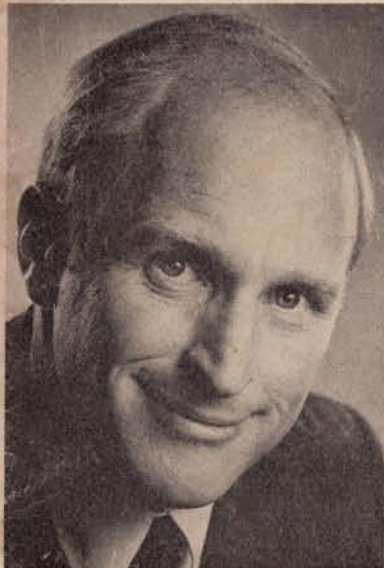


HIRE

Official Journal of
THE HIRE ASSOCIATION OF N.S.W.

A.
AUGUST, 1970
Vol. 3, No. 3



President Neville Kennard



Vice-President Gordon Esden



Hon. Secretary Greg Page



Treasurer Arthur Ball

Meet the 'HIRE-ARCHY'

Pages 19-22

IN THIS CONVENTION ISSUE:

- President of U.S. Rental Association coming for Convention.
- Hire in the A.C.T.
- How realistic are your rates?
- Chicken bones among the philodendrons.
- Busman's Holiday to New Zealand.



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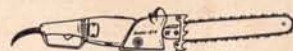
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THE HIRE ASSOCIATION OF N.S.W.
was formed in 1967 by a group of hire
business men and women. Its aim is a
progressive, profitable and ethical hire industry.

HIRE

is the official journal of THE HIRE ASSOCIATION OF N.S.W.,
12 O'Connell Street, Sydney. N.S.W. 2000

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(Silverwater Plant Hire Pty. Ltd.)

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YOUR JOURNAL

Editor: WYNWODE REID, 92 3514.

Publishers: KEITH BREUSCH PTY. LTD.
140 Phillip Street, Sydney 2000

Advertising: For all enquiries phone 221 2272.

Printers: Summit Press
84 Henderson Road, Alexandria. 2015.
Phone: 69 4359.

TO:

The Hire Association of N.S.W.
12 O'Connell Street,
SYDNEY. 2000.

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President's Message

A milestone and an honour

The approaching visit to Australia of Bill Ristow, Jnr., President of the American Rental Association, is a milestone in the history of the Hire Industry in this country.

This visit will do several things . . .

It will bring publicity to the Hire industry in general, and increase public awareness of hire.

It will further cement together those in the industry, whether they are Hire Association members or not, as non-members are invited to attend this year's Convention.

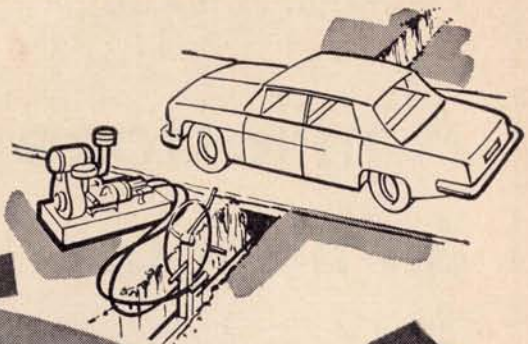
It will increase the membership of the Hire Association as more people will become aware of the benefits of membership.

We are honoured indeed that Bill Ristow has accepted our invitation. We can expect this, our third Convention, to be truly memorable.

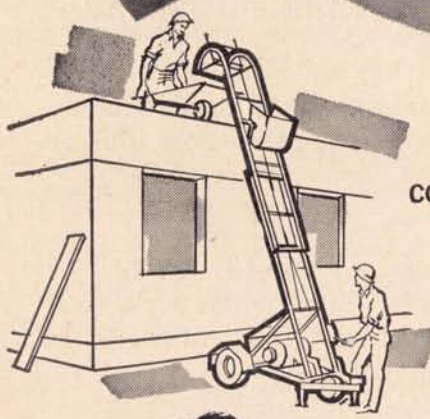


NEVILLE KENNARD

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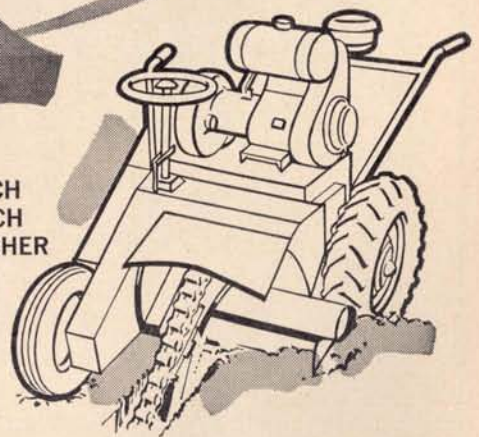


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PRESIDENT OF U.S. RENTAL ASSOCIATION

attending

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BILL RISTOW, Jr.
President, American Rental Association.

Now at last it can be told!

When the June issue went to press the secret was still under wraps. Negotiations were proceeding, fingers were firmly and hopefully crossed — but we were still not in a position to make an announcement.

In the meantime official confirmation has been received, and we are happy to be able to announce that the President of the American Rental Association, Bill Ristow, Jr., will be guest of honour at the N.S.W. Hire Association Convention at Terrigal on the 4th, 5th and 6th of September.

Bill Ristow, an accomplished speaker, represents the largest rental association in the world, comprised of many thousands of hire companies, so his visit to Australia is a happening of considerable significance. Through it we shall be forging links with the older, greater and more highly developed American hire industry, and the free interchange of experience and ideas can do nothing but good.

Members who attend the Convention (and that — we hope — includes you) will have the experience not only of listening to our distinguished guest but also of meeting him in a relaxed, informal atmosphere and discussing many subjects of common interest.

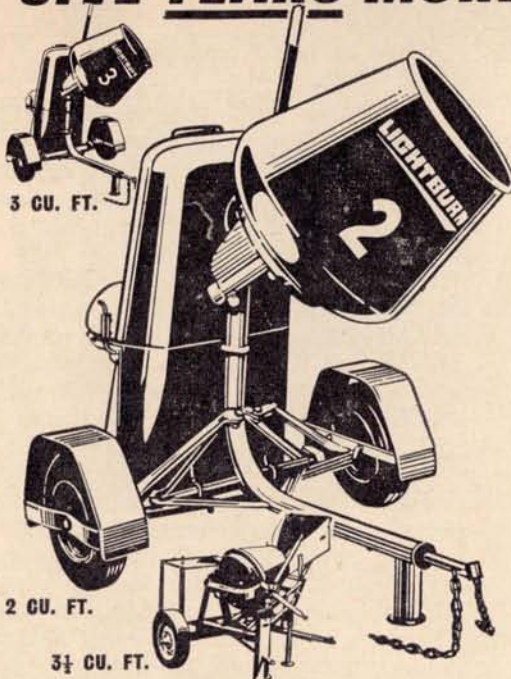
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HIRE — August, 1970

CHICKEN BONES AMONG THE PHILODENDRONS

WYNWODE REID takes a look at
PLANT HIRE WITH A DIFFERENCE

*After a bad night on the pokies they can do
some heinous things to a hydrangea*

The telephone enquirer is indignant. All he wants to do is hire a concrete mixer, and surely that's a reasonable request! Well, if they can't do a mixer how about the going rates on a ladder?... Then for Pete's sake what DO they have? And what kind of outfit is it — a plant hire firm without a ladder!

When the mists of confusion have cleared he will have discovered that there are two very different kinds of plant. One is the product of 20th Century engineering and technology; the other — in which this particular company specialises — dates back to the Garden of Eden.

Conversations of this nature are not as rare as you might think, according to John Lees, Plant Hire Manager of Pikes Nurseries Pty. Ltd.

And in case you happen to be under the impression that renting out potted plants is pretty small potatoes as the hiring business goes, it may be as well to mention that this company maintains a fleet of eight vans on the road full time, plus an additional two for deliveries to civic and social functions like weddings, conventions and exhibitions. In fact the business is growing so fast that every year they add another van.

Who are their customers? Not private citizens — they are too often out when the

maintenance van calls. Householders have to do their own thing. (We know a man whose very small bathroom is being rapidly taken over by a very large steam-loving rubber plant). Heading the list of profitable customers are the modern high-rise office buildings, often fourteen or fifteen storeys high, whose great open spaces are subdivided by living plant partitions. Clubs and hotels also come high on the list of regular customers. Less regular, but still a paying proposition, are the numerous large functions which call for every kind of decorative plant, from orchids to monstera deliciosa.

Then there are the off-beat requests for plants of impossible dimensions. These come, in the main, from the producers of TV commercials who believe, in this day of instant-everything, that all things are possible to those who can pay.

But Nature still takes her time, in spite of horticultural hormones and fertilisers, so the TV producers have to rewrite their scripts. Or maybe they just settle for plastic.

This is clearly a big operation, involving a staff of highly qualified people and two extensive nurseries — one in which the plants are raised from ground level up, and a holding nursery from which deliveries are made.

As every hire man knows, rented goods are at the mercy of the customer's misuse

or neglect. But nothing is more vulnerable than a plant, a living thing with likes and dislikes. Subject it to the wrong temperature, for instance, or dry it out with too much air conditioning, and before you know it the plant will fall sick and you'll have to nurse it back to health.

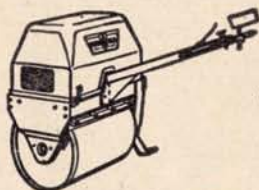
As far as humanly possible, Pikes anticipate problems before they arise and take measures to prevent them. They inspect all proposed locations for their plants, and sometimes suggest a safer alternative. Members of the public tend to treat potted plants as ash trays — or to water them with unwanted drinks. In clubs the wear and tear is particularly high. Some members have no respect for plants: after a few trips to the bar and a bad night on the pokies they can do some heinous things to a hydrangea. Wedding guests constitute another hazard — they use

plants as garbage disposal units. After a wedding reception they have to be vetted for limp canapés, chicken bones and broken champagne glasses.

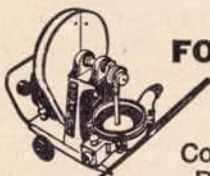
Clearly, there are specialised problems — and untold satisfactions — in this kind of plant hire. And, like the plants themselves, business just keeps on growing all the time.

HIRE-WORKS!

You'll see them aplenty at Terrigal on September 4th to 6th when the N.S.W. Hire Association Convention goes off with a bang!

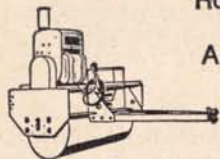


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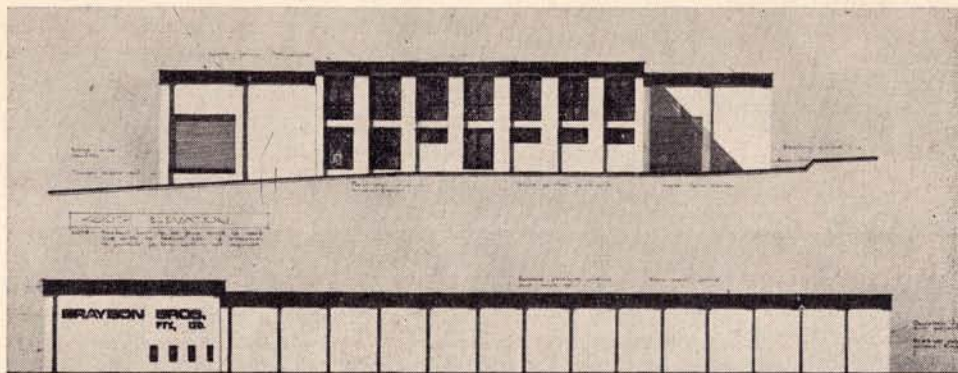
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Pages 9, 10, 11 & 12 are missing

new location and expansion for braybon hire

ELECTRIC GENERATING PLANT HIRE SPECIALISTS ON THE MOVE



An architect's-eye view of the new building.

Braybon Hire Pty. Ltd., the thriving subsidiary of Braybon Bros. Pty. Ltd., have given HIRE advance news of a big expansion programme ...

Specialists in electric generating plant hire, they are moving — together with the parent company — from their city address to new spacious premises in Rothwell Avenue, Concord. These new premises are still under construction but are now nearing completion, and the company expects to move on August 31st.

The building, depicted above, will occupy 20,000 square feet on three quarters of an acre of land. The greatly increased operational area, off-street parking and well-planned loading facilities will all contribute materially to the hire company's expansion. The electric generating sets are, of course, manufactured by the parent company, so both

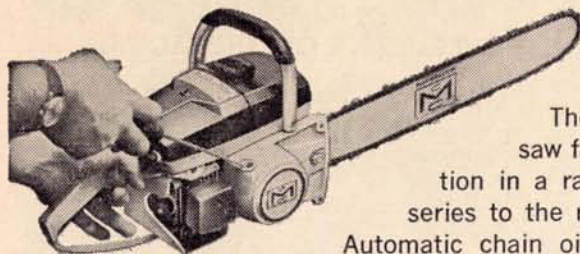
sides of the operation should benefit considerably from this progressive step.

Structurally, the design — which is by Paynter and Dixon Pty. Ltd. — is virtually a clear span with a single level cement floor. There is also a split level Amenity and Administration block. The wall construction is of red face brick with marblecrete columns and fibro roof, minimising maintenance. The offices are fully air-conditioned and their walls are lined with Queensland mahogany veneer.

The output range of Braybon electric generating sets at present available for hire will be increased at an early date to give maximum coverage in this field. Maximum service to the hire industry is also envisaged — doors will open at 7.30 every morning.

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HIRE — August, 1970

Law McLean Advertising mgr. 14

ANOTHER FIRST FOR PATTI'S HIRE SERVICE

They felt "a bit cheeky" — but the Governor approved!

No one could deny that, all things considered, the hiring business is a man's world. Despite this obvious conclusion, the few companies which are under feminine management do have a way of making their presence felt.

Patti's Hire Service is a shining example. Those two resourceful sisters, Patti and Pauline, chalked up another first for themselves by manning (there ought to be a feminine form of that verb!) a highly successful stand at the recent Australian Catering Trade Fair.

The ingenuity which won praise for their float in the Waratah Festival was again in evidence. Included on the 20 x 10 stand were a miniature replica of their big wedding reception marquee, fully illuminated, and a cocktail bar complete with awning.

"We felt a bit cheeky competing with all those big companies," Patti admitted, but their diffidence was clearly unfounded. Their stand (which received coverage on Channel 9 news) was a constant centre of interest. Sir Paul Hasluck paid it a special visit, lingered to ask a number of interested questions and, when he was leaving, pocketed one of their brochures.

Indeed, the general feeling was that they had projected a pretty impressive image for the hire industry as a whole. We liked the human interest story of the Indonesian who approached the stand and asked them to supply full equipment — silver chafing dishes, the works — for a surprise wedding party for his brother. The catch was that everything had to be delivered that same afternoon.

As usual, Patti's Hire Service came to the party.

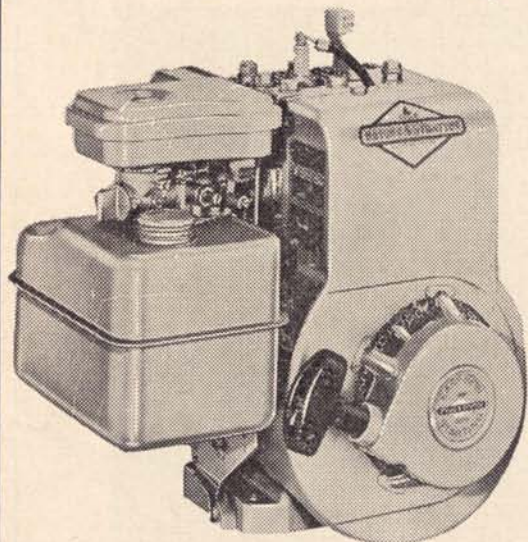
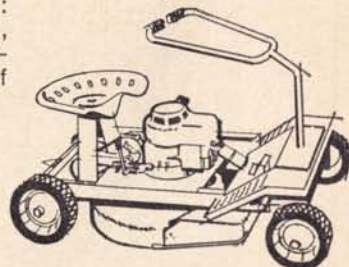
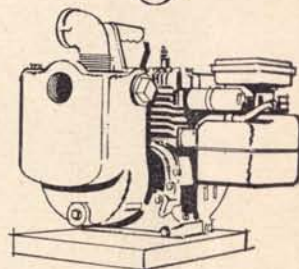
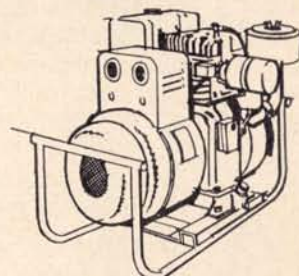
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HIRE in the A.C.T.

Two different faces of the Canberra coin

The Hire Association of N.S.W. has growing membership in Canberra. As in other centres, plant hire tends to dominate the scene, impressively represented here by the powerful manufacturer/hirer, Coates & Co. Ltd., who supply everything from compaction and concreting equipment to compressors and power tools. But at the opposite end of the scale another Association member, Stewart Barlen Pty. Ltd., is thriving just as visibly in the rarefied atmosphere of embassy parties and receptions. Seen against the Canberra backdrop, the two companies, both indisputably successful, make an interesting study in contrasts.

Canberra is in some respects unique. The seat of government and the Shangri-la of public servants, it resembles some test-tube creation which has bypassed the normal throes of birth. Being virtually without secondary industry, it is dependent on Sydney and Melbourne for consumer goods and protected from the chilly winds of economic change by the treasury itself. Canberra — beautiful, expensive, unreal as a mirage — is a 'kept' city.

All this has considerable bearing on the industrial setup, according to Coates & Co., who believe that the artificial environment tends to spawn an unusually high proportion of shoddy operators and ephemeral or badly-managed businesses.

They comment: "Before we adopted a rigid credit control policy we found that some 20-30% of our customers or accounts

there finished up either in liquidation or requiring legal action to collect money due.

"There is no doubt that most hirers in Canberra — other than ourselves, now that we have learned our lesson — will find a very high level of uncollectable accounts and bad debts because the customer has just vanished."

We can't help feeling that even fly-by-nights and shoddy operators would have to rise very early in the morning to put it over such an efficiently-run company as Coates & Co., and the Canberra branch, now that it has put its house — or, more specifically, its customers — in order, is going from strength to strength.

So much so, in fact, that some of its personnel, fortified with Coates knowhow and acquired expertise, have left to hang out their own shingle.

* * *

Riding to success on the champagne circuit

The spark of inspiration can take many forms. For Stewart Barlen Pty. Ltd. it was a success story in *READER'S DIGEST*. Now, four years later, this Canberra hire company has a success story of its own.

At the outset, operating from home with nothing but a few power tools, Len Rich used to hire out his own household appliances. By the time he moved to business prem-

ises in the Kingston shopping centre the stock included such things as camping equipment, cement mixers, adding machines and typewriters. Then, demand determining their range, they began to move out of power tools and into their profitable specialty, party hire.

From a few tents, chairs and sets of basic crockery, they progressed to a point where the equipment is not only extensive enough to meet all demands but also sufficiently elegant to grace the most sophisticated social event. Canberra hostesses can (and do) hire AI quality silverware, table linen — “glistening white or romantic red”, banquet tables, cocktail bars, dance floors and every imaginable type of decorative lighting.

While the emphasis is on entertaining (and even children's parties have not been overlooked) the range of items for hire is by no means restricted to this field. To offset the effects of the parties, customers can hire a Slim-ex massager or sauna... work off weight with home handyman equipment... or go bush with a comprehensive range of camping gear. Staff can be kept happy with the latest office amenities, and sickroom equipment such as wheel chairs will shortly be added to the list.

During a trip to the U.S., Len Rich was impressed by Abbey Rents, a large hire company operating along similar lines, and in some respects he has followed in this company's footsteps. Basically, he believes in giving the customer maximum service (all equipment goes out in sparkling condition and can even be returned unwashed for a small extra charge). The other thing he believes in is the unlimited power of the telephone.

His beliefs are well founded, for the firm has now outgrown its accommodation and is presently engaged in fitting out a large warehouse in Fyshwick (in the centre of the party belt) with the latest equipment for washing glassware, china and cutlery in unlimited quantities.

This swinging hire firm in our swinging capital has come a long way in four years.

GOOD THINKING

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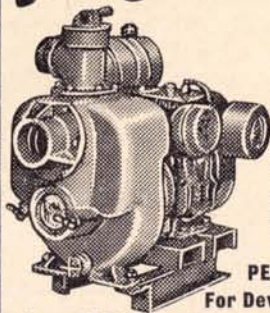
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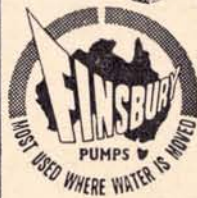
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Introducing **THE HIRE-ARCHY**

Some members of the Hire Association are prevented — either by distance or circumstance — from attending meetings, so we decided to introduce the office bearers and committee members through the pages of HIRE, their mouthpiece and official journal.

The Editor takes this opportunity of thanking those executive members who helpfully completed the questionnaire and enabled us to compile this information. Your co-operation is sincerely appreciated.

NEVILLE J. KENNARD, President of the Hire Association of N.S.W. since its inception, was born in Sydney in 1937. Twenty years later he entered the hire industry by the simple expedient of starting work in his father's hire business. "I had nothing better to do," he admits in frank explanation — and in contrast to the keen directed enthusiasm so evident today. He is now Managing Director of Kennard's Hire Service Pty. Ltd., a driving force behind the Association, and a good friend to its journal.

He believes that the Hire Association must push the hire concept to the community in general, and promote itself within the industry so that everyone engaged in it will want to join.

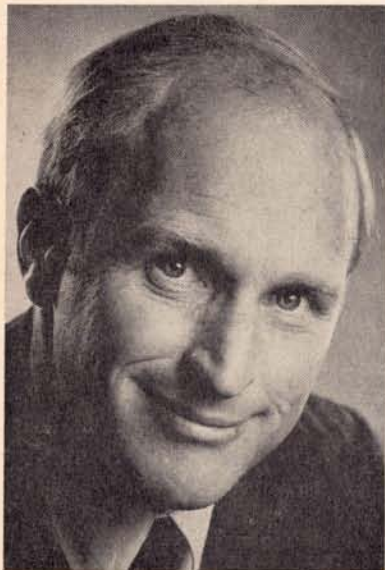
Asked for his personal philosophy of hiring, he wrote: Hiring is the new way of living — the means by which you can have the use of things without the burden of ownership.

He lists his hobbies as: sailing, skiing and reluctant gardening.

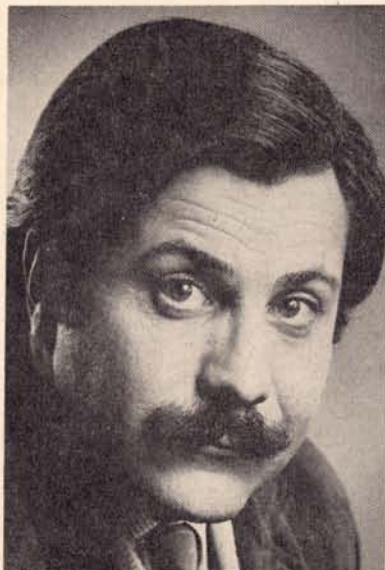
His son, Sam, will be seven months old when this issue is published.

* * *

GORDON ESDEN, the Association's Vice-President, entered the hire industry in 1964. Born in England in 1937, he gained a Diploma



Neville Kennard



Gordon Esden



Greg Page

of Agriculture at Hawkesbury Agricultural College, spent three years jackarooing, then wandered the world for five years. On his return to Australia he was offered a job managing the hire subsidiary of a building company. Now Director of Silverwater Plant Hire Pty. Ltd., he believes that the Hire Association should be a forum for the exchange of ideas about industry and a chance to learn something about management techniques and methods of improving our businesses.

His personal philosophy? That, firstly, I have been given opportunities unique in any business through becoming involved in one of the fastest growing sections of industry. Hire is a completely new TYPE of enterprise. Nearly everyone one meets who is involved with hire has that sense of challenge, of growth. It is a fascinating and stimulating experience. My second tenet is that most people in the business have started at the bottom and grown with it. Nearly all of us lack formal training and discipline, and it is those who realise this who will grow in the future.

He lists two hobbies and interests: sailing and hire.

* * *

GREG PAGE, Honorary Secretary of the Hire Association, is the proprietor of Page's Hiring Service Pty. Ltd.

* * *



Arthur Ball

ARTHUR BALL, Treasurer of the Hire Association, was born in Sydney in 1920. A

Master Butcher for twenty years, he sold his retail business twelve years ago, moved to Hornsby — and got into the hire industry by the purest happenstance. He hired a concrete mixer from a local builder. It turned out to be such a bomb that he was forced to buy a second-hand one, intending to resell it almost immediately. To recoup his expenditure, he decided to hire it out while it was not in use. The demand was so great that he increased his 'hire fleet' by the addition of a ladder and electric drill from his own workshop. The demand continued, and in no time the profitable sideline had become a progressive business — Handyman's Hire Service Pty. Ltd., of which he is Managing Director. In the last issue of HIRE we reported further expansion for Handyman's Hire Service.

He is very definite about his objectives for the Hire Association. He would like to see the membership increased to a point where it would be possible to maintain a permanent staff to furnish information to members — following the practice of longer-established Associations such as the Master Builders' and the Retail Traders'. Then, because the Hire Association is still very young, he would like to see all its members participating fully and assisting the committee with ideas and suggestions.

His philosophy of hiring? It is essential to give the customer prompt, efficient service and equipment in good order. Buy the best — there are very few bargains, and equipment built to a price, not heavy duty standards, will be the most expensive in the long run.

He believes that the handyman side of the industry will develop into hire and sales. One section of sales will be concerned with goods used in conjunction with hired equipment — e.g. paint abrasives and brushes required when a man hires a ladder. The other section — controversial but in his opinion inevitable — will be the sale of equipment.

Arthur Ball has one son, two daughters and three grandchildren. He devotes much of his limited spare time to youth, particularly the Boy Scouts. Presently a Group Scoutmaster, he has been a District Commissioner and Senior Scout Leader. His other great interest is hi-fidelity music; he has a comprehensive range of tapes and records.



Vic. Piraner



John Mason



Barry Newton

VICTOR PIRANER, a member of the Hire Association Committee, was born in Sydney in 1932. He was Market Development Manager of Mills Scaffolds 1954-1968, then joined Advance Plastics as Sales Development Manager, leaving this company in October 1969 to become the Manager of Everready Hire Service Pty. Ltd.

His objectives as a committee member are: to unify the Association; to improve the image of hire companies; to improve the image of the Association. He believes that everything depends on giving service to the customer. Companies which are not doing this must be shaken out of the industry or made to improve.

His goal: to build Everready into the biggest and best company in Australia.

He has a boy aged six and a girl aged four.

* * *

JOHN R. MASON, Committee member, was born in Sydney in 1941. He served his apprenticeship with Grenville Motors where he was employed for five years, graduating to the Technical Service Department in the final year. He then spent a year as Assistant Manager of a Service Station and another year as Service Station proprietor. In 1964 he joined the Walco Group as Hire and Service Manager.

His aim is to achieve further recognition for the Association as a whole, to achieve a voice for it in all applicable industries, and to see all members working towards this goal. He believes that it is increasingly important to provide good quality equipment for hire and to maintain it with prompt, efficient service.

John Mason's technical background is impressive. He completed formal trade studies at Sydney Technical College, completed a one-year post Trade Certificate on automatic transmissions. He then passed a two-year Management Supervision Course at Sydney Technical College. He is an associate member of the Institute of Automotive and Mechanical Engineers and one of the foundation members (and Secretary) of the Concrete Hoisting and Pumping Group (a division of the Hire Association.)

He has a son and a daughter. His interests and hobbies include: golfing, fishing, tennis, reading, studying ancient Roman and Egyptian history. His goal: personal satisfaction.

* * *

BARRY NEWTON, a member of the Hire Association Committee, was born in Sydney in 1942. He served his apprenticeship with Qantas as a 1st Class Sheetmetal worker, gaining first place in the State in his final year. He then



Barry McDonald



Bob Hodgson

completed several technical courses before transferring to general sheetmetal work and the manufacture of building equipment. He is now Manager of Newton Brick Elevators Pty. Ltd.

His objective for the Hire Association and its members is to promote the hire idea, and work for a strong Association.

His personal philosophy of hiring: A hire company must keep its equipment, goods and services AI at all times; otherwise the customer lost could be lost to the industry as a whole.

He has five children, ranging from a girl of 7½ to a boy of 9 months, and he lists his hobbies and interests as: family activities and voluntary first-aid work with St. John's Ambulance Brigade.

* * *

PEGGY LEVY is the Association's only woman office bearer, and a moving spirit behind the annual Hire Conventions. Born in Sydney in 1922, she had experience as a furrier before the establishment of Formal Wear Hire Service Pty. Ltd. She is a Director of the company in Victoria as well as in N.S.W., and first entered the hire industry in 1962.

Her objective for the Hire Association is: to gain a DOCUMENTED industry with some idea of where we are all going in the future.

Her personal philosophy of hiring: that so far no one knows where the ceiling is — that

the best of stock is necessary for success — that maintenance and repairs are becoming increasingly important — that anything that can be sold can be hired.

She has a son and a daughter, both in the business. Her hobby is art collecting, her interests are varied, and her goals personal and/or professional she sums up in one word — success.

She adds: We have learnt more from belonging to the Hire Association than we will ever have guessed.

* * *

BARRY McDONALD, Committee member, is Managing Director of Macbro Plant Hire Pty. Ltd. (Details of his career reached us too late for inclusion, and will be published in our next issue.)

* * *

BOB HODGSON, Committee member, is a Director of Frank J. Hodgson Pty. Ltd.

Want some instant inspiration
and a load of fun as well?
Then see you in September
at the Florida
Hotel!

australia's lightshow specialist puts HIRE IN COLOURED LIGHTS

IT IS NOW POSSIBLE TO HIRE—

- psychedelic mood lighting.
- instant fog — half a million cubic feet of it — odourless, or perfumed with incense.
- a 1½ million watt cosmic strobe just like the one they use in 'Hair'.
- plastic environments, with or without (non-plastic) poets and dancers.

If this is news to you, then it's high time you caught up with one of the Hire Association's newest and most astonishing members, Ellis D. Fogg.

Based in Sydney, where he occupies two adjoining terrace houses at Kings Cross, Ellis D. Fogg also has a thriving year-old branch in Melbourne — and plans for lighting up Brisbane and Adelaide.

It is easy to believe his claim that he was the first person in Australia to recognise the value of colour and spectacular lighting effects at private and public functions, from parties and dances to trade promotions and symphony concerts. Describing himself as 'Australia's leading lightshow environmentalist', he is not above involving himself in some of the grittier aspects of industry, such as night-lighting demolition sites with quartz halogen flood lights.

His catalogue describes more than sixty electrically operated items of equipment, many of them straight out of science fiction, available for hire on a nightly or weekly basis. Considering that they come complete with frames, leads, clamps, brackets, aluminium instant scaffolding, switchboards and even operators when necessary, they are outstanding value at a few dollars a throw.

Mr Fogg who, for a modest fee, will personally design a lightshow to your own specifications, assures us that his creations have been widely accepted as a new art form. His commissions have included: Chrysler Inter-

national Convention 1968 and 1969; Sun Books Colour Promotion 1969; Tully by Fogglight at the un-Elizabethan 1969; Mixed-Media and Banana Freakout 1967; Destruction in Art 1967; Classical Fogg with Jean Lewis 1969; The Tribe at the Union Theatre 1969; The Serpent at the New Theatre 1969.

Peter Sculthorp, reputedly the country's leading contemporary composer, recently wrote a modern pop-symphony, 'LOVE 200', featuring Fogg's lighting and effects.

Surely such an unusual business venture must call for unusual qualifications? It does — and Ellis D. has them. As well as a remarkably fertile and versatile imagination, he has several years of professional theatre lighting experience to his credit.

A demonstration of his techniques and lighting effects promises to be one of the highlights of this year's Hire Convention. And, as a friendly gesture to his brothers-in-hire, he is offering a 20% discount on any bookings made by Association members, or a 10% commission for work passed on.

If, like HIRE, you are intrigued by the name Ellis D. Fogg, you will be interested — though hardly surprised — to learn that it, too, is a product of the proprietor's imagination. "Mr Fogg is in reality mild mannered Roger Foley," he confesses. Even so he may be having us on. In his world of psychedelic illusion how can we be sure which is which?

New from Mole Engineering:

EQUIPMENT SLANTED TO THE HIREMAN

TRAILER-MOUNTED HYDRAULIC EXCAVATOR "WALKS" AROUND WORK SITE

Described by the U.K. manufacturer as the ideal unit for plant hirers, building contractors and local government authorities, the Smalley 360/5 has an all-up weight of 28 cwt. and can be towed behind a conventional utility, panel van or light truck.

The excavator and trailer assemblies are integrally mounted on cast steel disc wheels, fitted with 24 in. x 7.50-6 ply tyres, and cable-operated Girling override brakes. Operational stability is provided by four independently adjustable stabilizer legs, the vertical positioning of the two rear legs being mechanically controlled from within the cab. Each leg is mounted in a horizontal 3-pin quadrant which provides two alternative positions for site operation and an inner position for travelling.

Power for on-site operation and movement is supplied by a Lister SR 1 air-cooled Diesel engine, developing 7.5 b.h.p. at 2000 r.p.m. The cab, dipper arm and jib assembly is turret-mounted on a ball-bearing slewing ring and rotates through 360° at a speed of 7 r.p.m. Hydraulic power for the slewing and digging mechanisms is provided by an engine-driven

gear-type hydraulic motor, displacing 6 g.p.m. at 2,000 p.s.i. The hydraulic system has a total capacity of 9 gallons.

Fitted with a 5 cu. yd. bucket, supplied as standard, the machine will dig to a depth of 8 ft. 3 in. and has a maximum reach of 12 ft.

The walking movement is achieved by extending the wrist-action bucket to the limit of its reach, and then pulling the machine forward by using the normal digging action. The machine can be moved in this way over the roughest terrain at a speed of up to 2.5 m.p.h. Using the slew mechanism for steering, the operator can move the 360/5 in any direction, taking strides of up to 8 ft. This combination of self-propulsion and manoeuvrability allows the machine to be used in otherwise inaccessible areas.

MOBILE CONCRETE HOIST LIFTS TO THIRD STOREY LEVEL

Believed to be the first machine of its type to be manufactured in Australia, the Model 35 hoist is extendable from a minimum working height of 15 ft. to a maximum of 35 ft. Equipped with a 3½ cu. ft. hopper, it is claimed to operate three times faster than a conventional barrow lift.

The hopper is of chuted design to prevent spillage and the speed of operation precludes any possibility of concrete segregation during transfer from the mixer to the working level. According to Mole, the entire contents of a 6 cu. yd. transit mixer can be hoisted in approximately 20 minutes.

The hoist is powered by an 18 h.p., 2-cylinder Wisconsin petrol engine, driving through a vee-belt transmission. The hopper is elevated by a 1 in. galvanized steel cable, controlled through a friction winch that is equipped with a dead-hand brake. Stability is provided by adjustable screw-jack pads and adjustable guy wires.

Designed primarily for use in building home units, factories and small-to-medium sized office blocks, the new hoist can safely be towed behind a light truck or utility. The unit is carried on 600 x 16 x 6-ply tyres and is fitted with a 2 in. ball-type towing coupling. The Model 35 has an overall towing length of 18 ft., a maximum width of 7 ft. 4 in. and an all-up weight of 2300 lb.

The hoist is supplied complete with stop lights, tail lights and flasher lamps, reflectors and mechanical hand brake. Electric starting and vacuum brakes are available as optional extras.



Smalley 360/5 hydraulic excavator

HOW MANY CUSTOMERS ARE YOU FINANCING THIS MONTH?

A CHALLENGING APPRAISAL

by
XEIS

Your customers appreciate credit. Of course they do. Doesn't everyone welcome the chance to use somebody else's money?

The plain fact of the matter is that if you are still giving your customers sixty to ninety days' credit you are financing their operation instead of your own. Who's playing it smart? Not you!

This money is needed for business stabilisation and expansion — yours, not theirs. Some hire men are actually paying interest on an overdraft while their long-credit customers enjoy the use of their money interest free!

There is absolutely nothing in the book which says that you have to give credit to anyone. At a time when we are all feeling the pinch of a tighter money situation, does it make sense to carry your customers on your back?

Surely it makes a great deal more sense to insist on prompt settlement. Why should you extend credit beyond seven days? Long credit not only erodes your profits and restricts your operation; it is also the culture in which bad debts germinate and flourish.

Some customers are poor credit risks, and you should know how to spot them. Check them out — through credit rating organisations . . . through your bank . . . through fellow hire companies. Ask for references and check these out, too. A few phone calls at the outset will save you headaches and bad debts in the future.

A man who is a bad risk can still be worth having as a customer, provided you don't give him credit. Accept him on a C.O.D. basis.

A full time credit control officer to handle enquiries as well as overdue accounts is one

way — a proven way — of reducing this ever-present threat to business stability and expansion.

Isn't it YOUR turn to play it smart — and rethink your whole credit policy?

Mr Howard

of

WIGGINS PLANT HIRE

announces that the Wiggins Hire Fleet has been increased by

- A 2½ cubic yard front end loader
- An LD5 scoopmobile
- A 1-yarder front end loader
- A rubber-wheeled bulldozer
- A rubber-wheeled tractor grader

plus

many other new additions

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the happening world of hire

HIRE AND THE EASTERN SUBURBS RAILWAY

Until comparatively recently the Eastern Suburbs Railway was a cabaret joke and anyone who mentioned it was sure to get a laugh. Then N.S.W. Premier Askin rescued it from ridicule, and work is now proceeding steadily. It is interesting to note that at least one hire firm is participating in this historic project. The Australia-wide hire and manufacturing company, Coates & Co., is supplying dump trucks and operators to remove the material being excavated for the railway.

With everyone so concerned about pollution these days, it is also interesting to learn that special filters have been fitted to the exhaust systems.

THE GREAT AUSTRALIAN GAMBLE: BET YOU CAN'T BEAT THIS!

As a race we like to bet — and we're ingenious at finding things to bet on. But it's highly probable that Barry McDonald of Macbro Plant Hire made betting history recently — at least as far as the hire industry is concerned.

During the builder's labourers' strike some of his customers asked for discounts and concessions on equipment they had hired but couldn't use. He met these telephoned requests by offering to toss them there and then for full or half rates. The customer tossed and Barry called. As the day of the video-phone has not yet arrived, he had to rely on the customer's word — an interesting exercise in public honesty. His conclusion: most people are honest. His wins averaged out at better than 50%!

THE STARS VERSUS STATISTICS

Who can best predict the future for the hire industry — the economist or the astrologer? The question is more relevant than you might think because both will be represented at the 1970 Hire Convention — and both, we have no doubt, will be asked to prognosticate.

The mystical art of reading the future in the stars is older than civilisation, yet it has never lost its fascination. Women tend to be particularly interested, so a talk by 2UW astrology adviser Karen Moregold will be one of the highlights for convention-going wives. She has a regular following on the John Laws Show, a charming personality — and a reputation for accurate predictions.

FROM THE EXPERT'S MOUTH — ADVICE ON FINANCE

Conventioneers who put more faith in facts and figures than in astrological prediction will be pleased to know that this year's guest speakers include Mr Alex Shaw, who some members will remember for his enlightening and entertaining address at the first Hire Convention in 1968.

A senior lecturer at Sydney University and an expert on economics and accountancy, he will discuss and explore ways of financing the growing business. In these days of shrinking and restricted money, what subject could be closer to home?

the happening world of hire

RENT-A-COW — COULD IT HAPPEN HERE?

A company being formed in Auckland, New Zealand, plans to rent cows to farmers setting up in business but lacking the necessary finance to buy a dairy herd. Both the principals in this novel hire venture are themselves retired farmers.

The scheme has already been tested — it has in fact been operating for about a year. The procedure is very simple: instead of selling his herd a retiring farmer leases it to the company, which in turn leases the animals to new farmers. Farm machinery may also be included at a later date.

COME TO TERRIGAL AND HAVE YOUR SENSES PUMMELED!

You can — indeed you will — though not perhaps in quite the sense that springs to mind! Ellis D. Fogg (see the story, HIRE IN COLOURED LIGHTS, in this issue) will be there in person to pummel your senses — his word, not ours — with an explosion of light and colour and a battery of strobes, Kaleidocolour machines and fogg guns. It's not the least of the experiences awaiting you at Terrigal this year.

WORLD'S RICHEST HIRE OPERATION

A contributor comments:

The United States Government appears to be in the rental business now! And it is using considerable business acumen to secure customers.

Having failed to deliver the F111, it offered the rental of a squadron of Phantom Jets to tide its customer over. The poor customer — in this case Australia — needs the equipment so has no alternative but to pay the rental fees until the F111 can be delivered. It could be a long-term rental!

NEW ZEALANDERS HIRING MORE POOLS

Whether for status, economy or fun-in-the-sun, it's 'in' to hire your pool in New Zealand. You could pick up some interesting information on the subject from Peter Brookfield of Hire Pool Ltd., who is coming to Sydney to attend the Hire Convention. Hire Pool operate about ten branches in Auckland and Wellington, and have achieved considerable market penetration in their area.

ZANIEST REQUESTS

ABALON HIRINGS NOMINATES A STUFFED GORILLA!

Has anybody ever asked you for something unlikely, unobtainable or downright ridiculous? Then tell us about it so that other hire folk can share a laugh.

We say thank you to Abalon Hirings for the following contribution to the quest...

Back in the days of Fair Rents, a lady popped along in a distressed state of mind. She had occupied a furnished flat for some 20 years, when out of the blue the landlord decided to Fair Rent it. She checked the inventory and to her dismay the only item not present was an old fashioned box palm stand.

Did Abalon have one? Fact is they did! Hired it for five bob, and a very relieved lady brought it back two hours later, claiming they had saved her life.

Another time they were asked for a stuffed gorilla! Happened their insurance broker was in the office at the time and they told him they had nearly hired him out!

One more for Zaniest from the same source. Director Bruce Whitefield received phone call from lady re hire of slippery slide. She asked price and when quoted replied that she could hire a television set for same money. Off the plate Bruce threw the punch line: "Madam, have you ever tried sliding off a television set?"

Now how about your zaniest request?

- International and interstate guests.
- Stimulating addresses and discussions on red-hot hire topics.
- Dancing, golf, boat trips, entertainment, (plus pottery and astrology for the girls!)
- Roast sucking pig . . . a champagne breakfast.

HIRE ASSOCIATION OF N.S.W. THIRD ANNUAL CONVENTION PROGRAMME

The following detailed run-down of highlights and events will give you some idea of the wonderful time awaiting you at Terrigal this year. But what is probably the most rewarding element of (and motivation for) the entire convention doesn't even appear on the programme. The rapport of kindred spirits, the establishment and deepening of friendships, and the stimulation of coming to grips with common problems and objectives — these are things to be experienced, not described . . .

So — see you at the Florida Hotel, Terrigal, on the 4th, 5th and 6th of September!

Friday, September 4 — noon to 2 p.m.: registration, settling-in, a pleasant lunch.

2 p.m.: pottery demonstration for wives.

2.15 p.m.: interesting and provocative talk by Mr Alex Shaw, B.Ec., F.A.S.A., Lecturer in Economics, Sydney University, followed by question time.

7 p.m.: buffet dinner. President Neville Kennard will welcome our American guest of honour, overseas and interstate guests, wives and friends.

Saturday, September 5 — 8 a.m.: a good breakfast, followed by your choice of golf, tennis or a boat trip round the Brisbane Waters.

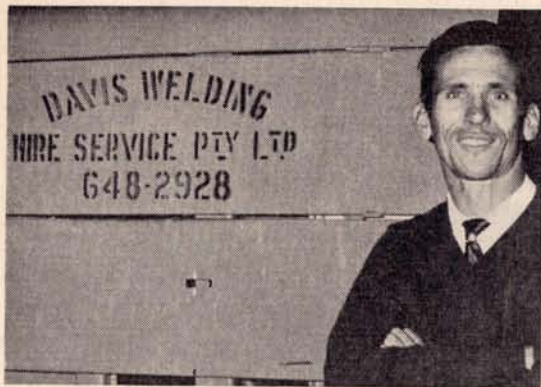
1 p.m.: to satisfy those outdoor appetites — a delectable sucking pig lunch!

2.30 p.m.: astrology talk for wives by well-known Karen Moorgold.

2.30 p.m.: Mr Russell Prowse, an outstanding speaker and Assistant General Manager of the Bank of N.S.W., will speak on: **FINANCE IN AUSTRALIA, PAST, PRESENT AND**

Pages 29, 30, 31 & 32 are missing

one welder and a phone call started a hire business . . .



Phil Davis

Buy a Lincoln welder, pick a number from the phone book — and you're in business! Sounds chancy, but this is how the Davis brothers began their welding hire company ten years ago.

"We had to start somewhere," Ted Davis says, "and it seemed a reasonable thing to do at the time."

Since then turnover has increased by more than 5000% and the company, Davis Welding Hire Service Pty Ltd., of Beaconsfield Street, Auburn, is now one of the largest welding hire service companies in N.S.W.

Having started with only a reconditioned Lincoln welder, they now have more than eighty machines available for hire. Exclusively Lincoln Electric models, they represent almost the entire range of Lincoln equipment.

The directors of the company, Ted and Phil Davis, are both certificated tradesmen. Ted is highly qualified in the mechanical field,

and Phil, who holds a pressure vessel certificate, has also attended the Lincoln welding school.

After spending several years repairing petrol and diesel welders for Lincoln Electric, they invested \$550 in a second-hand mobile Lincoln 250AS welder, rang the engineering department of the Metropolitan Water, Sewerage and Drainage Board — and hired it out to them for \$20 a week. The Board was still hiring it a year later when the Davis brothers bought their second welder.

Major projects for which the company's machines have been hired include: the alumina plant of Queensland Alumina Ltd. at Gladstone in Central Queensland, the Munmorah power station for the N.S.W. Electricity Commission, the Groote Eylandt bauxite deposits in the Northern Territory and the aluminium smelter of Alcan of Australia at Kurri Kurri, N.S.W.

The Davis brothers shifted to their present premises in 1964 and in the middle of this year began moving to even larger premises and showroom in Vere Street, Silverwater. The repair and hire sections will remain in Auburn.

The company, which was appointed a Lincoln dealer in 1969, has a permanent staff of six welders and can double this with casual operators during peak loads of activity.



ANDREW KENNARD

Andrew Kennard says the "RUPES" Orbital Sanders, Polishers, Drills and Grinders have been one of our greatest profit makers, we recommend them for reliability and long life.



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HIRELIGHTS

We introduce a new regular page contributed by one of our writing readers, a man with considerable hire experience. The subjects will cover a wide range of practical and topical issues. This time he writes about —

SECURITY

FIRE

Fire will happen. No matter what precautions you take, it will still occur. However good your insurance cover is, you will never make money from a fire. If you don't actually lose in terms of plant and stock, you will lose money from trade. To spare yourself this loss and possible destruction you must take certain precautions...

1. Reduce all chances of human error causing a fire.

The time to stop a fire is before it starts — i.e. eliminate the cause. Tighten up your regulations and impose them; make your staff conscious of the danger; have your insurance company send an officer to talk to them.

2. Have sufficient extinguishers of the proper type, suitably placed.

Certain types of extinguisher are only suitable for one or two classes of fire. The wrong type can increase the danger of a fire. There are two types which are suitable for every class of fire: CO₂ gas and dry powder. CO₂ gas is very effective, but the same sized bottle of dry powder will cover a larger fire. Ask your supplier which is best for your application — and be sure to standardise on one type.

3. Protect your important and irreplaceable files.

Of course you know your important files, but here are some whose loss would cost you money or plant: debtors' ledger and unpaid invoices; plant register and stock records; current finances (hire invoices).

If you lost any of these records you could not satisfy your insurance company and would be bound to lose plant. A fireproof safe or filing cabinet is an expensive item but completely necessary if you want to get back on your feet after a fire.

There are three causes of fires: (a) wood, paper, textiles etc; (b) inflammable liquids; (c) electrical faults. The three factors involved in every fire are: (1) material (fuel); (2) air (oxygen); (3) heat. If you remove or isolate one or more of these factors the fire is extinguished. Most of us are fortunate in not having a major fire. Let us ensure we never do by following these precautions.

BURGLARY

Although burglary and theft may not close down your business, they will at the least cause hardship and loss. Here are ways to reduce the risk of theft...

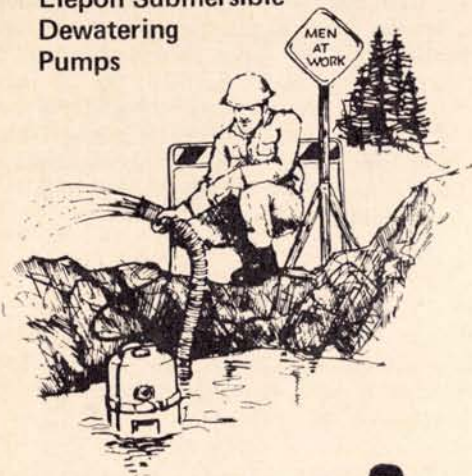
PREVENT SHOPLIFTING. (1) keep small valuable items out of easy reach or locked up. (2) Make your store look well organised — an efficient-looking shop is a deterrent. (3) Alert your staff to the possibility of shoplifting. (4) Don't leave items lying around. (5) Keep temptation away from staff.

PREVENT BURGLARY. (1) Keep your premises and yard well lit ALL night. (2) Have a burglar alarm or security service protect your premises. (3) Keep your safe in a well-lit, conspicuous spot. (The dark back room is the worst place). (4) Empty cash register of excess cash as often as necessary, especially at night, and leave drawer open. (5) Don't leave cash lying around. (6) Don't count money in sight of customers. (7) Bank daily. (8) Use locks on all doors. (9) Protect your yard with security fencing. (10) Keep new items and bulk stock out of sight. (11) Keep small items away from windows — breaking is not as serious an offence as breaking and entering.

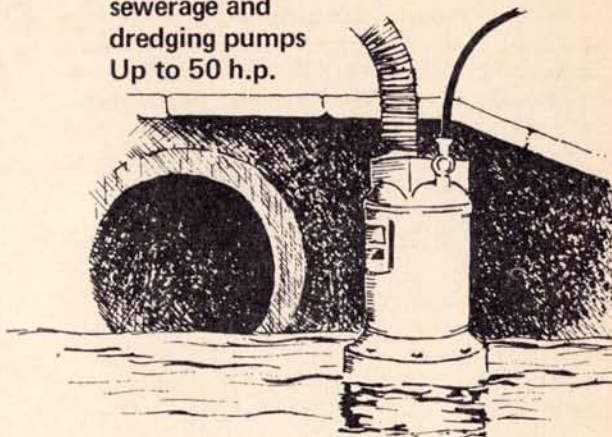
As a last precaution, ask your local police station to have an officer inspect your premises for any weakness or danger spots.

ADD this equipment to your range and watch your profits *GROW+*

Elephon Submersible
Dewatering
Pumps



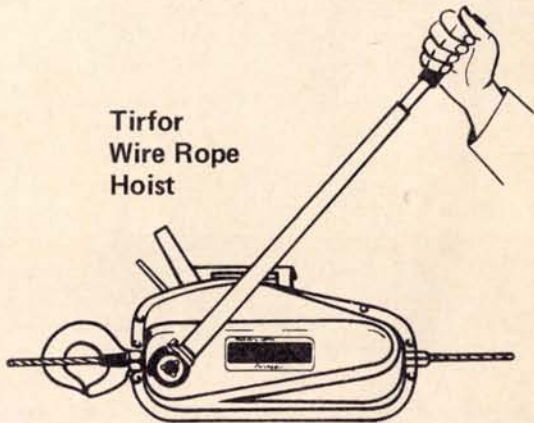
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WHAT'S IN A NAME?

Specifically, what's in YOUR name? Is it to your advantage or disadvantage to display it prominently on the contractor equipment you hire out to customers? Before you dismiss this as a silly question, consider some of the answers which came out of an overseas survey. The publicity value is undisputed, but American hire companies are far from unanimous about the long range benefits of identifying equipment. Their PROS and CONS may not change your point of view, but at least there are some points to ponder. . .

PROS

1. The company's name, prominently displayed, is a non-stop advertisement, whether the equipment is on the road or the job site.
2. The customer using the identified equipment knows immediately where to phone for additional pieces.
3. Lost equipment can be more readily found and returned. "We had an air hammer drop off a customer's truck," one hire man reported, "and it was picked up by another and brought back to us."
4. Any abuse to the equipment is reported to the hire company when observed by other customers or people in the hiring business.
5. The return of the equipment is made easier for the customer. "We don't want to charge him for it after he has ceased to need it," hire men said.
6. Clear identification discourages theft.

CONS

1. Some contractors don't like it to be known that they rely on rented equipment, and believe that it makes them appear undercapitalised.
2. The contractor's employees and operators take better care of the equipment if they think it belongs to their boss.
3. Identification reduces sub-rentals from competitors.
4. In cases of accident, the hire company is more likely to be named if the equipment is identified.
5. Identified equipment is sometimes a target for sabotage and vandalism from individuals who have a grudge against the company.
6. Contractors who use obviously rented equipment are a sitting shot for salesmen from equipment companies, and for this reason often prefer to hire unidentified units which look like their own property.

HIRE

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Customer Communication

WHY it is so important
HOW you can improve it

Ever since man started scratching pictures on rocks he has been trying to get his message across to as many people as possible. But it was only when he invented printing that he began to succeed in his objective.

Today we have a wide choice of sophisticated—and costly—communications media, but the printed word remains the most enduring, the most flexible and the least expensive.

Because there are still so many people who know little or nothing about hiring as a way of life, customer communication is vital to the expanding hire business. Sooner or later every hireman needs a letterhead which says the right things about him, office stationery which testifies to his efficiency, a rate card or brochure which presents a compellingly favourable image. But where does he find this kind of printing?

We will tell you.

HIRE is now being printed by Summit Press—a company which goes the extra mile in customer service. As well as doing even the smallest job with the kind of perfectionism which is almost out of style nowadays—AND delivering it on time—Summit Press offers a highly specialised advisory service in layout, copy and design, without extra charge. Their prices? Comparable with those of other printing firms. They don't charge less—they just give you more for your money, including that scarce-as-hen's-teeth commodity, dependability.

This is not paid or solicited publicity, it is simply a spontaneous endorsement. We just felt that, having happened on a printer uniquely qualified to serve the hire industry, we ought to let you in on the news. You'll find Summit Press at 84 Henderson Road, Alexandria, and the telephone number is 69-4359.

—THE EDITOR.

HIRE FORUM

CAN YOU AFFORD TO PUT ALL YOUR EGGS IN ONE BASKET?

This is, indisputably, the age of specialisation — and no industry reflects the moods and trends of its time more faithfully than the hire industry. We could all list a dozen reasons why specialisation pays, as demonstrably it does — until someone throws a spanner into the works.

Only recently we saw and experienced what can happen. The spanner in this particular instance was the builder's labourers' strike. Suddenly — overnight — all construction was paralysed. Skeletal high-rise buildings, denuded of their work force, stood empty and silent. And the plant and equipment which contractors had hired or would have hired lay idle, losing money by the hour.

It was a long, bitter strike and — as far as hire companies are concerned — its rights and wrongs are immaterial. What does concern us is the fact that we were numbered among its victims. Who can say how much money was lost to the hire industry. The majority of our members derive their income from hiring equipment of one kind or another to the building trade, and without exception they will be licking their wounds for some time to come.

Have we anything to learn from this experience? Do we write it off as an industrial hazard and — like dwellers on some earth-

quake belt — tell ourselves that it can't happen twice?

Or, assuming that it can, and it may, should we think about diversification?

For most hire firms in the construction equipment field, the logical extension would be into the home-owner and handyman market. This is an obviously related field. While it involves more detail and paper work, and the returns — individually — are smaller, it has the advantages of safety and continuity in times of industrial unrest.

Moreover, this market is still largely untapped. An increasing number of homeowners have the urge to do it themselves, and this is partly but not wholly due to the ever-increasing cost of professional work. In this age of automation, when machines are becoming faster and cleverer and more infallible than human beings, there is a great and almost spiritual need for creativity and self expression.

Man is rediscovering his own hands. If, in the process of building his pool or his patio, he gets them roughened and soiled, he exhibits his callouses with pride. Increasing leisure, shorter working hours and longer holidays intensify this innate need. Provided

it is creatively directed, physical work offers deep satisfactions.

This bodes well for all concerned. It is good for the individual, whatever his occupation, and — in the spin-off — it is good for the hire firm which is far-sighted enough to cater for his needs. Few home handymen or part-time operators want to buy all the equipment they need, even if they were able to afford it and give it houseroom, and one satisfactory hiring leads to another until it becomes a way of life.

Then again, there is the on-the-spot industrial market which is often overlooked in the quest for bigger game. Local businesses and industries are good prospects for tools and equipment. Take a look around you, a long perceptive look, and you may be surprised what you discover.

Planned diversification is really just a kind of insurance in these unstable times. But not everyone believes in it — and there are two sides to every question.

WHAT DO YOU THINK?

THE HIRING MANUFACTURER

Commenting on the recent HIRE FORUM controversy about manufacturers who enter the hire field, Barry Newton, Manager of Newton Brick Elevators Pty. Ltd., cites his own company's experience:

"I fully endorse Chris Pannell's views on manufacturers in the hire field. Newton brick and block elevators are being used by the majority of hire companies and builders in all States and Territories of Australia, due, I believe, to our experience in both the manufacturing and the hire business."

IF THE BOUQUET FITS — WEAR IT

Certain readers of this journal, from an editorial standpoint, are the salt of the earth. Instead of making the extraction of information like a mutually painful exercise in pulling teeth, they:

- ring 92 3514 to report a hire experience or achievement when it happens;
- send us details of their company's expansion, offer us a photograph and, when we accept, deliver it immediately;
- devote hours of valuable time supplying us with copy (and these are **busy** people, mark you);
- not only assist us generously with contributions but — miracle of miracles — submit them weeks before deadline;
- appreciate the fact that 'tonight's mail' means just that — tonight's mail. Not the mail in ten days' time;

- contribute unsolicited news items . . . story leads . . . suggestions;
- mail us material from out of town, follow it up with a phone call, and when they find it hasn't arrived go back to square one and do the job all over again.

To all these men of good will, who made this issue possible, HIRE says **thank you**.

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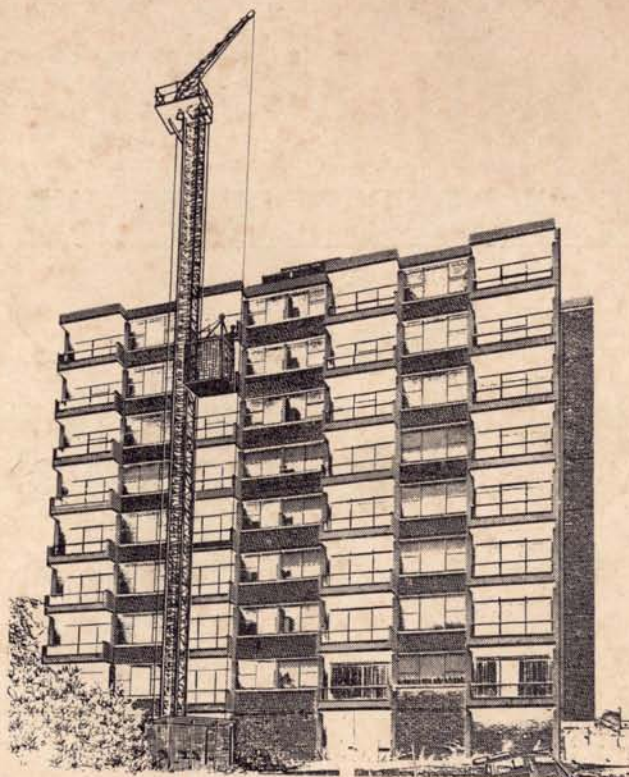
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Walco Mark 6 is electric although petrol or diesel drive is available if required. Also available within the range of Walco Equipment are Men and Material towers, 15 cwt. super duty platform hoists, single and double barrow platform hoists, mining car hoists and a series of special purpose winches which may be adapted to specific uses.

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