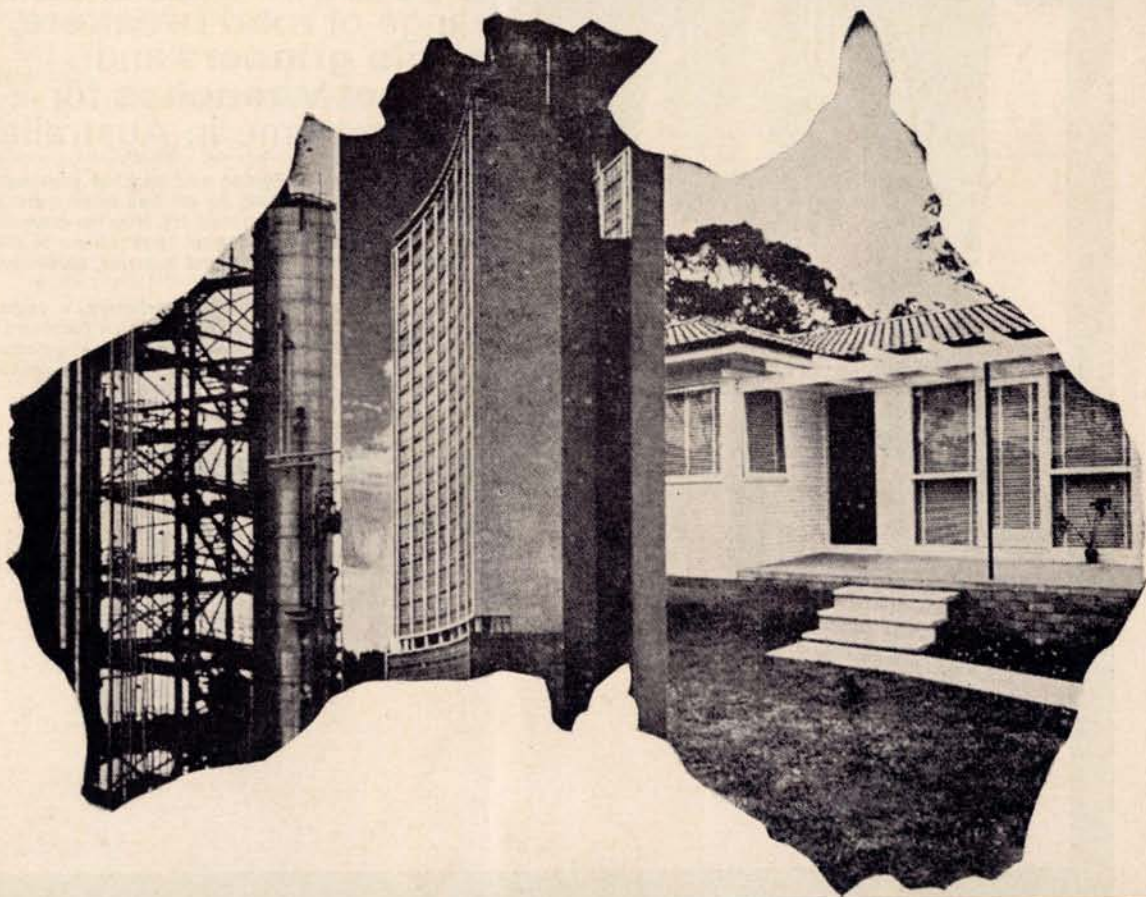
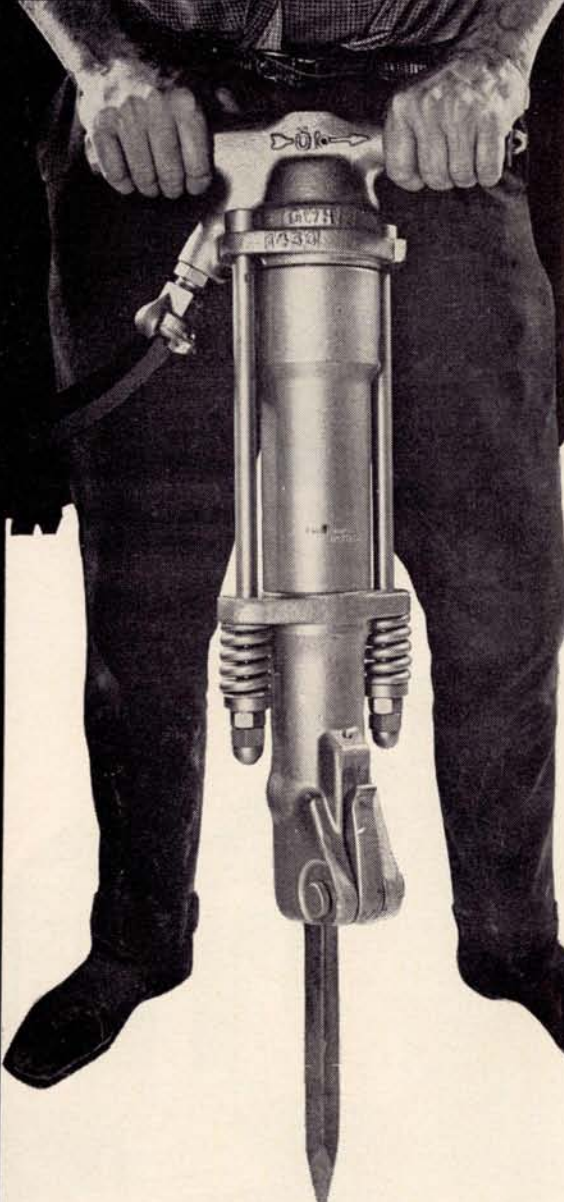


# HIRE

OFFICIAL JOURNAL OF THE HIRE ASSOCIATION

MARCH, 1970  
VOL. 3, No. 1





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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.

*Hire is the official journal of the Hire Association of N.S.W.*

**YOUR ASSOCIATION**

**President:** Neville Kennard  
 (Kennard's Hire Service Pty. Ltd.) No

**Vice-President:** Gordon Esden  
 (Silverwater Plant Hire Pty. Ltd.) YES.

**Hon. Secretary:** Greg Page  
 (Page's Hiring Service Pty. Ltd.) 5871755

**Hon. Treasurer:** Arthur Ball  
 (Handyman's Hire Service) 472337

**Committee:**  
 Vic. Piranea (Everready Hire Service Pty. Ltd.), 673914

Peggy Levy (Formal Wear Hire Service Pty. Ltd.) No

John Mason (Walco Plant Hire Pty. Ltd.) 133 482/2

Barry Newton (Newton Brick Elevators Pty. Ltd.) 507908

Barry McDonald (Macbro Plant Hire Pty. Ltd.) 632 5355

Bob Hodgson (Frank J. Hodgson Pty. Ltd.) 820491

**YOUR JOURNAL**

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 140 Phillip Street, Sydney 2000  
 Advertising enquiries: 221 2272.

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 ARTARMON. 2064. 439-1736

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Company:.....

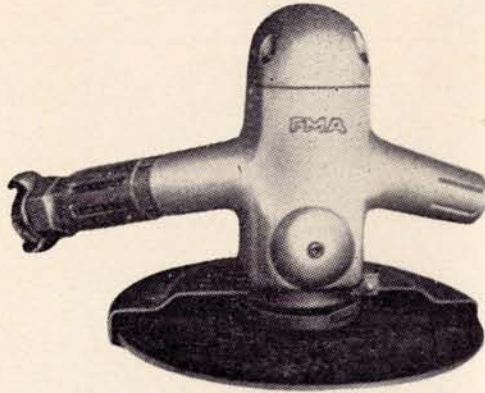
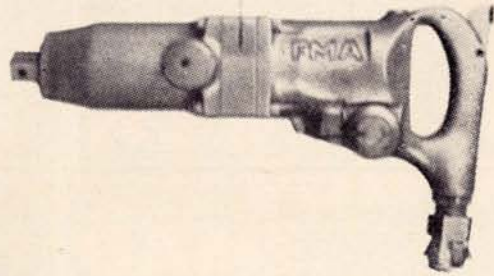
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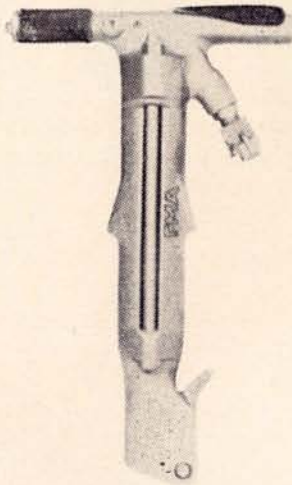
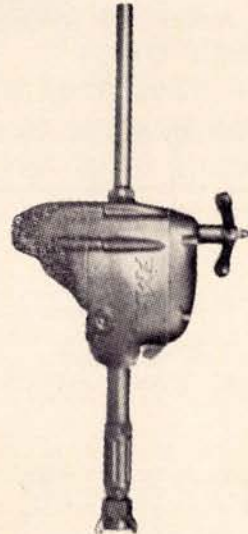


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## PRESIDENT'S MESSAGE

# COSTS AND PROFITS

I have been trying to think of one item or service we buy which has not increased in price in the last twelve months.

I don't think there is one.

Everything has gone up. The cost of new equipment, wages, rates, petrol, insurance, even down to coffee and cleaning rags.

Looking at hire rates, though, these have definitely not kept pace with our increased costs.

If this is the situation, then most of us will see a reduction in our profit to turnover ratio this year. Should this trend continue, with costs rising and hire rates staying static, the hire industry will slow down in its rate of growth. We will be unable to afford to maintain our goods and equipment in first-class condition, to replace worn-out equipment, and to enlarge and expand our range of goods for hire. The impetus which the hire industry now has will fall off if we fail to adequately meet the demand.

It is time we made a check on costs and a check on our rates. Some costs can be kept down, others are outside our control. The only way we can maintain a reasonable profit ratio is to keep a close watch on our hire rates, increasing them when necessary.

We need profits. Profits sufficient to enable us to give our customers the service they want.

Our customers would rather pay a little more to get what they want when they want it.

We can't afford to let our customers down!

**NEVILLE KENNARD**



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SIL/18

**MANUFACTURERS AND SUPPLIERS**  
**TAKE NOTE!**

At the recent Convention of the California Rental Association, at which manufacturers and suppliers exhibit and sell their products, orders were placed in excess of \$1.7 million. These were firm orders. On top of this, of course, there is follow-up business.

Any manufacturer who doubts the value of the Hire Market should take another look at his products and his marketing programme. If he is not getting his share from this market he is missing out badly.

---

**CONSUMPTION WITHOUT**  
**OWNERSHIP**

Readers who have followed the very pertinent series, "The Economics of Rental" in previous issues of **Hire** will be interested to know that its author, Professor Kenneth Maricle, is preparing the first-ever University course on hiring and renting. It will be offered on an experimental basis, and entitled "Consumption Without Ownership" . . . How long will it be before Australia follows suit?

---

**THIRD ANNUAL CONVENTION OF THE**  
**N.S.W. HIRE ASSOCIATION**

Turn the pages of your diary or calendar to September, and underline the 5th and 6th in red! It's an important date for everyone in the hire industry — the weekend when your Association will be holding its third Annual Convention at the Florida Hotel, Terrigal. You can't afford **not** to be there. Keep the date free for a stimulating, profitable weekend — with plenty of fun and fellowship thrown in.

*HIRE — March, 1970*



# ANNUAL GENERAL MEETING

The Annual General Meeting of the Hire Association of N.S.W. was held at the Menzies Hotel, Sydney, on Wednesday, the 18th February, and attended by sixty members.

The office bearers and committee for 1970 were elected (their names appear in the new list of office bearers in this issue) and the committee report and financial statement were accepted.

Following the meeting, another of the popular "Workshop Dinners" provided further opportunity for discussion. After an excellent meal, John Rohan and Bob Lennon, executives from Reinehr Industrial Lease and Finance Pty. Ltd., gave a talk on Leasing. Many interesting points were raised on the subject of leasing as a means of financing equipment purchases.

---

## HIRE ASSOCIATION OF N.S.W.

### Committee Report for Year Ending December 31st, 1969

This year, the Hire Association has increased its membership and its strength.

Business activity, in general, has been running at a high level in 1969, and most Hire companies have enjoyed a year of prosperity and growth.

#### Hire Magazine

Our magazine is getting bigger and better. It is circulating interstate as well as in New South Wales, and is our most valuable means of communication. The editorial content is improving in standard, but members' contributions are always needed. Members are urged to submit news topics and items of interest, and to use the magazine to let other hire people know what they are doing. Our thanks to the publisher, Mr. Keith Breusch Pty. Ltd., and to the advertisers who support it.

#### Meetings

During the year the following meetings were held—

"Transport" — chaired by Max Hamilton of Avis at Millers El Rancho Hotel.

*HIRE — March, 1970*

"Debt Control and Collection" — Chaired by Chris. Pannell at the Sylvania Hotel.

"Slides from California" — presented by Neville Kennard at the Whitehall Hotel.

These functions were well attended and, as well as being interesting and informative, brought members together to discuss common problems and get to know each other.

#### Convention

The highlight of the year was undoubtedly the Convention held at the Florida Hotel at Terrigal in September. This was an ambitious venture which was an outstanding success.

The same place has been booked for September, 1970, and members can look forward to another fine Convention and fun weekend this year.

#### Committee Meetings

Twelve Committee Meetings were held during the year. They were generally well attend-



ed. The following is the attendance record of your committee:

N. Kennard .....	9	Meetings
A. Ball .....	9	"
Peggy Levy .....	7	"
J. Ellis .....	4	"
Ron Wallis .....	7	"
Max Hamilton (resigned July) .....	4	"
G. Esden .....	9	"
G. Page .....	10	"
C. Pannell .....	4	"
R. Newton .....	—	"
J. Mason .....	7	"

### Membership

Membership now stands at 60. This is an increase of 71% over last year, and it is pleasing to see members coming from all sides of the hire industry. There are still a lot of people who should be members but who have never been given that little push. If every member were to get out and get one new member — our membership would **double**.

### Financial

The Association's Financial Statement is attached. There is quite a surplus of income over expenditure, and it is planned to use this money for publicity and promotion in the near future

### Concrete pumping group

During the year, a group of people involved in the hire of Concrete Pumps (a couple of whom were already members) approached the Association to see if they could join as a separate division of the Hire Association. As their problems were a little different from the rest of the Association members, this was agreed to, and they have held their own meetings and conducted their business using the facilities and structure of the Hire Association. The arrangement has worked extremely well.

### Recommend hire agreement

Following the drawing up of a recommended agreement for use by most hire companies, many members have started using this agreement. Several members report easier acceptance of the Hire Agreement if it can be said that it is a standard form of agreement as

used by most hire companies and endorsed by the Hire Association.

### Misappropriation and conversion laws

A start has been made in an effort to have the present legislation changed to protect hire equipment owners. Further steps will be taken soon to push this matter.

### Promotion and publicity

Your Committee is aware that a lot can be done in the way of publicity for the Hire Association and promotion of the Hire Industry. Such a programme involves quite a lot of money. However, as the Association is becoming financially stronger, the outgoing Committee recommends that a promotional campaign be started.

### Delinquent debtors' list

A further delinquent debtors' list has been circulated to all members.

Generally, the Hire Association has progressed most satisfactorily. There is a lot yet to be done. The help and support of all members is needed so that the Association can grow to keep pace with this vital industry with which we are all involved.

**NEVILLE KENNARD,**  
President.

---

## GOOD NEWS!

### The Hire Association has money in the bank!

The present financial situation of the Hire Association of N.S.W. is very good, and plans are under way for a promotional and public relations campaign to promote the Association, its members, and the Hire Industry as a whole.

Members will soon be advised how they can participate.



# HIRE FORUM

Where do YOU stand on this controversial issue?

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Should a manufacturer or distributor enter the hire business himself? Local opinions appears to be divided. If you disagree with this article, HIRE would like to hear — and publish — your point of view.

---

## The Manufacturer and the Hire Operator

**As the Hire business grows it will become more and more important for the equipment manufacturers and distributors and the hire operators to understand each other.**

**Both sides have problems and both need each other.**

The manufacturer and the distributor are out to make sales — profitable sales. A few years ago some equipment suppliers were reluctant to sell to hire companies. They had the feeling that every time a piece of equipment was hired a sale had been missed. This idea has now gone. Suppliers realise that their products get excellent exposure in the hire field, and that hire customers, after successful experiences with their equipment, often turn into sale prospects. They also know how valuable a hire operator can be as a customer.

The Rent-A-Car field is a good example of this — every car rental is a demonstration drive! As long as the vehicle is well maintained the driver has a good opportunity to try out a different car, and could well end up in the new car showroom.

The question of discount is one on which it is hard to put a policy.

Obviously a large hire company which can order large quantities has more bargaining power. The small hire operator, who orders less, should still be able to buy well, as suppliers are usually seeking his business too.

Most hire operators would rather buy from the manufacturer than the distributor. Some

times the reason for this is price — they can cut out the “middle man”; but often it is because the distributor is not doing his job. If a distributor is doing his job — carrying good stocks, giving service and, most important, carrying spare parts, then the hire operator will not seek extra discount from the manufacturer.

The hire operator who is greedy, who chases every last penny in discount and cuts out the distributor, could cut his own throat. The distributor may decide to go into the hire business himself!

If an equipment supplier is hiring or is thinking about it, he should think again — he had better decide if he wants to sell to the hire operators or not. **The man whose livelihood depends on hiring his equipment is not going to support a supplier who is his competitor, even if he is just trying to pick up a bit on the side.**

The equipment suppliers and the hire operators need each other. They must understand each other's problems and support each other. If they do this they will both grow and prosper.

This brings up the point of whether a distributor or manufacturer should hire. **If he does hire he can probably expect to get little business from the hire companies.** He may have been forced into the hire business by some circumstance, or he may be trying to have his cake and eat it too.



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# HIRE

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## HOW SOON SHOULD PRESSURE BE APPLIED?

---

*The editorial in a recent issue of the U.S. Rental Equipment Register contains some interesting angles on the vexed question of applying pressure to customers. How soon should it begin, and what is the best way to handle it? We quote:*

Even in times of normal credit, it is vital to begin applying pressure to your receivables **before** they get old. Statistics show that the collectibility of the average claim drops 10% in 60 days, 33% in six months, and 55% after a year. Even after 30 days, your request to pay up may be too late, because your customer's other creditors have probably got to him first.

Industry leaders recommend a phone call as early as 10 days after invoicing. Collection experts recommend that this call be made by a woman. If it doesn't do the trick a man's voice should follow up with the second phone call.

Alvin J. Steinberg of Capitol Credit Corp. says, "We operate on the assumption that 97% of the people we deal with are honest. We believe that poor management, not dishonesty, gets people into financial jams". He added that when the collector or creditor can sympathetically suggest an instalment setup, many debtors are actually grateful to him for helping him out of the financial woods, rather than being offended.

From the allied field of car rentals comes a fine example of the right approach to use. A reminder letter used by Avis goes like this: "Avis can't afford to pinch pennies. Yet every penny counts. . . . You have to build a name, a reputation . . . and that takes a fleet of fine cars. That takes money. Please pay the rest of your bill. Today. The harder we try, the more money we need. And we try harder."



## THE CARE AND CULTIVATION OF CUSTOMERS

The customer — the man with the cheque book — responds to cultivation and goes elsewhere when he doesn't get it. The kind of cultivation we have in mind might be summed up as consideration . . . seeing HIS point of view and meeting him, where possible, more than half way. How is YOUR customer's-eye-view of your business? The following extract from a Rent-it Service member at a recent C.R.A. Convention may help to assess it. . . .

### I AM YOUR CUSTOMER!

You often accuse me of carrying a chip on my shoulder, but I suspect that this is because you do not entirely understand me. Isn't it normal to expect satisfaction for one's money spent?

Ignore my wants and I simply will cease to exist. Satisfy those wants and I will become increasingly loyal. Add to this satisfaction any personal attention and friendly touches you can dream up and I will become a walking advertisement for your services. When I criticise your service, which I will certainly do when I am displeased and to anyone who will listen to me, take heed! I am not dreaming up displeasure. The source of it lies in something you have failed to do to make our experience as enjoyable as I had anticipated. Let's first find that source and eliminate it or you will lose me and my friends as well.

I am much more sophisticated these days than I was a few years ago. I have grown accustomed to better things and my needs are more complex. I am perfectly willing to spend more money with you. I have more money to spend, but I insist on good service from you.

I am, above all, a human being. I am sensitive, especially when I am spending my money. I cannot stand being snubbed, ignored or looked down upon. I am proud. My ego needs the nourishment of a friendly, personal greeting from you. It is important to me that you recognise my importance, that you appreciate my business. Remember, when I buy your services, my money is figuratively feeding you. Whatever my personal habits may be, you can be sure of this: I am a real nut on the type of service that I receive. If I detect signs of carelessness or other bad habits, ill manners or misconduct, you will not see me again.

I am your customer now, but you must prove to me again and again that I have made a wise choice in selecting your services over others and you must also convince me repeatedly that being your customer is a desirable thing in the first place. I can, after all, put my business elsewhere. But you must provide something extra in service, something superior enough to beckon me away from other places where I might spend money. You must provide the incentive for me to do business with you.

### DO WE UNDERSTAND EACH OTHER?



## An Experts approach to RENTAL CONTRACTS

### Built-in safeguards can save you headaches — and money!

*Writing in the November issue of The Voice, the official publication of the American Rental Association, Canadian Sam White, of White's Rent-all, made some valuable observations on the framing of contracts. The prevention of fraud is a matter of vital—and increasing—importance to hire companies the world over, and the majority of his comments are just as applicable in Australia as they are overseas.*

During the past few years, I have had occasion to work on several legal aspects of the rental business. Most of this work has been in connection with fraud and conversion and out of this study I have learned many points that must be watched in the preparation of the rental contract

One of the most important factors required on a contract is a "due in time" or an expiration date. If this is left open on the contract, the courts will not give any consideration to a claim for conversion since the lessee has not agreed to return the equipment at any specific time. All you can hope to do is make a formal demand for the return of the goods or equipment and if you get no results, sue for the value of the equipment and take your chances.

I had occasion to see one contract with the clause, "If above equipment is not returned within five days of the expiration of this contract, the lessor reserves the right to consider this as theft and will act accordingly." This is definitely illegal since you cannot "contract" any individual into theft.

Another point that has come up during these investigations and studies, is that the courts do not favour a contract which outlines the terms of the rental on the back of the

contract, especially if the signature is on the face of the contract. Their point is, that in many cases, the lessee does not see the actual terms of rental and, therefore, is not responsible.

Some contracts state that after a certain period of rental, if the equipment is not returned, the lessee will be billed with the full value of the equipment. In such cases, a lessee cannot be charged with theft in that this becomes a "conditional sales contract" and as such will not be handled in the criminal court but leaves the owner with nothing more than a civil claim.

Courts have a tendency to hunt for loopholes in any contract. Any changes, corrections or additions should be initialled by the lessee, and where a lessee is given a copy of the contract on receipt of the goods, all changes, etc., are required to be noted on his contract and initialled by both parties. This is in the case where snap-sets are used and the copy has been separated before the omissions or changes.

It is surprising to note how many rental outlets operate with no bona fide contract. Signatures are obtained on forms that could be quite easily taken for sales slips and there is not a thing to show that this is a rental. Others use blank forms and rubber stamp their copies. Courts will not usually recognise this as a contract since the rubber stamp could be used after the customer has left the premises.

I would suggest that many of us should review our contracts and take them to a lawyer for a strictly legal opinion. We often let things like this slide until we get into trouble and then it is too late.



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# HIRE NEWS

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## CONGRATULATIONS

Congratulations have poured in to Association President Neville Kennard and his wife Roddy on the birth of their first child — a son. Young Sam Kennard arrived on the 21st of January, weighing 8½ lbs.

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## RAY BARWICK APPOINTS NEW MANAGER

Well-known Sydney hire man, Ray Barwick, has appointed Walter Reynolds as manager of his Auburn operation. Ray is planning to move north to Surfer's Paradise to open a hire store there.

Walter was formerly with Vibrator Hire and Service and with Concord Plant Hire.

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## THE WOMAN'S TOUCH

So much of the hire industry is concerned with building equipment and other male-orientated commodities that we sometimes overlook the fact that certain facets of the business cater mainly to women customers.

The companies which specialise in hiring out party and catering equipment are a case in point, and these companies would seem to have an extra advantage when they are run and staffed by women who, clearly, have a more understanding approach to the hospitality problems of women customers. Patti's Hire Service, for example, not only supplies the kind of appointments that any hostess would be happy to display to her guests — silver chafing dishes, monkeywood salad bowls, carefully-chosen china — but also throws in some woman-to-woman service.

Patti and her sister are always ready to take time out to advise the uncertain hostess on any aspect of entertaining, such as recipes and the calculation of catering quantities. Two warm voices on the telephone, they must be making lasting friends — and customers — with this service beyond the call of duty.

---

## STAFF EXCHANGE PLAN

### The shape of things to come?

In their quest for new ideas and techniques, two hire companies on opposite sides of the Tasman have launched a "Staff Exchange" programme. Des Kane, Alexandria branch manager of Kennard's Hire Service, swapped posts with Mike Courtney, branch manager of Hire Pool Ltd.

The idea started when Andrew Kennard was in New Zealand and was picking the brains of Peter Brookfield, the boss of Hire Pool Ltd.

The two managers spent four weeks away from home — two weeks in each other's jobs and two weeks on holiday. For convenience they swapped cars and houses.

**It was also suggested that they might exchange wives, but this idea didn't meet with approval!**

The experiment was so successful that plans are under way to exchange an executive every year.

**Perhaps other companies will now follow suit. It's a stimulating — and valuable — experience to step into the other fellow's job and discover how he handles situations and problems which are basically the same as your own.**



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---

### From our reading . . .

#### On Wooing the Customer

"Let us never find business so good that we quit wooing the customer. The more remote the average citizen feels from business management, the less he knows about its problems. And the less he understands about its products, the more wooing he needs."

—Jenkin Lloyd Jones, editor and publisher, The Tulsa Tribune, and vice president, U.S. Chamber of Commerce.

#### Boost Careers of Those Who Work for You

"A good manager is a man who isn't worried about his own career but rather the careers of those who work for him. My advice: Don't worry about yourself. Take care of those who work for you and you'll float to greatness on their achievements."—H.S. M. Burns, in the book, **Men At The Top**, by Osborn Elliott.



It is with pleasure that we publish the minutes of the General Meeting of the Construction Plant Hirers' Association, our brother organisation in Victoria. The friendly liaison which has been established between the two hire associations can be of great mutual benefit, and we hope to be able to publish Victorian news in every issue of *Hire*.

**Minutes of General Meeting of Construction Plant Hirers' Association, held at the Board Room, 37 Swanston Street, Melbourne, on Monday, 10th November, 1969, at 4.30 p.m.**

**Present:** Mr. R. Wardley (Dayleco (Aust.) Pty. Ltd.) was voted to the Chair in the absence of the Chairman. Members as per Attendance Sheet, and the Secretary.

A representative from Morgan Drainage Pty. Ltd. attended by invitation.

**Apologies:** Messrs. R. Kelsey, Chairman (Wreckair Ltd.), P. Burne, P. Courtant, D. McConnell (Walter H. Wright Pty. Ltd.,) Past President.

**Minutes:** Minutes of General Meeting held on 8th September, 1969, having been circulated to all members were taken as read and signed by the Chairman as a correct record.

**Admission to Membership: Gardner Denver (Aust.) Pty. Ltd.:** This company's application for membership was accepted and their representatives were welcomed to the meeting by the Chairman.

**N.S.W. Hire Association:** Mr. K. Breusch, publisher of the Hire Journal on behalf of the N.S.W. Hirers' Association, attended by invitation as a visitor and addressed the meeting on the activities of the Association in that State. He spoke of a successful Convention held in Sydney. After he retired, members agreed that this Association maintain contact with the N.S.W. Hire Association and individual members could obtain subscriptions to the Journal at \$1 per annum through the Secretary.

**Cartage Rates:** Mr. P. Smith reviewed the returns from members on the survey and questionnaire conducted by the Association recently. In view of the wide variance in charges and methods of calculating cartage rates, there appeared to be no obvious means of rationalising this aspect of the Hiring industry. The matter would be kept under consideration by the committee, with the view to a recommendation at a subsequent meeting, on an industry basis (e.g. hoist towers, compressors, electric tools, etc.).

**Credit Information:** There was a general discussion on the monthly lists circulated by the Association.

**Hire Rates:** It was considered that the annual survey of Industry Hire Rates was generally satisfactory and would be conducted in 1970 on similar basis in the month of May.

**Pink Pages: Telephone Directory.** Members indicated that, in future issues of the Pink Pages, they would confine their advertising to one-eighth page in this publication

**Future Meeting:** It was agreed to consider inviting Mr. Neville Kennard (N.S.W. Hire Association, President) to address the next meeting, possibly late in January at a venue to be arranged.

The Chairman then declared the meeting closed.



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**leading hirers stock**

# **H & N BRICK ELEVATORS**

A rugged  
heavy duty  
elevator

Simplicity of  
drive ensures  
trouble free  
running

Unique  
rubber canvas  
belt

Lifts  
2,000 bricks  
per hour

**SPECIAL DISCOUNT TO HIRERS**

---

**C.E.C. INDUSTRIES PTY. LTD.**

71 MALTA STREET, VILLAWOOD, N.S.W. 2163

PHONE 72 0641 (4 Lines)



# CHECK THIS LIST AND SEE HOW YOUR RATES COMPARE

The Construction Plant Hirers' Association of Victoria conducted a rates survey in 1969. The findings have been issued to members—not, they emphasise, as a price list to be observed but simply as an informative guide. In the belief that it will be of considerable interest to N.S.W. hire companies, both large and small, we are publishing the list in full.

## VICTORIAN INDUSTRY SURVEY

### Air Equipment Average Hire Rates

Portable engine driven air compressors — bare machines.

	Per 8-hour Day
55- 60 CFM .....	\$10.00
70- 90 CFM .....	12.00
100-125 CFM .....	15.00
150-175 CFM .....	17.00
200-210 CFM .....	19.00
250 CFM .....	23.00
300-315 CFM .....	28.00
350-370 CFM .....	32.00
600 CFM .....	40.00

Compressors, including a reasonable number of common tools and hoses, but not including Vibrators, Air Pumps, Air Saws or Uncommon tools.

55- 60 CFM .....	12.00
70- 90 CFM .....	13.00
100-125 CFM .....	17.00
150-175 CFM .....	20.00
200-210 CFM .....	25.00
250 CFM .....	30.00

### Discounts for longer term hire—

- 5% for 1-4 weeks hire
- 10% for 4-12 weeks hire
- 12½% for 12-24 weeks hire — NOT ADVERTISED — Given only on application.
- 15% for 24+ weeks hire — NOT ADVERTISED — Given only on application.

Weekly rates on Compressors can be 5, 6 or 7 times the daily rate depending on the number of days working in the week.

Extra shifts worked are charged at ½ the normal daily rate per shift.

Distillate used is charged at 25c gallon.

Petrol charged at bowser rates, 40c gallon.

Cartage — additional.

### Pneumatic Tools — including 1-60 ft. Air Hose DAILY

Backfill Tampers .....	\$2.50
Clay Picks and Spades .....	2.00
Medium Concrete Breakers— (Approx. 50 lb.) .....	2.50
Heavy Breakers (60-100 lbs.) .....	3.00

Pneumatic Grinders .....	3.00
Internal Vibrators(1in.-3in.) ...	4.00
Air Sump Pumps .....	4.00
Air Saws .....	4.00
Sheeting Drivers .....	4.00
<b>EXTRA:</b> ¾ in. x 60ft. Air Hose ..	.50 per length
1 in. x 60ft. Air Hose ..	.75 " "
2 in. x 60ft. Air Hose ..	1.50 " "
Scabbling Machines — NPK Multi Tipped, \$12.00 DAILY; \$48.00 WEEKLY.	
McDonald Multi Tipped, \$15.00 DAILY; \$60.00 WEEKLY.	

**N.B.:** DISCOUNTS SAME AS FOR AIR COMPRESSORS.

### Concrete Equipment:

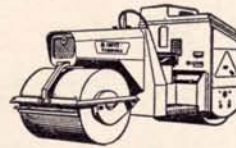
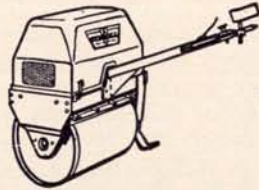
	Mini- mum	Daily	Week- ly
	\$	\$	\$
Mixers 2-3 c. ft. ....	4.00	3.00	15.00
3½ cubic ft. ....		4.00	18.00
Vibrators — Internal c/w petrol or electric basic units .....		7.00	30.00
Vibrating Screeds — up to 10 ft. ....	10.00	5.00	25.00
Double Board — over 10 ft. ....	12.00	6.00	30.00
Trowelling Machines ...		8.00	32.00
Ricksha .....		1.50	3.00
Kibble Buckets — ½ Yard .....	5.00	3.00	10.00
1 Yard .....	5.00	4.00	15.00

Concrete Towers — Rates on Application.

### Hoisting & Handling Equipment:

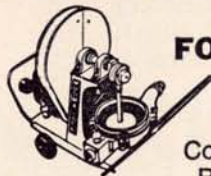
5 cwt. Single Barrow			
Hoist .....	17.00	8.00	40.00
Hoist Towers — Va Unit — 32 ft. ....		11.00	55.00
—2 Barrow Type ....			70.00
Extensions — per section .....			2.00
Cartage and erection charge — \$3.50 per man-hour.			
Brick Elevators .....	6.00	6.00	24.00



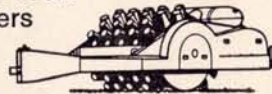
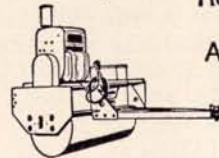
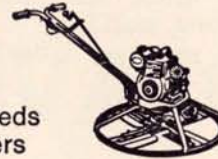


# COATES & CO. LTD.

## FOR SALE OR HIRE



Vibrating Rollers  
Multi-tyred Rollers  
Concrete Trowels and Screeds  
Rockbuster Mobile Crushers  
Crushrolls • Hoistowers  
Air Compressors and Tools  
Vibrators • Dumpers  
Pumps, etc.



15 CUMULLA ROAD  
CARINGBAH  
525 3333

29 SYDNEY STREET  
MARRICKVILLE  
51 6021

260 HUME HIGHWAY  
LANSVALE  
70 0567

## RADIO CONTROLLED DELIVERY AND SERVICE

Winches—					
Dawn Hand Winches					
—2-5 tons .....	7.00				
5 cwt. Crab Winch .....	10.00				
5 cwt. Drainers Winch					
—petrol motor					
Air Drainers' Winch }					
	7.00	30.00			
Tirfors — 30 cwt. ....	2.00	8.00			
3 Ton .....	3.00	12.00			
Chain Blocks—					
½-2 Ton .....	2.00	10.00			
3.5 Ton .....	4.00	16.00			
Dump Trucks —					
15 cwt. ....	10.00	40.00			
22½ cwt. ....	13.00	50.00			
Monorails Power Unit					
Trailer, Rails, Legs					
and Switch — com-					
plete .....	70.00				
Ladders — Wooden					
Extension — up to					
26 ft. ....	3.00				
Over 26 ft. ....	4.00				
Aluminium — to					
40 ft. ....	5.00				
Steps—6-8 ft. ....					2.00
Over 8 ft. ....					3.00
Trestles — 5-8 ft. ....					2.00
Over 8 ft. ....					3.00
Adjustable —					
Acrow .....					1.5
Planks—					Per ft., .03
No Bolt Scaffold to					
12 ft. ....					8.00
Self Lock Scaffold to					
20 ft. ....					12.00
Castors — Supplied					
separately per set					
of 4 .....					2.50
Outrigger sets .....					3.00
<b>Miscellaneous:</b>					
				<b>Daily</b>	<b>Weekly</b>
Barrow Chains .....				1.00	
Scaffold Hooks .....				1.50	
Drop Sheets .....					from 50c
Tarpaulins—					Rates on Application.
Safety Swing Scaffold—					Rates on Application.
Dumpy Level .....				3.00	10.00
Theodolites .....				6.00	25.00
Hoarding .....					10c ft.



Pipe Benders — Hydraulic up to 3 in. ....	3.00	10.00
Small hand .....		5.00
Steam Cleaner (Fuel and Detergent extra) .....	10.00	40.00
Post Hole Digger — Motorised .....	10.00	40.00
Vacuum Cleaner — Industrial .....	from 6.00	24.00
Power Hacksaws .....	3.50	15.00
Portable Saw Benches — On application.		
Clipper Brick Cutting Machine — On application.		
Spray Painting Units — Small L.P. ....	2.50	8.00
— 2 Gal. H.P. ....	5.00	20.00
Oxy Welding Sets (Gas Extra) .....	4.00	16.00
Floodlights .....		4.00
Space Heaters .....	from 6.00	
Welders — Rates on Application.		
All leads are chargeable at \$2.50 per week per 100 ft. length.		
Builders Sheds — On Application.		
Site Offices and Mess Huts — On Application.		
Toilets — Single .....		1.50

### Electric Tools & Equipment:

	Daily Weekly	
$\frac{1}{4}$ in. Drill .....	2.00	8.00
$\frac{1}{2}$ in. Cap. Drill .....	3.00	12.00
$\frac{3}{4}$ in. Cap. Drill .....	4.00	16.00
8 in. - 9 in. Circular Saw .....	3.50	15.00
Sanders — Orbital .....	3.00	12.50
Belt .....	3.50	15.00
Floor — Plus Sandpaper ...	5.00	20.00
Planers .....	4.00	16.00
Grinders — portable hand held (stones extra) .....	4.00	16.00
Surface Grinders — Flexible shaft .....	7.00	30.00
Hammers and Percussive drills .....	from 6.00	25.00
(Steels to suit above) from	1.00	
Screw Drivers .....	3.00	12.50
Generators — 1500 Watt .....	6.00	25.00
2000 - 2500 Watt .....	7.00	30.00
3000 - 3500 Watt .....	8.00	35.00
Electric Leads — 50 ft. Single Phase .....		from 1.00
50 ft. Three Phase .....		2.00
Terrazzo Grinders (Stones Extra) .....	10.00	

### Compacting Equipment:

Vibrating Rollers—		
28 in. Pedestrian .....	10.00	45.00
28 in. Tandem .....	12.00	55.00

32 in. Pedestrian .....	13.00	60.00
32 in. Tandem .....	16.00	72.00
54/60 in. Petrol .....	13.00	60.00
54/60 in. Diesel .....	14.00	65.00
66 in. — 3 Ton Smooth .....	25.00	115.00
66 in. — Sheepsfoot .....	30.00	135.00
72 in. — Smooth .....	35.00	150.00
72 in. — Sheepsfoot/Cleat Roll .....	40.00	180.00
78 in. — 10 Ton Trailer Roller .....	75.00	340.00
78 in. — 10 Ton Trailer Roller Sheepsfoot .....	90.00	390.00
4/6 Ton Tandem .....	60.00	220.00
8 Ton Tandem .....	62.00	280.00
Vibrating Tampers — Small .....	7.00	32.00
Medium .....	8.00	36.00
Large .....	10.00	45.00

### Pump and Hoses:

Electric — Single Phase automatic submersible			
$\frac{1}{2}$ H.P. ....	6.00	25.00	
$\frac{3}{4}$ H.P. - 1 H.P. ....	8.00	30.00	
Electric — Three Phase submersible			
1 $\frac{1}{2}$ H.P. ....	6.00	25.00	
3 $\frac{1}{2}$ H.P. ....	7.00	30.00	
6 H.P. ....	10.00	40.00	
Centrifugal — Water Pumps			
2 in. ....	6.00	25.00	
3 in. ....	7.00	30.00	
Mud or Sludge 2 in. ....	6.00	25.00	
3 in. ....	7.00	30.00	
4 in. ....	10.00	45.00	
Flexible Shaft —			
c/w Basic Unit 2 in. ....	7.00	30.00	
Pneumatic .....	from 4.00		
<b>Minimum</b>			
Hoses — 30 ft. Suction 2 in. - 2 $\frac{1}{2}$ in. ...	1.00	.50c	2.00
or <b>part thereof</b> 3 in. ....	1.50	.75c	3.00
4 in. ....	3.00	1.50	5.00
50 ft. Delivery 2 in. to 2 $\frac{1}{2}$ in. ....	1.00	.50c	2.00
or <b>part thereof</b> 3 in. ....	1.50	.75c	3.00
4 in. ....	3.00	1.50	5.00

**N.B.** — 2 DAY MINIMUM HIRE CHARGE ON ALL HOSES.

### Miscellaneous:

Wheelbarrows, R/Tyred .....	1.00	3.00
Barricades — Rates on Application		
Warning Lamps —		
Battery operated .....		2.00
Kerosene .....		1.00



Block & Tackles to 50 ft Fall	5.00
Bolt Cutters — Small	3.00
Large	4.00
Floor Cramps	1.50
Jacks — 1- 6 Tons	1.50 5.00
to 10 Tons	2.00 8.00
Test Cylinder (C.1)	2.00
Blow Lamps	1.00

**HIRING TO OTHER ASSOCIATION MEMBERS**— LESS 10% (or by arrangement).

**MINIMUM CHARGE** — ANY HIRE \$1.00

**CLEANING CHARGES**—\$3.50 PER HOUR

**CARTAGE AND WAITING TIME** — EXTRA.

**WEEKLY RATE** — based on MONDAY to FRIDAY (Motorised Plant Only)  
EXTRA DAYS — “pro rata”.

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**Advertising in local newspapers is expensive — except when it's free.**

The fact is that suburban and country papers are constantly on the lookout for local news, and pars or press releases about additions to your range (especially if they are items new to your area, or not commonly available for renting) will quite often result in free publicity.

Another way to get your business in the news is to keep an eye out for human interest slants in your day-to-day operation. When something unusual or entertaining happens, let the Editor know about it. The chances are you'll get some free and valuable publicity.

## VARIETY IS THE SPICE OF — HIRING

**From our reading . . .** Residents of Kansas City who want to make an impression with a complete golden dinner service can hire one from Crofts Rents, a thirty-year-old hiring company which also rents out Las Vegas-type gambling equipment. And a Californian company, appropriately named United Rent-all, maintained the integrity of its “Rent Everything” slogan by fulfilling a request for a giraffe. The animal's name was George, and he cost the Beverly Hills clothing store \$500 for one day he was used to model a white dress collar (size 35) and a smart blue tie, which he was permitted to keep.

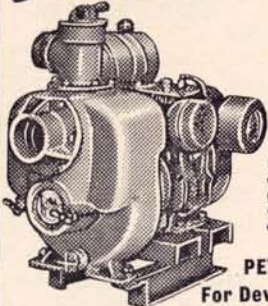
## Good Employees Bring in Business

An employee can do many things that an owner can't. I have often said the worst place an owner can be is behind the counter. Too many of our customers expect a deal or a price break, and too many of our owners give it. If an employee receives money he won't be expected to give deals or discounts. Sometimes an employee can speak the language a customer wants to hear. A good employee can bring business unknown to you before you hired him.

# FINSBURY

## a force of pumps to rely on

(right through the 70's)



**POWER MATCHED**  
3 inch & 4 inch PUMPS  
for High Volume Pumping

**FEATURES**

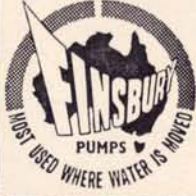
- Self priming • Outputs to 25,000 g.p.h. • Heads to 105 feet • High efficiency for lower operating costs
- Impeller inspection port.

**PETROL OR DIESEL POWERED**  
For Dewatering & Flood Irrigation

THE GREATEST PUMP FORCE IN AUSTRALIA

CONTACT  
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483 Kent Street, Sydney,  
New South Wales 2000

OR YOUR LOCAL STOCK  
BRANCH OR DEALER





Introducing the **Phenomenal**

**Smalley**



— go anywhere  
— full slew  
— self propelled  
**excavator**



*Unbeatable versatility*



Manoeuvre and work in confined spaces



Converts to face shovel



Can "WALK" around site up to 2.5 m.p.h.

distributed by

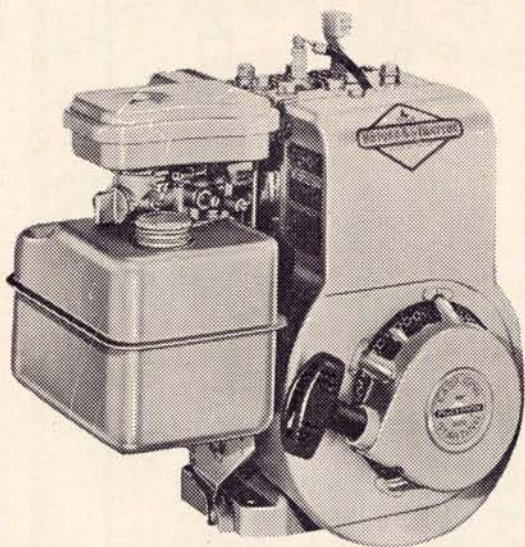
**MOLE ENGINEERING PTY. LTD.**



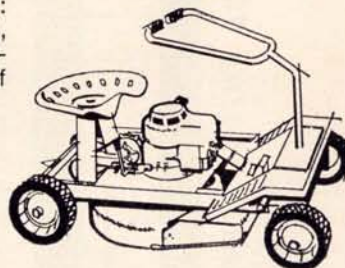
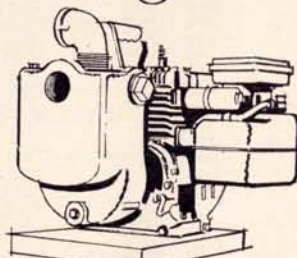
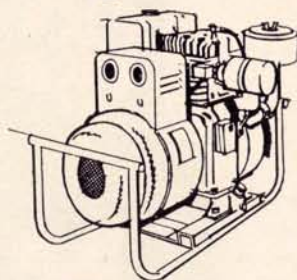
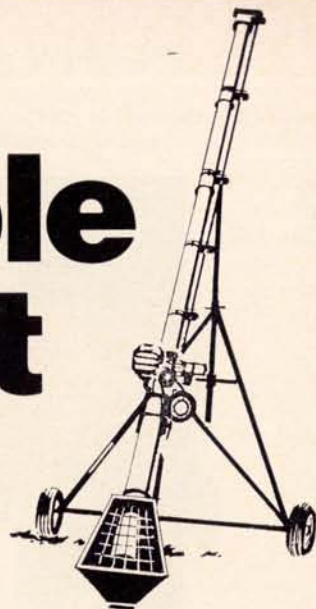
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Briggs & Stratton is the world's best seller. More than 5,000,000 B & S engines will be manufactured, run and tested this year. There *must* be reasons for this tremendous world-wide demand. There are! Briggs & Stratton sell on sheer merit: better performance, longer life, dependability, wider range of applications.



For further information, please contact the nearest branch of

**ani**  
**PERKINS**

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*Against Rust*

## TUFF-KOTE

*Auto Rustproofing*

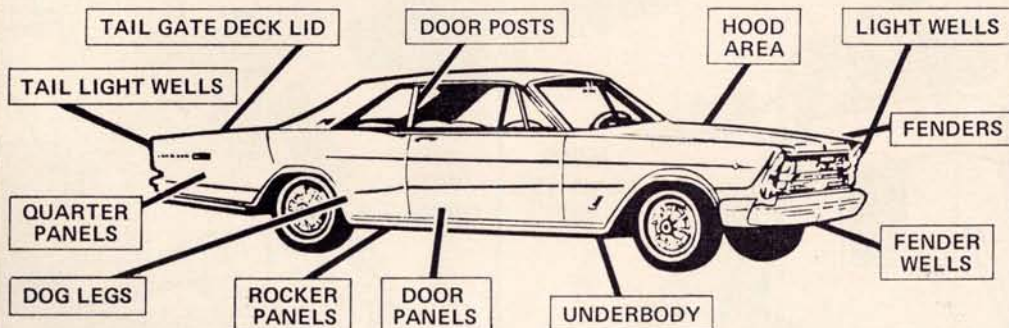
Aluminised to give your car  
100% RUST PROTECTION in all  
critical areas shown in the diagram below.

Proven Tuff-Kote compound  
with its special sealants and  
dryers gets right into all the  
trouble spots under pressure  
of 3000 lbs/square inch.

### Guarantee

In writing ... a guarantee  
to new car owners of  
rust-free motoring for 5  
years or 50,000 miles.

Why risk excessive depreciation this time!



TUFF-KOTE • APPROVED AND USED BY THE U.S. ARMY • NRMA TESTED

For Information Contact . . .

## CANOPY INDUSTRIES

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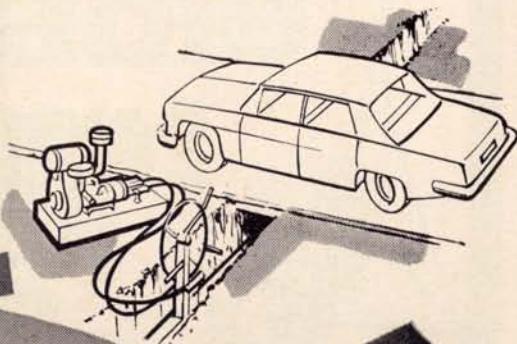
Phone: 51-2811



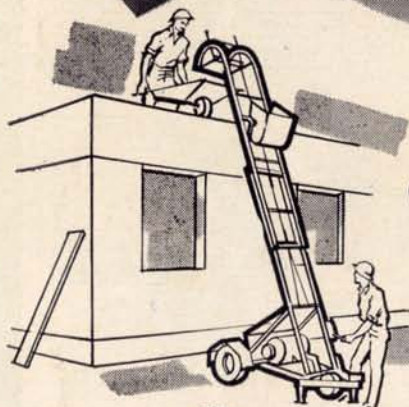
MACDONALD  
SCABBLER



MOLE Under-the-road DRILL

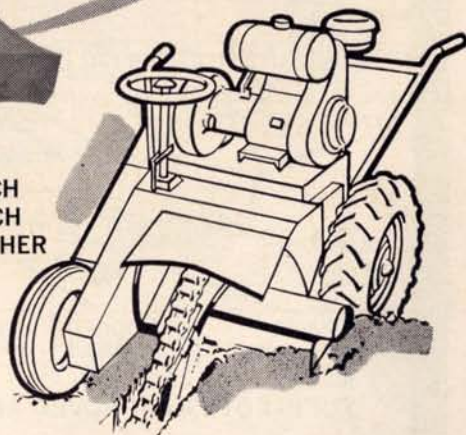


**BUY THESE TOOLS FOR  
YOUR HIRE FLEET . . .  
BIG return from LOW  
capital investment**



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