to submit for circulation through the Association details of stolen plant and equipment, with identification serial numbers if possible, for reference when second-hand machinery is offered for sale.

The Chairman, Ray Kelsey (Wreckair Pty. Ltd.), was absent in Sydney, but other members attending the meeting were:

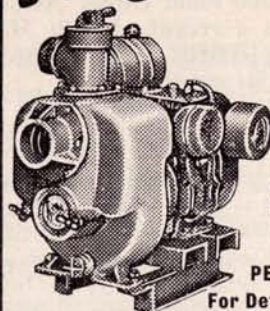
- W. Yendle, A.A. Arc Welder Hire Co. Pty. Ltd.
- E. Archibald, A. & N. Plant Hire Pty. Ltd.
- R. Lowe, Abacus Hire Co.
- Burnson Plant Hire Pty. Ltd.
- P. Smith, Coates & Co. Limited.
- R. Wardley (Acting Chairman), Davleco Equipment Pty. Ltd.
- J. Warburton, Gardner-Denver (Aust.) Pty. Ltd.
- J. Wilson, Garrett Plant Hire Pty. Ltd.
- D. Allinger, Ingersoll Rand (Aust.) Pty. Ltd.
- S. Jessup, U-Hire Pty. Ltd.
- R. Cooper, Wacker Australia Pty. Ltd.

The following companies are also members of the Association:

- Albury Crane Hire Co.
- Aston Hire Services Pty. Ltd.
- Bellfield Crane Hire & Trading Pty. Ltd.
- Builders Aids Pty. Ltd.
- Builders Equipment Pty. Ltd.
- Cockram Plant Hire Pty. Ltd.
- Crow Contracting Plant Pty. Ltd.
- Doncaster Floors & Hiring Pty. Ltd.
- Ezy-Way Hiring Service.
- Footscray Mobile Cranes Pty. Ltd.
- General Contractors Plant Hire.
- Hire Equipment Co. Pty. Ltd.
- Hire Machinery Co. (Vic.) Pty. Ltd.
- Hireway Plant Hire Co.
- Jacks, William & Co. (Aust.) Pty. Ltd.
- Kent Hire Service.
- Kingston Plant Hire Pty. Ltd.
- Lang's Rentals.
- Martins Building Supplies & Hire Service.
- Melbourne Plant Hire.
- Moorland (Builders) Plant Hire Pty. Ltd.
- Motton Brian.
- Westminster Plant Hire.
- Weld-n-spray Pty. Ltd.
- Wighton Plant Hire.
- Wreckair Pty. Ltd., Ray Kelsey (Chairman), absent in Sydney.
- Wright, Walter H. Pty. Ltd.

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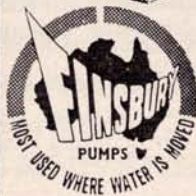
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## How to be a live wire . . .

A **live wire** is an individualist — he does his own thing — but he never loses touch with what is going on around him.

A **live wire** is alert to opportunity and always ready to profit from experience, his own and other people's, so he never stops learning.

A **live wire** knows that unity is strength. He joins the Hire Association and, to stay on the ball, he subscribes to its official journal, HIRE. He's a hire man, so it's **his** journal, too. When he has a grievance or a problem, he knows that its pages are the best place to air it. Sometimes he brings in new subscribers.

**Be a live wire in 1970!**



## Stimulating addresses spark lively debate

# TALKING TURKEY AT TERRIGAL

**Highlights of the Hire Association's Second Annual Convention at Terrigal on 6th and 7th September were thought-provoking addresses by W. D. Scott's predictive economist, Mr. John Donovan, and noted motivational researcher, Dr. Peter Kenny.**

Taking as his theme "The Economy in Perspective", Mr. Donovan interpreted the implications of the Budget and the state of the economy in terms of business realities for the Hire industry. Looking into his predictive crystal ball, he foresaw a good — but not necessarily easy — year, in which business would have to cope with increasing inflationary trends and possible further measures for economic restraint. Supplies, procurement, inventory and labour costs, effective management, employee relations and realistic assessment of long-term projects would all be key areas in 1970-71.

### Dr. Kenny made the following points:

- If the product is right you can charge more, so it pays to research your market and find out what people want most.
  - Packaging should express the feeling and character of the product. Packaging, freely interpreted, can include design and colour, brochures and promotional material, even advertising signs.
  - The manufacturer never knows what is good about his product. For manufacturer read Hire man. Talk—and listen—to customers; get their angle.
- No matter how successful a product is, it must finally die. Yesterday's certainties, including bread, beer and banks, are already on their way down. Keep a watchful eye on trends and shifting living patterns.
  - Some products just don't get off the ground — for example, dishwashers, herbs and spices. Either there are emotional blockages against them, or they are not being properly presented. This may also apply to commodities on hire.

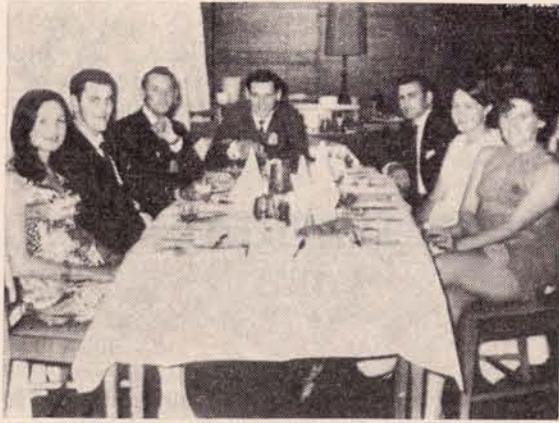
**Dr. Kenny believes — controversially — that hire is not a product but a way to get a product, like cash, terms or lease.**

At the conclusion of each address members were invited to question the speaker and took full advantage of the opportunity to probe, query or disagree. Dr. Kenny and advertising man John Singleton were both targets for a barrage of questions on various aspects of marketing.

Question time was followed by a discussion period in which problems were aired and examined. The principal topics were dishonesty and theft (amplified in the President's Message, and other articles in this issue), contract format, and promotion.







Mrs. Barry Macdonald, Noel McDonald, Fred Horan, Barry Macdonald, Max Watson, Mrs. Noel Macdonald, Mrs. Max Watson.



Pauline Page, Mr. Lockart, Moss Ellis, Patti Page.



Mr. and Mrs. Greg Page Mr. and Mrs. Max Aarons

1969 had its share of significant dates. Like July 21st, for example, when we finally made it to the moon. And, nearer home, like the 6th of September when the N.S.W. Hire Association mass-migrated to Terrigal for its second Annual Convention.

serious business convention it was also an opportunity for people to relax together and discuss common issues.

Discussion, of course, was the object and main-spring of the exercise. It was continuous, lively and informed. Questions were

## mixing with business pleasure

The location was the Florida Hotel, the organisation as smooth as its cocktails, and the weekend — members agreed—a worthwhile and rewarding occasion.

Widely diversified as the Hire industry undoubtedly is, its common problems and objectives are great social ice-breakers, so everybody felt among friends. Wives were catered for with entertainment while husbands were getting down to tors. As well as being a raised, experiences shared,

ways and means considered from all angles.

To sum up: a good weekend which blew away mental cobwebs (if any) and enabled people to come to grips with administrative problems. It also helped to clarify directions, and it undoubtedly improved all-round relations.

The Florida Hotel has already been booked for the 1970 Convention on September 5th and 6th. All the keen ones will be there.

**How about you?**



Eddie Wiggins Arthur Ball Mrs. Ball Mrs. Wiggins John Ellis



Maree Esden and Genifer Breusch modelling during the Fur Parade organised by Walter Levy, of Biber Furs.



# PENDLE ENGINEERS

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- RE-SHARPEN POINTS AND CHISELS  
FOR
- MANUFACTURERS POINTS AND CHISELS FOR ELECTRIC  
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- PICK-UP AND DELIVERY SERVICE
- OUR PRICE IS RIGHT

# PENDLE ENGINEERS

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A date for the diary . . .

### Third Annual Convention of the N.S.W. Hire Association

The 1970 Annual Convention will be held at the Florida Hotel, Terrigal, on the 5th and 6th of September.

If you attended the 1968 and '69 Conventions you won't need persuading.

If you didn't — make a New Year resolution to attend in 1970.

Keep the date free for a bright, stimulating, profitable weekend.



## DEFAULTER CHARGED WITH FALSE PRETENCES AND ATTEMPTED THEFT

**FRAUD AND LARCENY** are all too prevalent in our community today, and the very nature of his business makes the hire man an obvious target. When these offences occur, many of our members are uncertain what course they should follow, and some — for a variety of reasons — hesitate to take legal action.

So the recent experience of Association Treasurer Arthur Ball, of Handyman's Hire Service, is of particular interest.

### Misrepresentation

A man purporting to be an employee of one of his account customers came in and hired painted trestles, valued at more than \$80, in the customer's name.

At the end of the month when the accounts went out the customer rang up and disclaimed all knowledge of the trestles. It was then revealed that the self-styled employee was, in fact, an ex-employee who had left the customer's service months before the transaction took place.

**The matter was promptly reported to the police. Detectives tracked the offender down. When they caught up with him he was charged with False Pretences and Attempted Theft, and remanded until he returned the trestles. By this time, however, he had sold them to a man in a pub for \$17.**

After he had spent two days in custody, a friend bailed him out, and although the rental money is still outstanding (and will probably remain so) the trestles were located and returned.

### Verification

As well as a satisfactory ending, this story has a moral. In fact, it has two morals. One of them is that the hire man must be constantly on his guard when he is dealing with plausible strangers. (In the case just outlined a phone call to the account customer to check on his "employee's" bona fides could possibly have saved a good deal of trouble, as well as loss of revenue.)

The other is that police action should be taken whenever warranted. Not only is it the best means of recovering your property; it also acts as a deterrent, making the hire firm a less attractive mark for the petty crim. and ever-present con. man.

---

### Warning! It pays to double check

There has been a disturbing increase lately in the incidence of a particular type of fraud. Reports keep coming in of people using stolen

cars and stolen licences to obtain goods supposedly on hire.

**When this type of identification is submitted you are advised to check both the licence number and the car number. It COULD happen to you. Be on your guard.**



---

**leading hirers stock**

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A rugged  
heavy duty  
elevator

Simplicity of  
drive ensures  
trouble free  
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Unique  
rubber canvas  
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Lifts  
2,000 bricks  
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# What goes on in

## THE HAPPENING WORLD OF HIRE

### People and companies on the move

#### MANAGERIAL CHANGES AT EVERREADY

September the 18th was a black day for Everready Hire Service. Its popular, dynamic Manager, Col. Cooney, died suddenly from a heart attack at the much too early age of forty. As well as a great shock, his death was a severe loss to the Company he had helped so materially to build.

Such shoes are difficult to fill.

Victor Paranea, who replaces him, knows the building industry from every angle. He has been in it all his working life, spending the past 14 years in various managerial positions with Lysaght.

Everready have pleasure in announcing his appointment as Manager.

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#### ATTENDING SEMINAR IN PENNSYLVANIA

Max Hamilton, Avis Rent-A-Car's Director of Truck Rental and Leasing, has gone to the United States to attend an Avis education and communication seminar in Pennsylvania. Before returning he plans to visit Avis operations in the United Kingdom, Canada and Europe.

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#### NO HIRE MAN IS AN ISLAND

It's always good to hear of an Association member going out of his way to help another member. Take Sam Terley's gesture when he heard that Patti's Hire Service was entering a float in the Waratah Festival. Two of the parti-

cipants were completely outfitted for the big event by Man About Town, and that wasn't all. He even lent them his pretty daughter Jacqueline — she was one of the mini-skirted charmers on the front of the float.

A little more helpful co-operation and a little less unfriendly rivalry would benefit us all. No hire-man is an island.

We'd like to hear — and print — more stories like this.

---

#### NEW MEMBERS FROM OUT OF TOWN

The Association is always pleased to introduce new members — and particularly so when they hail from country centres, where hiring is steadily gaining ground. In this issue we welcome a new member from Wollongong, N. S. Donnelly, and a new member from Bathurst, Bathurst Hire Service.

HIRE would like to run some stories on country operations. If you're an out of town member you could help us (and have your business featured in a future issue) by sending us a few relevant details.

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#### BIG EXPANSION FOR EVERREADY HIRE

Mascot-based Everready Hire Service has just opened a large new branch at Canterbury Road, Bankstown (Telephone: 70 4003). It replaces and supercedes their former much smaller operation in Exceller Avenue, and serves all the outlying suburbs in the Liverpool



area. The comprehensive range of equipment includes: Trenching machines, rotary hoes, hoist towers, diesel dumpers — invaluable on the site works at the commencement of building operations — all the wanted power tools and concreting equipment.

This eminently successful hire service company has well-established roots. In common with Graham Evans & Co. Pty. Ltd. of Botany, and Thomas Clark and Son Pty. Ltd., the Bankstown Air Conditioning Engineers, it is a wholly-owned subsidiary of Group Engineering Ltd.

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## FROM A CUSTOMER SERVICE TO A THRIVING HIRE BUSINESS

It is always interesting to discover the origin of a successful business, and to reflect that — like an oak tree growing out of an acorn — it evolved from one man's creative idea. Sometimes it develops along unexpected lines,

like the Lawrence Tootill Hire Company which was the outcome of a customer demand.

The parent company, Lawrence Tootill Pty. Ltd., is the N.S.W. authorised distributor for Hyster Industrial Lift Trucks. Over many years its business has been built on the principle of 100% after sales service. When a truck was brought in for service or repair, another one was made available on hire as part of this customer service. The demand for rented trucks increased: A new potential market had developed. So a separate affiliated company was set up, with Service Director Roy Moymow as its Manager.

This company, Lawrence Tootill (Hire) Pty. Ltd. is little more than two years old (it was formed in April, 1967) and a very husky two-year-old it is. As well as a fleet of Hyster Fork Lift Trucks, it has its own delivery float and service trucks equipped with two-way radio.

Lawrence Tootill (Hire) Pty. Ltd. recently became a member of the N.S.W. Hire Association.

## THE TOWER REACHING INTO THE FUTURE



It dominates the skyline. In the flat plain country of Sydney's Western Suburbs it is visible for miles, commanding attention, giving rise to endless speculation. Motorists on the highway, unable to contain their curiosity, sometimes make a detour to get a closer look and discover what it is.

This is hardly surprising, for the giant Hammerhead Tower Crane erected at Silverwater Plant Hire's yard is the largest ever to be imported into Australia. As we go to press it is awaiting inspection and clearance by the De-

partment of Labour and Industry, and the company is seriously considering importing another one.

Its capacity is even more striking than its appearance. At a radius of 130 feet it can lift four tons — the equivalent of four Holden saloon cars. In Europe this crane free-stands on the site without support to a height of 252 feet — or as high as the A.M.P. building at Circular Quay — and can be mounted on rails at this height.



Industry has its own symbolism, and the Hammerhead Tower Crane is one of its more imaginative symbols. With its dominating height and strength it reaches into the future — a future characterised by an ever increasing demand for high-rise buildings prefabricated off site and lifted bodily into position.

#### POSTSCRIPT:

Silverwater Plant Hire has outgrown its present location and will soon be opening new premises for heavy equipment at Homebush Bay, while the general equipment will be located at Parramatta Road, Clyde.

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*In an issue where part of the focus is on dishonest customer practices, this condensation of a recent article in THE VOICE, official publication of the American Rental Association, is particularly timely. Every hire business, large or small, is confronted with the problem of forged and "rubber" cheques. Here are some ways you can spot them — and some practical precautions you can take.*

## checking up on the cheques

Winning the battle of wits against worthless cheque-passers is largely a matter of knowledge and vigilance. You have to know what you're up against, pass the information on to your employees and be constantly on guard when accepting cheques.

During your daily rental operations, you are apt to get six different kinds of cheques: personal, two-party, payroll, government, counter and traveller.

A **personal cheque** is written and signed by the individual offering it. He makes it out to you or your firm.

A **two-party cheque** is issued by one person to a second person who endorses it so that it may be cashed by a third person. This type of cheque is most susceptible to fraud because, for one thing, the maker can stop payment at the bank.

A **payroll cheque** is issued to an employee for services performed. Usually the name of the employee is printed on it, and it has a number and is signed. In most instances, "payroll" is also printed on the cheque. The employee's name is usually printed by a cheque-writing machine or typed.

A **Government cheque** can be issued by the State or Federal Government, or by a local government organisation. Such cheques cover salaries, tax refunds, pensions, endowments, etc.

You should be particularly cautious with **Government cheques**. Often they are stolen, and the endorsement has been forged.

In some areas, such thievery is so great that some banks refuse to cash Social Security, welfare, relief, or income tax cheques, unless they know the customer or he has an account with the bank. You should follow the same procedure. In short, know your endorser.

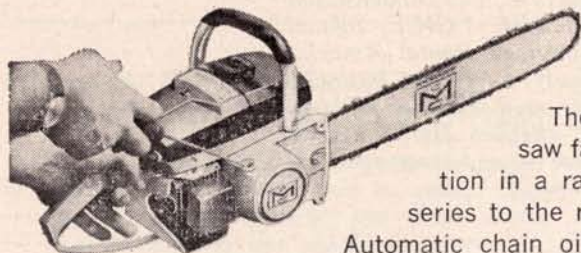
A **counter cheque** is one which a bank issues to depositors when they are withdrawing funds from their accounts. It is not good anywhere else. Sometimes, a store has its own counter cheques for the convenience of its customers. However, a counter cheque is not negotiable and is so marked.

A **traveller's cheque** is a cheque sold with a pre-printed amount (usually in round figures) to travellers who don't want to carry large sums in cash. The traveller must sign this cheque in your presence — never accept one which is already signed.



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In most cases, you will accept a cheque when the customer has met your identification requirements. You want to make the rental, but never accept a cheque if the person presenting it appears to be intoxicated.

Never take a cheque if the hirer acts suspiciously. For example, he may try to rush you or your employees while you are checking his identification. Or he may appear nervous and be over-attentive to the people about him. Never take a cheque that has an old date or one that is dated in advance.

#### **What can you recover?**

Whether you can recover a bad cheque depends on the person who gave it to you and his circumstances. He may be one of your best customers who inadvertently gave you a cheque when the funds in his bank account were insufficient. On the other end of the scale, he may be a forger.

**Insufficient Funds:** Most cheques returned because of insufficient funds clear the second time you deposit them. Notify the customer that he has overdrawn his account and that you are repositing his cheque.

**No Account:** Usually you've lost when the bank returns a cheque marked "no account". Such a cheque is evidence of a swindle or a fraud unless there has been an extraordinary error.

**Closed Account:** A cheque marked "closed account" is a warning of extreme carelessness or fraud.

If you don't get your money back within a reasonable time, you should consider prosecuting the cheque writer.

**Forgery:** Forged cheques are worthless. Any alteration, illegal signature(s) of the maker of the cheque, a forgery of the endorsement, an erasure or an obliteration on a genuine cheque is a crime.

Watch out for smudged cheques, misspelled words, poor spacing of letters or numbers indicating that changes may have been made. Payroll cheques with the company's name and address typed in could be fraudulent. Most payroll cheques are printed.

When you suspect forgery, call the police. Thus, you help protect yourself and others against further forgery.

A bad cheque issued to pay for merchandise taken is not a theft but a misdemeanor. It is an exchange . . . the cheque for the goods. In your case, hired equipment. A misdemeanor carries a lighter penalty than a theft since a cheque may be collectible through civil procedures. Criminal action may be taken through signing a formal charge with the police.

#### **It pays to be strict!**

The number of bad cheques that you will receive is actually dependent on your own policies and practices. The stricter your cheque policy . . . the fewer bad cheques for your store. Don't hesitate to turn down a cheque if even the smallest thing does not seem right.

Set your cheque policies and then stick to them. Educate all of your employees in this procedure. If and when you do receive a bad cheque, show it to your employees and explain the circumstances by which the cheque was received.

#### **Look for key items**

Every cheque carries certain key items which, if closely examined, can sometimes tip you off.

**Non-local banks.** Use extra care. Require satisfactory identification. List the customer's local and home address and phone number on the back.

**Date.** Examine for accuracy. Reject a cheque that is undated, post-dated, or more than 30 days old.

**Amount.** Be sure that the numerical amount agrees with the written word.

**Legibility.** Do not accept a cheque illegibly written, or one with erasures or written-over amounts.

**Payee.** When you take a personal cheque, have the customer make it payable to your firm. Special care should be used in taking a two-party cheque.

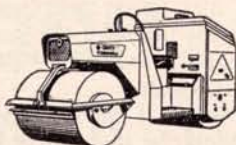
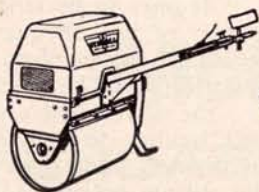
**Correct sum.** Personal cheques should be for the exact amount of the purchase of rental. Do not give change.

#### **Identification**

- Current driving licence. It could be stolen. Play safe and ask for a second identification.
- Car registration. Be sure the State is the one in which the bank is located. Check the signatures against each other.
- Shopping plates, credit cards and Government passes are acceptable but also call for caution.

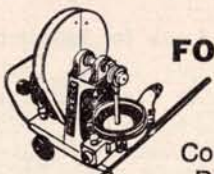
Several types of cards and documents are not good identification. Some of them (for example, club cards) are easily forged, and others (for example, customer's duplicate sales-checks) were never intended for identification. Unless they are presented with a current driver's licence, do not accept the following: Business cards, club or organisation cards, bank books, insurance cards, learner's permits, letters, birth certificates, library cards, initialled jewellery, unsigned credit cards or customer's duplicate cards.



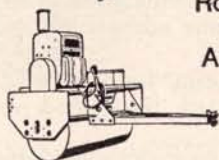


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Regardless of the type of identification you require, it is essential that you and your employees compare the signatures on the cheque with the one on the identification. You should also compare the person standing before you with any photograph and/or description on the identification.

### Set policy

You should set a policy on cashing cheques, write it down and instruct your employees in its use. Your policy might require your approval before an employee can cash a cheque. When all cheque-cashers are treated alike, customers have no cause to feel that they are being treated unfairly.

Your policy might include using a bad cheque list, if one is available. Such a list helps you spot persons who are known, or suspected, as bad cheque-passers.

You should frequently review your policy and procedure on cheque cashing with your employees. Remind them about what to watch for in spotting bad cheques.

Employee apathy toward accepting cheques is a big reason why some stores get stuck with bad cheques. The bigger your operation, the

more difficult it is to keep employees interested in catching bad cheques. One effective way is to show employees your bad cheques.

Teach your employees by pointing out errors. Show them bad cheques when they are returned by the bank. Hopefully, this is one way to keep them aware of the common mistakes. Impress on them the necessity to read, compare and think. And most important, set an example for them by your own cheque procedures.

The Editor and Publishers  
 of

### HIRE

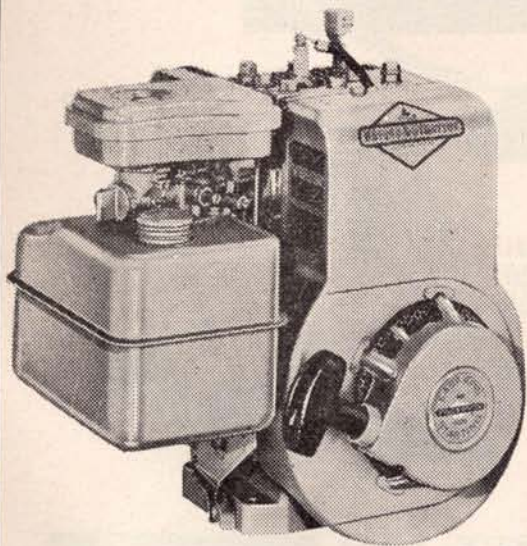
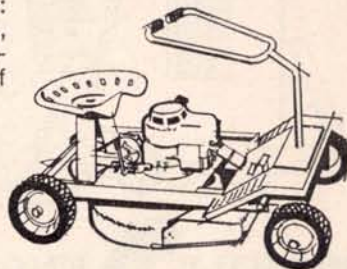
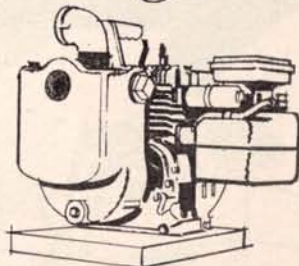
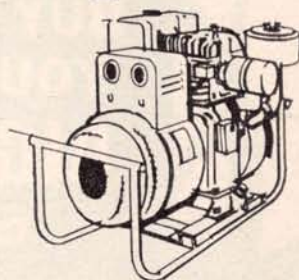
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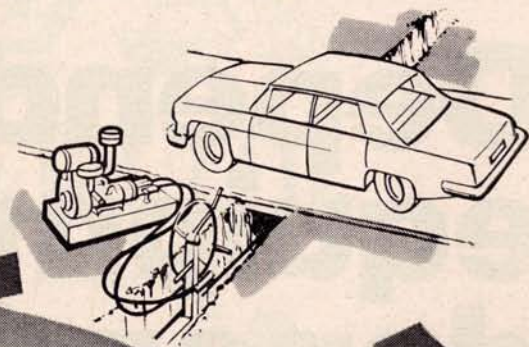
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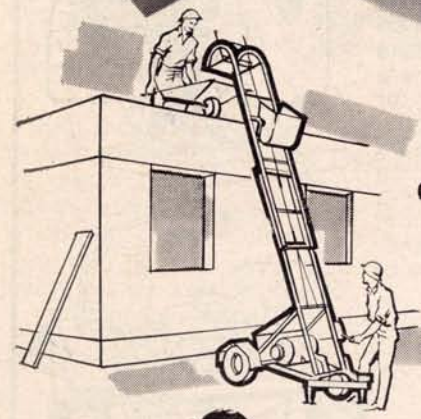


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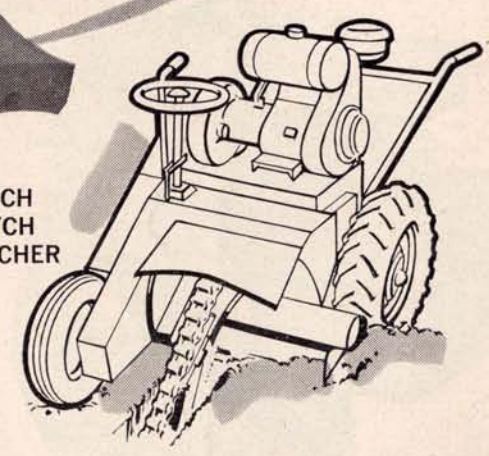


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