

HIRE

VOL. 4, No. 2

JUNE/JULY, 1971

NEED IT — HIRE IT

NEED IT — HIRE IT

NEED IT — HIRE IT

NEED IT — HIRE IT

THE NEW HIRE CAR STICKER

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



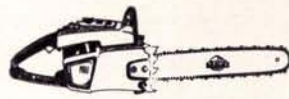
THE WORLD'S BEST CHAIN SAWS FOR HIRE



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6 HP
Only 17 lb.



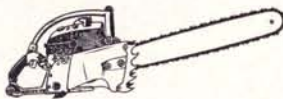
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17 lb. light



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230 Volt Electric
High torque 2.6 HP
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hire

OFFICIAL JOURNAL OF THE HIRE ASSOCIATION OF N.S.W.

Editor: KEITH BREUSCH, 221-2272

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

Advertising: For all enquiries phone 221 2272.
SYDNEY
MELBOURNE

Printers: KEITH BREUSCH PTY. LTD.

DISTRIBUTION: N.S.W., Queensland, Victoria, S.A., Tasmania,
W.A., Darwin, New Zealand and Overseas.

EDITORIAL CONTRIBUTIONS: The Editor welcomes news
stories and pictures covering any phase of the hiring industry.

THE OPINIONS IN HIRE ARE NOT NECESSARILY THOSE OF
THE HIRE ASSOCIATION OF N.S.W.

editorial

There has been a great surge forward in the past four years in the hire industry.

Development has taken place for various reasons. Naturally with the economic growth of the country increasing capital costs, the general boom conditions have meant more customers to hire people.

However, perhaps the most significant factor is acceptance of the "Hire don't buy concept." All sections of the community are now hiring. The hire customer is becoming aware of the advantage in hire, viz., his capital can be employed in far wider fields, no maintenance worries, convenience and a host of other reasons.

The Hire Association has contributed substantially in the growth over these years.

In later pages of this journal we have adapted two articles relating to the advantages of being a member in a trade association and more specifically what the American Rental Association does for its members. We believe it is important to the industry for every hire company to join their association.

It is pleasing to see the Victorian Association moving along similar lines to N.S.W. It is also encouraging to see the N.S.W. Hire Association moving into second-gear with the formation of various committees to deal with different aspects of the hire industry.

If you are not a member of a hire association send us your name and we will arrange details to be sent.

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HIRE EQUIPMENT

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PRESIDENT'S MESSAGE



GORDON ESDEN

All Hire members who met our recent visitors from America and New Zealand, could not help being stimulated by their Hire enthusiasm, the similarity of problems which confront us all in Hire, either here or overseas.

Another aspect, was discussions which related to public awareness to variety of goods and services offered by the Hire Industry. Market surveys indicate less than 20% of the population hire regularly.

The Hire Association has been concerned with promoting the "Hire Concept", and various programmes are under way. One which will have an immediate impact will be the distribution of a car sticker, "NEED IT—HIRE IT". These will be available to all Hire people.

The Industry is so enthusiastic that I feel certain even staff will want to join in spreading the "Hire" message with this sticker.

RED HOT HOMELITE CHAINSAW PACKAGE DEAL



SPEEDIE-LACONIA ELECTRIC BLANKET

Value \$15.95. Homelite cuts all the wood you need for a warm fire. Buy a Homelite now and be warm in bed too with a Speedie-Laonia electric blanket.

THIS IS NOT A COMPETITION

We've made a special purchase of these famous electric blankets so that everyone who buys any new Homelite saw during June or July gets one for free!

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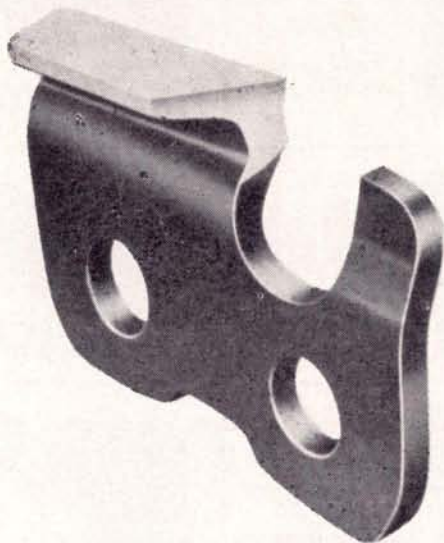
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4 STROKE DIESEL 7 to 22 h.p.



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3.4 horsepower
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KD 70

7.00 horsepower at 1,400 r.p.m.



KF 44

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at 4,000 r.p.m.



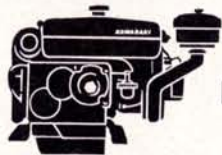
KD 90

9.00 horsepower at 1,400 r.p.m.



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at 4,000 r.p.m.



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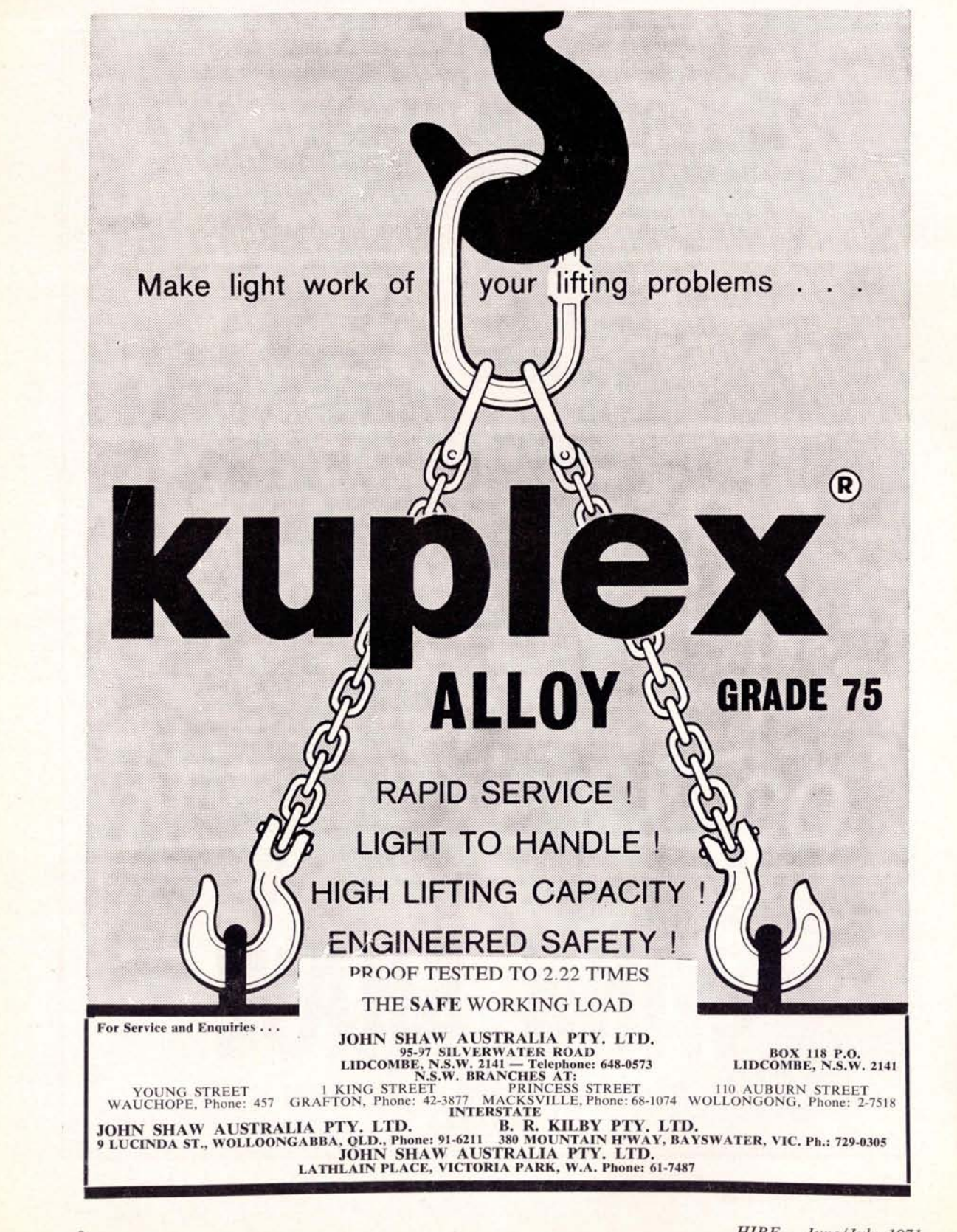
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WHY JOIN YOUR HIRE ASSOCIATION?

Now that our National and State Conventions are at a close for this year, I'd like to dwell on the benefits of belonging to the Trade Association, as they do have many faces.

Everyone who is active in a trade association has what the treasury department calls a "common business reason" for joining. But the time arrives in nearly every thoughtful person's affiliation when he realizes that this is only one of the many considerations that keeps him in good standing. There are "fringe benefits" from belonging just as there are from a job, and, like pensions and profit sharing, they grow with the years.

Services Repay Dues

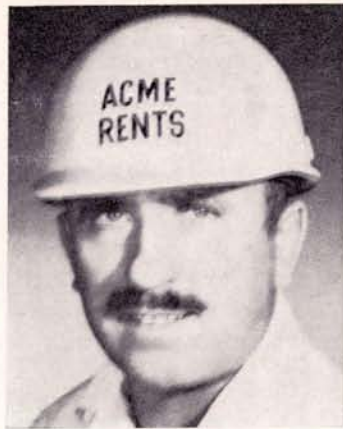
Here is how one member put it: "Our company gets back in services and other advantages much more than it pays in dues. But we are just as much a gainer because membership has helped me personally in many ways. Years of attending conventions, serving on committees, and participating in other ways have increased my knowledge of the business and helped me earn profits for my firm. It also taught me to get along with people and has brought me scores of valued friends. Without the California Rental Association (C.R.A.) and the American Rental Association (A.R.A.), my life would have been different."

Psychologists agree that participating with others in group activities, including school, church, social, and civic bodies, makes the individuals more secure and often brings out hidden talents. It enlarges their capacity for teamwork and social interchanges; it also takes them "out of themselves" by giving them a change of scene and new challenges to share. The impact is multiplied when they tie in with one's career.

Would I Be As Successful?

Should you find yourself puzzling, "What do I get from belonging?" or "What is there in it for me?" ask yourself these other questions, too: "Who do I know and like that I might not have met, save at C.R.A. and A.R.A. meetings? Where have I travelled, as an active member, that I might not have been, without belonging? What have I learned from other members which might have remained unknown? Would I have been as successful, in life and in a business way, without my membership in C.R.A. and A.R.A.?"

Our retiring president who asked himself such questions concluded (1) that he was getting an



This article is reprinted from *Rental Equipment Register* and was prepared by Bill Grasse. Bill was President of the Californian Rental Association in 1970, and owns Acme Rents, in Los Angeles. He has written columns in both *The Rental Equipment Register* and *The Voice* (American Rental Association's Journal), for many years. He recently visited Australia with the group of American Rental men.

education that he could obtain in no other way, and (2) that those who don't participate in their Association affairs are "shutting themselves off from inestimable values that are there for the taking."

To Satisfy A Friend

Recently during a discussion with one of our members, we were talking about membership and how over the years he had benefited from belonging to the Local and National Associations.

Recalling when he first decided to join, he said it was only to satisfy a good friend who was a member. However, after attending several meetings, listening to the guest speakers talk on subjects of interest, meeting many people in the industry whom he had never known, and discussing business matters with other members, he began to realize that he could benefit from belonging.

The information available in the monthly publications he receives has allowed him to improve his business activities. On several occasions he has called the Local Association office or the A.R.A. attorneys regarding certain problems confronting him and has received valuable assistance.

His Association, by working with city officials on matters affecting the industry, has benefited his business. The programs with the local communities, the State officials, the Union officials, building departments and other projects over years have furthered the industry as well as his own business.

He perhaps best summed it up by saying, "like everything you do in life, you can only expect to get out what you are willing to put in; if you are willing to do this, then there is no price tag you can put on membership in the Local or National Associations."

So jump on the wagon and join up, you'll be glad you did. Would you believe very glad?

*If you're a live wire (or would like to become one)
you can't afford to miss the*

THIRD ANNUAL CONVENTION

of the

N.S.W. HIRE ASSOCIATION

Weekend 3rd-5th September, Florida Hotel,
TERRIGAL

- A full program of stimulating and informative topics ● guest experts
 - special displays ● entertainment for wives while the boys solve business problems ● swimming pool ● sauna bath ● golf ● fishing—
- in fact everything for a profitable fun weekend.

Some of the plans are still under wraps.
The news will break soon—and it's big!

As this is a special Convention, the Association
welcomes interstate members, as well as
non-members from N.S.W.

Keep the date free

**YOU OWE IT TO YOURSELF (AND YOUR BUSINESS)
TO BE THERE!**

AMERICAN HIRERS IN AUSTRALIA

The visit to Australia by twelve American Rental operators and their wives is a milestone in the development of our Hire Industry in Australia.

It might be asked why the visit is important to us here. The Hire or Rental Industry, as it is known in the U.S.A. has developed quickly, and with it many problems have had to be overcome. These Rental men confirmed that the Hire Industry here was very similar to their own, and we can benefit by the exchange of ideas with our American friends.

Without exception, all were vitally interested in the Hire Companies they visited, discussing stock, maintenance, accounting procedures, delivery problems etc., in fact, every aspect of the Industry.

The Sydney section of their tour commenced with Neville and Andy Kennard being hosts to the visitors on a Harbour Cruise, which was enjoyed by all.

An interesting comment concerned the pollution of our harbour which appalled them.

On Monday, May 17, they, along with members of the Hire Association, visited four Sydney establishments. These were in order, Wreckair, Halvorsen's Bobbin Head, Kennards and finished with Formal-Wear.

That evening the visitors were entertained by the N.S.W. Hire Association at a "meet the Americans" dinner held at the Wentworth Hotel. Forty-five people attended and after an excellent meal, were addressed by Mr. Sam Greenberg of Los Angeles. Sam is one of the leading Rental operators in the U.S.A., and his talk was highly entertaining and stimulating.

The group left for Melbourne on Wednesday, May 19, and on arrival were met by the President of the Hire Association of Victoria, Mr. Ray Kelsey, and the Vice-President, Mr. Stan Jessup, and his wife Judith.

Later they were shown All Hire, Burnson Plant Hire, Coates & Co. Springvale and Hamil Engineering, (manufacturers of Flextool vibratory shaft equipment.)

On Thursday morning the group were taken by Stan Jessup, (U-Hire Pty. Ltd.); Peter Burne, (Burnson Plant Hire Pty. Ltd.); Peter Smith, (Coates & Co.); and Ray Kelsey (Wreckair Pty. Ltd.), through Walter H. Wrights yard, in West Melbourne, Wreckair depots, at Brooklyn and Coburg, and the site of the West Gate Bridge. The wives were shown through "Opal Mine", and given the history of Australian Opal Mining which was of great interest. Jill Bright and Carmel Kelsey were their hostesses.

On Thursday afternoon, a barbecue had been prepared at the home of Jim and Mary Ellis. They were surrounded by beautiful Australian native bushland and crowned by glorious 70° sunshine. Walks around Jim's 14 acre property, between steaks, whisky and Victorian beer was the order of the afternoon.

On Friday morning the group were off for a few days in Tasmania and then on to Singapore for the next leg of their tour.

In both Sydney and Melbourne the visitors showed a keen interest in the Hire Companies they visited. They examined equipment and stock, maintenance set-ups, and techniques, were constructive in any criticisms, compared operations and offered helpful advice. All those Australian Hire operators who were associated with the visit have benefited in various ways through the valuable dialogue with their American counterparts.

Australian Hire-men were delighted to have the chance to repay the hospitality the American Rental people show them on visits to the U.S.A.

Let's hope Hire tours, such as this one become an annual event.



clean ending to a dirty story

Every industry has one. And there's a B & D vacuum cleaner to cope with it. But dealing with dirt is just a part of it. Lots of industries have found very special uses for these versatile units. Like for flux recovery in welding. Or keeping fluff and filling under control for upholsterers. Or dealing with noxious wastes in chemical plants. If your story is dirty (or unusual) call us and we'll show you how to keep it clean!

Please let me have all the details on your industrial Vacuum Cleaners.

Name _____

Address _____

Postcode _____

Mail this coupon to your Black & Decker Regional Office.



Black & Decker

AN OPEN LETTER TO EQUIPMENT MANUFACTURERS

Dear Mr. Manufacturer:

You call on me and want to sell me your products. You spend money advertising it, you give demonstrations, you realise I am a good customer and you would like your products to be used in my Hire Fleet.

You paint it up nicely, put bits of chrome on it, pack it in a nice box, and you wonder why I don't buy it. You may sell thousands to consumers, it may be a great sales line, but have you considered the requirements of the Hire Operator?

There is hardly a tool or piece of equipment on the market which doesn't need some modification before it is suitable for Hire!

Now have a look at my problems.

I want the best equipment. I can't afford to have my equipment broken down and not ready for Hire. I can't afford the cost of service calls, and my customers can't afford to Hire second-rate equipment from me.

So I'm prepared to buy the best. I'll pay twice as much for something that will do the job, and do it over and over again without giving trouble.

Hired equipment certainly gets rough treatment. It is used by all sorts of people, away from any supervision. It gets more use in a year than it would in 5 years of normal use.

But it also gets expert maintenance between Hires.

So what you have to build is something designed for OUR job.

Some of the lousy equipment I have bought over the year has cost me thousands and thousands of dollars. Because I believed you when you told me it was a heavy duty industrial job.

Can you imagine a compressor manufacturer putting a fuel tank on a machine that is too small for an 8 hour day's work? Can you imagine a power tool manufacturer putting out a tool that needs 3 squirts of oil every hour?

You put a lousy recoil starter on an engine and the thing is spot-welded on—so when the spring breaks on the third Hire the poor customer can't even take it off and start your stupid engine with a rope!

You put a half horsepower motor on a floor sander that needs two horsepower, and when I hit you with 5 warranty claims in 6 months you decide that it's impossible to build a machine suitable for Hire use.

Why in hell do you put all those fancy switches, levers, adjustments and gadgets that all go wrong, on a piece of equipment that runs beautifully without any of them, and is so simple without them even I could operate it?

When will you come and see me and say, "Can you give me some design hints for my new model?" Or come around and see the way I'd modify your piece of junk so it works and keeps working.

When you do that, when you build something the way I want it, you'll get all my business.

And you'll get the business of every Hire Store in the country. And then you'll sell your product to every industrial user in the country, too, because you'll be able to say that all the Hire companies use them (so they must be good.) And you'll make money.

And I'll make money. And my customers will make money. And we'll all be happy.

Your faithfully,
A. HIREMAN

THE AMERICAN RENTAL ASSOCIATION

The American Rental Association is growing and thriving. Each year more and more rental operators join A.R.A. because they have recognized the need for unified strength and association benefits. As an example, during the past year an increase in membership of 36% has been experienced. It is reasonable to expect that this growth rate will not only continue, but increase.

All Members Receive . . .

A MEMBERSHIP ROSTER . . .

A complete list of A.R.A. members is furnished in an attractive 3-ring binder. The listings are categorized by region, state and city. The listings show the individual operator's name, store name and address, phone number and code to each member's inventory. Also listed are Class I members (manufacturers) and Class II members (managerial or supervisory personnel of members). This roster is helpful in many ways.

OFFICIAL MAGAZINE . . .

The VOICE is mailed monthly from the national office and is the official publication of A.R.A. It is informative, helpful, newsy and educational. It serves as the "heart-beat" of A.R.A. Typical items include timely and helpful remarks from the national president, regional and local association news, articles on various subjects pertaining to rentals, product news and members views and tax and credit information, plus a host of other articles of general interest to rental people.

ANNUAL CONVENTION & RENTAL EQUIPMENT SHOW . . .

Once each year A.R.A. sponsors a rental equipment show along with the annual business meeting. Over 2000 people attend. More than 250 booth spaces are available to equipment manufacturers. Training sessions, seminars, workshops and round table discussions are planned for the rental men, their wives and their employees. For four days each year A.R.A. members live and talk about rental operations, exchange experiences and learn about new trends and techniques. They have a wonderful opportunity to view the latest equipment on the market and to place orders.

MEMBERSHIP PLAQUE AND DECAL . . .

The handsome wall plaque, with changeable yearly date, clearly identifies an active member in an ethical, professional organization. It is suitable for hanging in the office or behind the customer counter. The decal is designed for display on the store front or counter and is printed on both sides.

To assist in purchasing . . .

PRODUCT NEWS AND VIEWS . . .

Written and edited by the Products Committee (made up of rental men like yourself), this service is helpful regardless of the type of inventory carried. With material prepared for the confidential use of A.R.A. members, the committee shares experiences on products of all types. **This service alone, is worth the annual membership dues.**

SUPPLIER'S DIRECTORY . . .

This booklet lists all known manufacturers of rental equipment and is now in its second printing. Products are listed alphabetically to provide quick information. The handy size of the booklet allows it to be carried in a pocket or briefcase.

PRODUCT SURVEYS . . .

Members are asked to fill out questionnaires regarding the experiences they have had with certain specified products. This material is then edited and mailed to each member for his personal file. Brands are identified, as are costs and rental rates. No punches are pulled in these product surveys, which have helped many A.R.A. members make important buying decisions, saving both time and money in the purchase of equipment.

To further education . . .

SEMINAR PROCEEDINGS . . .

Verbatim proceedings of all convention seminars are printed and mailed to every member after each convention. It serves as a permanent, personal record for those who were unable to attend and refreshes the memories of those who were in attendance. These proceedings are eagerly awaited by each A.R.A. member because they contain valuable tips, hints and suggestions they

could not get any place else. Many members insist that their employees read and study these booklets as a part of their training.

EMPLOYEE RELATIONS FILE . . .

Prepared by members of the Education Committee, this file helps a member select and train employees. It includes training questionnaires and hints and ideas on proper employee supervision, all designed to help upgrade employees and make them more productive.

EDUCATION FOR MANAGEMENT . . .

This brochure covers such subjects as delegating responsibilities, suggestions for procedure writing, basic company policies, general principles of organization, maintenance and credits and collections, plus other pertinent management subjects. One of the objectives of this brochure is to help the rental operator become a better manager and, as a result, have a more profitable operation.

CONCRETE VIBRATORY FOLDER . . .

This folder goes into the subject of concrete tools, which types are best for the general rental store, maintenance problems, repair procedures, etc. Other folders of this general type are planned for future use.

LEGISLATIVE BROCHURE . . .

Prepared by the A.R.A. legal counsel, this brochure reviews the problems involved in getting effective conversion laws on the state statutes, points out the diversities in state laws, reviews these laws and includes a model conversion law that all members of A.R.A. should support in their own state.

SAFETY FOR CUSTOMER AND EMPLOYEE . . .

Until now, safety practices in the rental industry have not been fully explored. This brochure makes owners and employees more aware of accidents that arise because of human carelessness. Accident prevention is a form of insurance that pays big dividends to everyone connected with rentals. This educational brochure contains information that is useful and helpful to all.

To help advertise and promote . . .

NATIONAL ADVERTISING PROGRAM . . .

Appearing in consumer magazines, these ads are designed to promote rentals nationally and to bring customers into local stores. The selected

media cover the general rental equipment inventory. Millions of prospective customers are being advised to rent their equipment at the store displaying the A.R.A. symbol. Reference is made in every ad to the yellow pages listings.

NATIONAL PUBLICITY . . .

Editorial articles prepared by A.R.A. appear from time to time in various national publications. These are designed to further educate the rental customer and to sell the concept of rentals.

PARTY GUIDES AND TOOL GUIDES . . .

These syndicated booklets are furnished to members at a cost far below that which he would have to pay if he prepared it for his own use. The back page is reserved for the imprinting of each member's own advertising. The booklets are written with the customer in mind, motivating him to use rental equipment and directing him to the operator's store. Other booklets on related subjects are now in the preparation stage.

OTHER ADVERTISING ASSISTANCE . . .

Envelope stuffers, newspaper clip sheets, yellow pages advertising and local assistance are available. Prepared by the A.R.A. advertising counsel, a continuing stream of material keeps the member supplied with the tools for rental promotion.

A.R.A. insurance programs provide a wide range of coverages . . .

GROUP LIFE INSURANCE TRUST

This flexible and versatile plan allows selection of a life insurance plan alone or one combined with a medical plan.

INCOME PROTECTION PLAN

When disabled by injury or sickness the plan pays many tax free benefits plus accidental death and dismemberment benefits. Cost of the program is substantially lower because of the group purchasing power of the American Rental Association. Coverage cannot be reduced or restricted by the underwriter for chronic or recurrent conditions.

FIRE AND CASUALTY PROGRAM

Coverage has been specially tailored to rental store needs. It gives basic property coverages plus many optionals. This low cost program is available to A.R.A. members only and provides other coverages as well as a broad package protection.



HONDA

stationary engines for absolute dependability

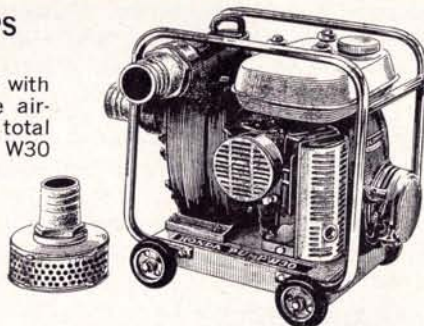


G40 and G65. The **G40** has a constant vacuum carburettor for easier starting, increased power and improved acceleration. Delivers a maximum output of 4.5 hp at 4,000 rpm. Reduction gears are available. High torque. Weighs 48.7 lbs.
The **G65** delivers a full 6.8 hp at 4,000 rpm and is similar in general design to the G40. Weighs 64.2 lbs.

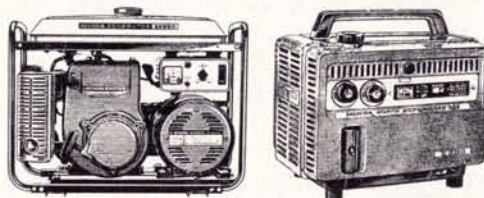
Four of the finest general purpose engines in the world. Honda's vast experience and 4-stroke quality engine-building techniques mean more power, versatility, safety and dependability, less fuel and maintenance costs.

HONDA WATER PUMPS W20, W30, WL20

Get more pumping power with Honda's famous 4-stroke air-cooled engine. W20 with total head of 79 feet pumps. W30 with a total head of 92 feet, 14,000 gals. per hour. Compact, versatile and self-priming, with an open impeller for sludge.



HONDA GENERATORS E300, EC1500, E2500, E4000



Instant start, quiet power to spare, with self-contained Honda 4-stroke generators. From the compact 300 watt to the powerful 4,000 watt diesel, you get constant voltage output. With rubber mountings for quiet, smooth running, and waterproof electrical circuits for safety.

Manufactured by

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Imported and Distributed by

BENNETT HONDA PTY. LTD.

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Telephone: 67 2517, 67 5722

MARKETING HIRE

How many hire companies market their products and services? How many of you simply follow the paths you have been treading since starting in business? Can you do anything to dramatically increase business?

No matter what field you operate, during the 1970's hirers are going to become aware of the need to market their products and services.

One hire company, Formal Wear Pty. Ltd., has used expert marketing advice and know-how to great advantage.

The business, established nine years ago, was extremely successful and grew like Topsy. The range of Formal Wear has changed dramatically and grown as its sales. Whereas nine years ago Formal Wear only hired the traditional, even if latest-styled dinner suits, and tuxedos, they now hire just about everything you can imagine for balls and parties; for guys **and** girls. Including ballgowns, patio party gear, bridal gowns, wigs, furs, even page boy uniforms.

But Peggy Levy, Formal Wear's Managing Director, said that two years ago her Company decided to take a whole fresh look at the whole formal wear business and the place of hiring within it.

"Where do we go from here?" was the question we asked.

First Formal Wear appointed the then almost brand new advertising agency Singleton Palmer & Strauss McAllan and together with associated research company Peter Kenny Pty. Ltd. they looked at the opportunities with a totally open mind.

They found two things that neither Formal Wear **nor** Spasm anticipated. Men thought that Formal Wear's formal wear was very traditional, very ordinary. Women, in the main, didn't know you could hire at all. And **both** men and women in the younger markets just didn't know what would happen to them once they went into a hiring situation. They were very apprehensive, almost scared about what might happen.

The first promotional step Spasm took was an educational first, fashionable second approach to the whole hire-clothes business.

"We sold the product first and we sold the method of purchase (hire instead of buy) second," says Mrs. Levy.

The original Spasm campaign, combination press and TV, worked and sales went up over

33% during the campaign.

"Even though most papers knocked back most of the ads. then, today they wouldn't rate a second glance. Times change faster than rules and regulations," Mrs. Levy added.

Now stage two has been planned and will be launched as a TV only campaign in Sydney, Melbourne and rural areas in the second week of June.

Two commercials have been made. The first, directed to women, shows a young girl preparing for her first ball. The announcer asks: "What's it like to hire your formal wear from Formal Wear?" The rest of the commercial shows every girl's ideal of the first ball. The first date. The first love. Formal Wear all at once becomes fashionable, approachable, lovable and most important of all, understanding.

The men's campaign takes a different tack. It sells the professionalism of hire first, the range and fashion second. Two international footballers, John Sattler and Dennis Pittard, are shown being given the professional treatment before trying on the Formal Wear formal wear.

John Sattler, whose reputation is as tough as his appearance, goes for the wild, way-out gear. His more demure associate suggests that he has to be kidding — "only fairies would wear stuff like that". He is frozen with a stare and ultimately both leave the Formal Wear showroom looking more like Don Juans than Jack Dempseys.

Both Formal Wear and the Spasm agency are confident that these new commercials will result in a further sales increase of at least another 33% and as Spasm's senior Account Coordinator, Mr. Chris Anderson, puts it: "When the commercials were tested people couldn't stop talking about balls and formal wear. Balls are supposed to be on the way out so that is some sort of rare accomplishment for a start."

Formal Wear Pty. Ltd. is the only fashion company using the full facilities of the Communications Supermarket including Peter Kenny Pty. Ltd., and Knockout Productions.

It is living, walking, profitable proof that the methods that work for tomato sauce can work equally well for any product category.

Mrs. Levy sums up: "We're doing well. We can do a lot better. No company can fail with that philosophy."

HIRE GOES TO WESTERN AUSTRALIA TO LOOK AT A LEADING HIRER IN THAT STATE.

T. W. CROMMELIN & CO. PTY. LTD.



Terry Crommelin (Managing Director)

Thirteen years of progress has seen the Crommelin organisation rise from a one-man business, operating out of a home garage, to a company employing over 100 people, with five branches in the Perth metropolitan area, one at Pinjarra to service the constructions of a new alumina refinery, a manufacturing division and a branch in Melbourne to service the East of Australia.

Plant hire is only one of the Crommelin organisation's activities but it is certainly a most important one.

The Hire Division began in 1960 entirely by accident.

On endeavouring to close a sale for a Sawmaster docking saw to a large building company the client remarked that the machine was only required for one week and as such he considered it was not worthy of the purchase price of \$448. He asked if Crommelins would consider hiring it to him for this period.

Terry Crommelin weighed up the idea:

- It was revenue
- It was only a demonstration model and a little more sawdust could not devalue it further
- Prospective buyers could be shown the machine in operation on site.



A figure of \$4 a day was agreed and from that simple transaction grew the Crommelin hire service of today with almost \$200,000 worth of plant available for hire.

In combining a hire operation with both a sales and manufacturing organisation two distinct advantages have resulted.

- Hire provides the basis for effecting a sale. Crommelins slogan "Try before you buy" has proved most successful as it has been instrumental in increasing both the hire and sales figures
- Hire provides an excellent means by which to test new equipment in the field. Crommelins manufacturing division has found the hire division invaluable in the development of new machinery.

Recent years have seen the opening up of many more hire companies in Western Australia particularly in the Perth metropolitan area. Therefore the industry is highly competitive and the customer is receiving first class equipment, excellent service and currently enjoying extremely attractive rates.

1970 Convention Highlights

The Annual Hire Convention involves a great deal of work for the Hire Association Committee. However, President Gordon Esden, Neville Kennard, and Barry McDonald involved themselves in extra activities.

Consequently, they were presented with offspring during the month of May. Gordon and Maree Esden had a girl, Tania; Neville and Roddy Kennard a boy, Walter; Barry and Margaret McDonald a girl, Fleur.

Yet another hire couple got involved in these activities. Prue Kennard presented Andy with a boy, Angus.

Footnote: Our American visitors were amazed during the visit of their hostesses. Only Peggy Levy wasn't pregnant!

Hire Association Sub-committees

The Hire Association of N.S.W. has formed the following sub-committees.

- Credit Control Chairman—John Mason
- Convention Chairman—Peggy Levy
- Legal Chairman—Des Whelan
- Promotion Chairman—Neville Kennard
- Magazine Chairman—Barry Newton

ODE TO A RIGGER

The Rigger stood at the Pearly Gates, his face was worn and old,

He meekly asked the "Man of Fate" for admission to the fold.

"What have you done," St. Peter asked, "to seek admission here?"

"I was a rigger for S.P.H. for many, many a year."

The gates swung open sharply as St. Peter touched the bell,

"Come in, my boy, and take a harp, you've had enough of Hell."

Rigger's wife

Hire For Export

Enterprising hire man Roger Foley has an assignment to hire his Ellis D. Fogg coloured light show in Hong Kong. He will do his thing during a fashion show and reports a pretty good hire fee for a short period (20 minutes)!

Formal Wear at Bankstown

Formal Wear recently opened its new branch at Bankstown on May 6. Situated at 319 Chappell Road, Bankstown, it has a permanent staff of three and employs casual university students on Saturday mornings.

The Manager is Warwick Beeby, and he wrote \$50 worth of business the day before opening while workmen were completing store building. He told Hire that the break-even point for the store is reached during the three hours trading on Saturday morning.

The feasibility studies for the store were carried out by Bruce Smith of B. O. Smith, the company's auditors.

An interesting factor has emerged since the opening. Warwick Beeby said that there has been a more fashionable reaction than anticipated and a reorganization of stock was necessary after one month.

Peggy Levy, Formal Wear's Managing Director, said results so far indicated the Bankstown shop will be another successful link in the Formal Wear chain.

When you're in the big time, you deal with the big names. The Qantas heist was the latest in a series of big jobs in which Hertz vehicles were used. Ronald Biggs and his Great Train Robbery mates used a Hertz van as did the gang who pulled off London's huge bullion theft. And across the Atlantic, the crims who kidnapped a Californian judge also relied on Hertz.

Pages 21 to 24 are missing



DOUBLE VIBRATORY COMPACTORS

Clark Equipment Australia Pty. Limited has announced the release of three Clark-Scheid HV Series double vibratory compactors. The machines currently offered, Models HV6, HV9, and HV12, are described by the manufacturer as low-profile lean-steer units, designed to meet all anticipated requirements of municipal authorities and private contractors.

Each of the new compactors is powered by a Hatz air-cooled Diesel engine operating at a governed speed of 3,000 r.p.m. Maximum horsepower ratings range from 7 b.h.p. on Model HV6 to 13.8 b.h.p. on Model HV12. All three machines are equipped with reversing disc-clutch transmissions with gear drive to both vibrating drums. Travel speeds in first gear range down from 0.9 m.p.h. for the HV6 to 0.7 m.p.h. for the HV12. The largest machine has a second gear ratio giving a maximum travel speed of 1.1 m.p.h.

The machines operate at a vibration frequency of 3,000 v.p.m. using rotating eccentric shafts (on both drums) that are offset by 180° to produce opposing vertical vibrating forces.

Model HV6 is stated to exert a maximum centrifugal force of 4,400 lb., HV9 a force of 6,600 lb. and HV12 a force of 13,200 lb.

The manufacturer emphasises that all vibrating forces are confined to the vertical plane, thereby eliminating the scuffing effect produced by most single-drum machines.

According to Clark Equipment, all machines in the series will operate, with vibration, on grades up to 25° and on side slopes up to 35°. A design feature highlighted by the manufacturer is the complete absence of protrusions on the left hand frame, allowing the compactor rolls to operate almost flush with perimeter walls and fences. The HV Series machines are fitted with water tanks and sprinklers as standard equipment.

Further information is available from Clark Equipment Australia Pty. Ltd. (Construction Machinery Division), P.O. Box 50, Hornsby, N.S.W. 2077.

The Bosch Drill Bit Sharpener 3053 is a useful power tool attachment which will re-sharpen carbon steel and high speed steel drill bits ranging in diameter from 9/64" to 25/64".

No technical knowledge of cutting edges and clearance angles is necessary with the Bosch Sharpener, ensuring both tradesmen and handy-men perfect re-sharpening of blunt or broken drill bits without difficulty. The sharpener is quickly and easily connected to Bosch Combi or Supercompact drills by means of a plastic sleeve, which is driven by the closed jaws of the drill chuck. Drill bits with cutting edge angles ranging from 110° to 116° can be re-sharpened with this tool.

It can be used held in the hand, with a side handle clamped into a vice, or with a vertical or horizontal drill stand.

THE BOSCH DEMOLITION HAMMER 11 302

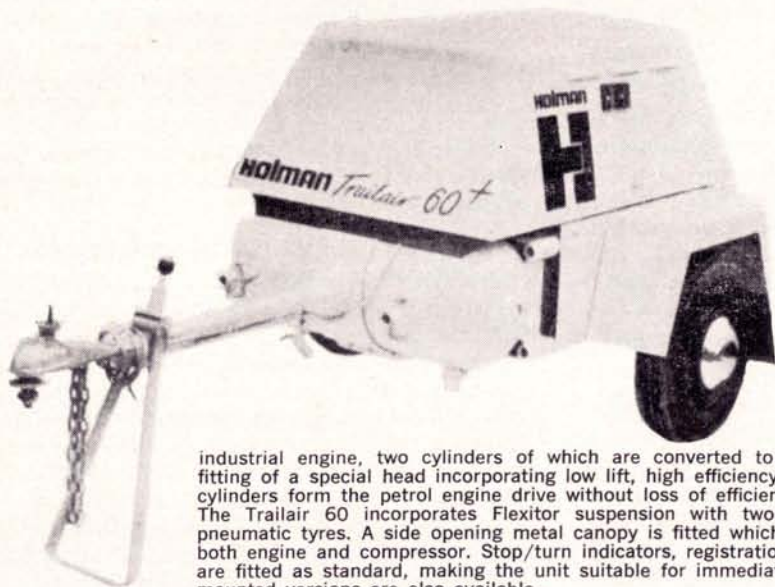
Twenty three inches long, weighing only 23 lbs the lightweight Bosch Demolition hammer with compression impact mechanism, absorbing recoil shocks, has a wide application. Chiselling, caulking, chasing in concrete masonry, natural and artificial stone. Digging clay or hard ground. Tamping and vibrating of precast concrete units. For earth probes and drilling (hand rotation) in any type of stone with carbide tipped bits.

The multi-purpose hammer with dust proof tool holder and positive lock, features permanent lubrication, cut-out brushes and elastic handle to reduce operator fatigue. Easy to handle and suitable for AC and DC it lends itself to work in all locations and confined spaces. TV and Radio interference suppressed with double insulation to ensure maximum operator safety, the hammer has a great power reserve and a stroke rate of 1450 per minute with a single impact force of 11 ft/lbs.

A carrying case, pointed chisel and socket wrench are included in the price of \$330.00 and there is an extensive selection of insert tools available.

HOLMAN TRAILAIR 60 PORTABLE COMPRESSOR

Stan Jessup, Managing Director of U-Hire Pty. Ltd., Melbourne, says, "We have achieved a great deal of success in the compressed air field with the Holman Trailair 50 and 60 CFM machines."



The Trailair 60 is the smallest compressor in the wide range of Holman portable compressors and is completely assembled in our Melbourne Works.

It is a light-weight, compact, easily transported and highly manoeuvrable compressor specially designed for use in restricted areas and can be towed by small vehicles.

The output is 60 c.f.m. at 100 p.s.i. pressure and it is capable of operating at optimum efficiency a variety of pneumatic tools including heavy duty (80 lb.) concrete breakers, medium duty rock drills, backfill rammers, sump pumps, auger drills, clay spades, picks, concrete vibrators, spray guns, etc. The compressor comprises a VW 1600 c.c. air-cooled, 4 cylinder horizontally opposed

industrial engine, two cylinders of which are converted to provide compressed air by the fitting of a special head incorporating low lift, high efficiency plate valves. The remaining two cylinders form the petrol engine drive without loss of efficiency and no engine overload.

The Trailair 60 incorporates Flexitor suspension with two 10" wheels and 5.20 x 4-ply pneumatic tyres. A side opening metal canopy is fitted which allows complete accessibility to both engine and compressor. Stop/turn indicators, registration plate illuminator and mudflaps are fitted as standard, making the unit suitable for immediate registration. Silenced and skid mounted versions are also available.

Compare these advantages with other compressors:—

FULL HOLMAN/VW WARRANTY ■ Low fuel costs ■ No drive gears or clutches ■ Balanced weight for easy handling
■ Low cost spares and service for engine available from extensive VW dealer network ■ Easy starting ■ Standard "Mini" wheels and tyres ■ Lockable canopy.

HOLMAN A COMPAIR COMPANY

CompAir (Australasia) Ltd., 34 Ricketts Road, Mount Waverley, Vic. 3149. 20 Burrows Road, St. Peters, N.S.W. 2044. Knox Schlapp Pty. Ltd., Auchenflower, Qld. 4066. Adelaide, S. Aust. 5000. Launceston, Tas. 7250. Victoria Park, W. Aust. 6100. R. S. Viney, Darwin, N.T. 5790.



Pictured at a recent chainsaw clinic in Sydney are members of the N.S.W. Hire Association.

NEW MOBILE CONCRETE PUMPS

Two mobile concrete pumps, both designed for either truck or trailer mounting, are now being marketed by Mole Engineering Pty. Ltd., manufacturer and supplier of drilling, mining and civil engineering equipment. According to Mole, the pumps are capable of handling concrete mixes of all types, including those prepared for conventional placing methods.

The two pumps, which have capacity ratings of 54 cu.yd./hr. and 80 cu.yd./hr. respectively, are of hydraulic, twin-cylinder, positive displacement design. Both models are claimed capable of delivering concrete to a horizontal distance of 900 ft. and to a vertical height of 200 ft. Additionally, both are fitted to accept discharge lines from 3 in. to 6 in. diameter.

A design innovation highlighted by the manufacturer is a newly-developed hydraulic sequencing mechanism which activates the pump cylinders to maintain constant pressure and flow in the line. The device is claimed to minimise mechanical failures and damage previously caused by temporary line blockages and interruptions in hopper feeding. All concrete valves are stated to be long lived and fully accessible. Low-cost replacement parts are readily available.

Subject to user requirements, the pumps can be powered either by electric motors of up to 75 h.p. or by Diesel or petrol engines rated at 120 h.p. The driving motors are transversely mounted on the truck chassis or trailer for even weight distribution.

Boom assemblies are obtainable as optional extras. Further information is available from Mole Engineering Pty. Limited, Rodborough Road, French's Forest, N.S.W. 2086.

DIESEL POWERED WELDER

Hobart Brothers (Australia) Pty. Ltd. has announced the release of a new model diesel engine driven arc welder.

Known as the PB-300 Dieseliner, it has a welding current range of 30 to 300 amperes and an auxiliary power output of 1 kW., 220 volts D.C., for the operation of hand power tools and lights. Independently operated current and voltage control permits selection of exactly the best setting for each welding application. The unit is powered by a Perkins 4-108 water cooled diesel engine, equipped with 12 volt electric starting.

The PB-300 is engineered to meet the most exacting demands of field welding in all climatic conditions and designed to provide maximum accessibility for quick, easy maintenance. All parts of the engine, generator and controls can be reached without removal of any covers. The fuel tank location under the radiator obviates any possible damage due to fuel spillage during refuelling.

A two wheeled pneumatic tyred sprung trailer designed for road towing is available to suit the PB-300.

Further particulars can be obtained from Hobart Brothers (Australia) Pty. Ltd., 25 Meeks Road, Marrickville, N.S.W. 2204.

STIHL CHAINSAW CLINICS HELD IN N.S.W.

The Stihl chainsaw division of Herbert Osborne Pty. Ltd. have been conducting the clinics in New South Wales country areas.

The aim of the clinics has been to instruct operators of hire businesses in the preventive maintenance, servicing, sharpening and safety requirements of the popular Stihl range of chainsaws.

One hire business alone is reported to have turned over more than \$700 in two months hiring out a single chainsaw recently purchased from Herbert Osborne.

Instant portable power for 240 volt tools



WELDANPOWER 130

\$635.00

OPTIONAL EXTRAS

Wheeled Undercarriage \$30.00

Accessory Kit \$21.00

Lead Kit \$15.00

from this welder

WELDANPOWER 130

Working with hand tools when you can use power tools is a waste of time, effort and money. There's no profit in waiting for power connection either—and running hundreds of feet of 240 volt cable can be hazardous.

Now, you can have INSTANT 240 VOLT POWER where and when you want it, on this job today, on that job tomorrow with WELDANPOWER 130—power for drills, grinders, saws, you name it, **PLUS high performance welding capability** for fabrication, construction, repairs, maintenance, hard facing.

AND ALL THIS FOR A PRICE COMPETITIVE WITH POWER ONLY GENERATORS. With Weldanpower 130 you get 2 for the price of 1—240 volt power **plus** welding capability.

3 models:

New Weldanpower 130
as illustrated

130 amp AC welding
3½ KW 240 volt power

Weldanpower 225DC
225 amp DC welding
3 KW 240 volt power

Weldanpower 225AC
225 amp AC welding
4 KW 240 volt power



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BILL RISTOW

CONCLUDING BILL RISTOW'S TALK TO THE CONVENTION.

The care and attention given to your customers is one very important thing you learn at A.R.A. meetings. If you make them feel that you are doing them a big favour by renting equipment to them, chances are they'll go somewhere else the next time they want to rent something. If you make them feel that their business is valuable, you can count on their repeat business. Even such a routine transaction as renting a bale roller can be important to your success. Are you sure you are doing business the most effective way you know? Profit is the name of the game, and good management technique is but one way to make a profit. And it all hinges around that very important word, the customer.

Much of this literature published by A.R.A. relates to the customer. But there are many other important rental subjects covered by A.R.A. The Insurance Buyers' Guide, for example, provides a check list for the purchase of insurance of all kinds. Depreciation policies underscore the importance of sound depreciation practices in the rental industry. The new inventory control system gives complete inventory control and can be used with or without data processing. Chartered accounts provide the place for setting up the general ledger. Conversion Law booklets cover different laws in all States. Education for management helps a man become a better manager. Employee Relations files help to select and train employees. Convention seminars explain the contractors' laws in all States. Emergency bulletins are issued concerning lost, strayed or stolen equipment. The all-important product survey. The product news bulletin, plus tips and hints on equipment. The Rental Equipment Supply is a directory of national advertising which appears in selected consumer publications to sell the concept of rental. Library or product artwork for catalogues, as well as members' own advertising. Tool guide available for individual use. Party guides; a promotional booklet describing softgoods inventory. National publicity such as this 'Readers' Digest' article: Newspaper Editors press sheets mailed to editors across the country. Radio commercials available on tape with local tie-in, product map for use in letterpress printing. A wide range of insurance programmes providing a broad spectrum of coverages in income protection, group life insurance, major protection, fire and casualty retirement insurance.

This three-ring binder membership brochure first lists each A.R.A. member and other information pertaining to his store. An attractive decal for use on store front and counter, printed on two sides. A handsome wall plaque designating membership in an ethical professional organization. 'The Voice' magazine, the heartbeat of A.R.A.

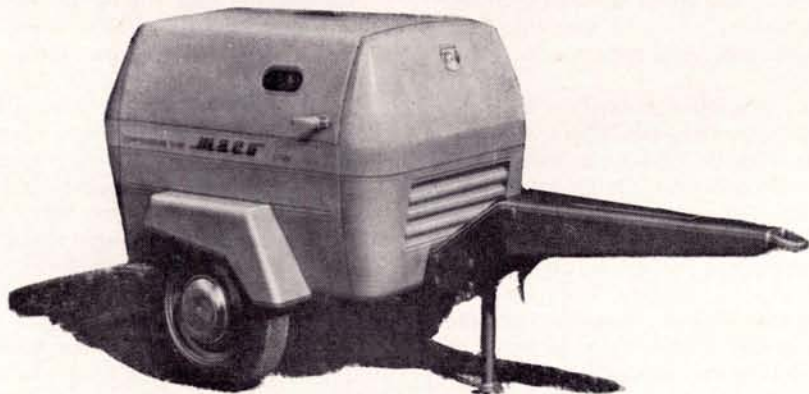
All of those services and more can help you take the gamble out of operating a rental equipment business. But wait—there's one more very important service provided by A.R.A.: the Annual Convention and Rental Equipment Show. Here is where more than 2500 rental people gather to learn new techniques, look over the latest equipment, renew and revitalise their thinking. Each year the Convention grows larger, and more successful, for many reasons. Rental men and women from all over the United States, Canada and abroad gather to learn to increase their knowledge of the rental business, to get acquainted with new equipment, to renew friendships. Let's take a look at the 13th Annual Convention, held at the Stardust Hotel and Convention Centre, in Las Vegas, Nevada. Here is where all the rental action took place.

Rental people in attendance were delighted to hear what makes them tick, as told by Professor Harold B. West during his second tour of duty with A.R.A. audiences. He previously appeared at the rental management institute and at the St. Louis Convention. Here he is being welcomed by Wayne Cilless and introduced to the audience. The Professor also spoke two days later on the subject of managing for profit. At the Seminar for women, the ladies heard Dr. Quentin Oakes of Brigham Young University, Utah, explain to them how to understand their husbands and help them achieve their goals. Dr. Oakes has had a wealth of experience dealing in subjects relating to women. As proper telephone techniques are important in the rental business, attractive representatives from the telephone company gave some valuable pointers on how to merchandise with the telephone. Selling the party rental business to the consumer was an important topic of conversation being seriously considered by this panel of experts. Emphasising the service industry aspect, the experts dropped many hints on how to sell the consumer on party rentals. The field of maintenance procedures was thoroughly covered. Inspection, lubrication and testing problems were explored.

MACO

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More Hire Companies are offering "Marco". Why? Because "Marco" is reliable and economical to operate. Satisfied clients mean repeat business.

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WESTERN AUSTRALIA
244 BEAUFORT STREET
PERTH
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How would you handle a small, medium or big business catering problem? Planning, packaging, merchandising and delivery topics were covered. A Psychologist from New York talked on the subject of human nature and business reality. Conditioning and learning, reception, motive, drive and incentive were adequately covered in his presentation. William Stevens, Legal Counsellor for A.R.A. spoke to an overflow crowd on a wide range of legal subjects that were of interest to rental people. A panel composed entirely of manufacturers who were exhibiting at the Convention debated the important topic of alternators v. generators. This Seminar provided much food for thought. After hearing the pros and cons of this highly technical subject. The highly successful Ideas Fair was set up in the Hospitality Room of the Stardust Hotel. Advertising, Catalogues, Signs, Control Systems and other interesting exhibits were displayed. Here rental people browsed at their leisure, picking up ideas they could use in their own business.

The ladies had their day, too. With all the excitement and colour of a Las Vegas Revue, ladies of A.R.A. were treated to a luncheon and show that proved to be entertaining as well as educational. Is it a little hard to believe that some of these delegates, fragile little women, work the counter and show customers how to operate the construction machinery?

And finally, the opening of the largest exhibit ever staged by A.R.A. The spacious accommodations at the Las Vegas Convention Centre drew applause from everyone.

Here the exhibitor and the rental man and woman got together in an atmosphere that was made to order for each party to conduct his business. The hours for exhibiting were convenient for everyone, from noon until 4.30 each day. Everything from bulldozers and tractors to typewriters were colourfully displayed, and while the exhibits were open, a mini-theatre, a new A.R.A. innovation, ran a continuous show of product films in a meeting room nearby. Exhibitors were invited to show films of their products in action, while rental people could sit down and rest as they viewed the advantages of ditch-diggers, gasolene engines and other products.

A little humour is also appreciated at every A.R.A. Convention. There were more giraffes coming out of Las Vegas during A.R.A. week than in any jungle in Africa could produce. And if you didn't buy a Ford Tractor, it wasn't this girl's fault.

Because of the unusually dependable weather in Las Vegas, outside exhibits were accepted.

Some of the larger pieces of rental equipment could be operated and demonstrated. Rental men and women and exhibitors required a certain amount of relaxation, and the cocktail party is always a popular event. In fact, sometimes it's too popular. Ask anyone who has had his toes stepped on repeatedly!

Each year a select small group of rental people are singled out for recognition. Sam White, Mr. One Canadian Speaking, was one of those, and Mary Weber was another rental person voted to receive an award for her part in helping foster better business methods for the industry.

A new innovation for A.R.A. is the post-convention business tour. Many A.R.A. members and their wives left for Hawaii the morning following the convention. A 9-day trip. The group flew to Honolulu, where they started their tour. They plan to visit rental stores, hold meetings and see the sights that the famous island has to offer.

All play and no work makes Jack the rental man unhappy. The group soon discovered that the Hawaiian rental people have much the same problems as everyone else, except wouldn't it be nice to conduct business in this climate?

While the more than 2500 rental people and exhibitors were partaking of the hospitality being offered by the Association a small group of men were quietly working in an isolated room. This group represents the Board of Directors of the Association. It was just 15 years ago that a pioneer group of rental men decided to form an association to develop and promote their industry and interests collectively. They banded together for the sake of strength and co-operation. First known as the National Rental Operators Mutual Association, then as the American Association of Rental Operators, today this dynamic force in the industry is known as the American Rental Association. Giving freely of their time and talents, these men represent their regions on an impartial objective basis. Each morning, early, a much smaller group, the staff of A.R.A., met to check last minute details making sure that everything was running smoothly and that the needs of the members were being served. And they also make sure that the business at hand is completed with the minimum of red tape and delay.

During these seminars the people who win through, improving their business ability, contribute to the welfare of their community, ensuring their future through better management techniques learned at the Convention. These people are taking the gamble out of running a

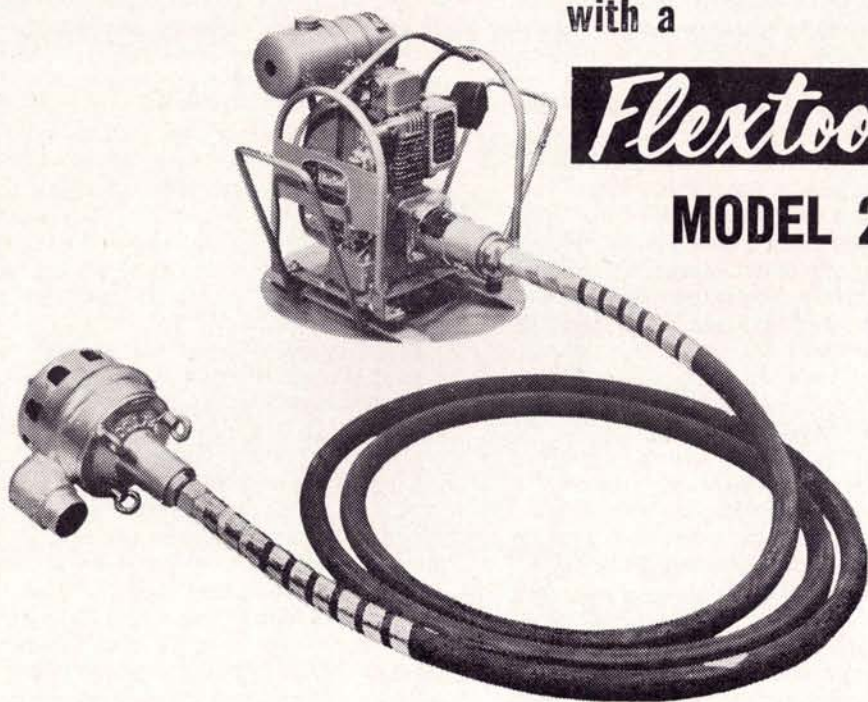
bring your water

problems to a head . . .

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MODEL 212



Flextool has designed and manufactured the '212' 2" centrifugal pump capable of pumping sludge, liquid manure, mud, sand and liquids containing 60% solids in suspension. It can raise clear water to a head of 50 feet or discharge it at the rate of 11,000 gallons per hour. The Flextool Model 212 is easily the best pump in its class.



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rental businesses. Shouldn't you be doing the same thing? If you're an A.R.A. member, you know what we mean. If you aren't here is your chance to Hit the Jackpot!

Everybody wins when they are with A.R.A.

That, in essence, is my message. If there is any way that I can repay the hospitality that you've all shown to Judy and me on this trip, it's to leave with you the importance that we place and the value that we place on the building of a National Trade Association in our country and I sincerely feel that it is as important to you as it is for us. But involvement is the key to the treasure of any Association. I encourage all of you to become involved. There are days when you grit your teeth because there are committee meetings and things, and then you've got pressures in your own business. But these are short-term worries compared with the long-term gains through involvement, and I encourage all of you to become involved in your Association. You've got a great group here, you've got a tremendous start, and I hope in some small way that you can see the goals that we are reaching for with ours. We are just a couple of years ahead of you, that's all, and it's so worthwhile.

If that isn't enough, the importance to myself, and I am sure to you, of the friendships that are developed by attending meetings like this on a personal basis that will enrich your personal life is . . . you can't place a value on it. There are no greater people than rental people and I guess you all know that by this time.

So, in conclusion, your Association can do a very important job for you and your business. Progress is built on change. There must be a constant flow of new ideas in our business and your Association can help to put it all together. We have an industry to be proud of and we have an Association to be proud of, and we owe it to ourselves to support them both. And that's about the end of my little prepared thought, so if there are any questions now I'd be glad to accept them at this time.

Following are presumed answers to questions asked from the audience, whose voices have not picked up on tape.

Maybe a little bit. Most of it's handled on a local basis because when you talk about bad debts, you are talking about a local market area normally, and A.R.A. has what we call local Associations. That's the basis or grass roots level in our Association; it might be that the group in Sydney would be a local Association. Then we have what is called the regional Association. That would be several States together that would be comprised of several locals; then

of course the National. Now, bad debts is a local problem. One of the solutions that have worked fairly well for us is that in a local Association, they have what they'll call the Hot Line. This is an agreement in the local Association: they have members printed in alphabetical order and where it's the case of not so much bad debts or a marginal credit risk but the guy that's out to get you, the real trouble maker, you know, the guy that's going to take advantage of you and when you finally get smartened up then won't do business with him any more, he's going to do business with the next poor bloke down the line until he's milked him a little bit.

In a case like that they have this telephone system whereby on the list one guy starts to call. He'll call the first man and the last man and they then let them meet and then they let them know that the chain is complete. In notifying each other. For instance, in Chicago about a year ago, there was an outfit that in less than a day got equipment from one railyard, a 150 compressor from another, a generator and some other tools from a third and all within 24 hours they had a semi-load-full of equipment and were gone and nobody ever saw them again. And it was basically on the fact that they either got it without deposits, or with minimal deposits, and where they operated they just happened to be on a Friday afternoon and they called each of the rental stores with the story that we didn't get the job done, we are going to work tomorrow. Of course Saturday in the States is just probably the busiest morning, so by the time Saturday evening rolled around, you didn't expect them to come in anyhow. They had a head start and they were just long gone.

We have caught up with several like that by this "Hot List". We also exchange names at Association meetings. But they are never just credit lists because you do have a sense of liability here, that you have to be awfully careful with. There are usually the out and out thieves that are either converting or out and out stealing or just have no intention of paying in the first place. Or that you've had so much trouble that you have had to sue, you know once it reaches Court it's public knowledge and it's just a matter of spreading the word. You can't be held liable for that because it's already a matter of record. But we don't get too much in just marginal credit risks, it's only the pretty bad ones. I don't know if that's any help to you.

You can have that possible exposure. I think a lesson could be taken from our bankers. Did you ever read a credit recommendation letter from a bank? You can interpret it about any way

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you want and they have their own little terminology and harmless-appearing phrases that mean a hell of a lot to another banker. I think this is the way that you have to go about it.

No, it's a civil matter. You see, what we would define as wrongful conversion is the illustration that you gave. He came in and hired it but did not return it. It was given to the party with due knowledge. He has violated a civil contract and so it's not a criminal offence, it is a civil offence. That's the purpose of conversion law. It's a very strong weakness in the system and for our protection it really doesn't make any difference to us whether he signs a contract with us. If it's gone it's gone. We could make it criminal by proving intent to steal when he came in, but you know how nebulous this is. You wouldn't get it through any court in the world. So what we've done through legislation, and successfully in most of the States, is to put in the criminal statute a definition of when a conversion becomes a theft, and in most cases it would read something like this: that you have to notify the person who signed the contract in writing and then so many days after that you file for a warrant, etc. It spells out when it becomes a theft, and this is the value of conversion law. Of course the tighter you get that time element the better law you have.

We sue for the biggest amount we can get, because as you well know, by the time the attorney is paid and by the time there's a settlement in court and by the time there's everything else you don't come out with anything anyhow. So you go for the big one. I think you're right.

There is no way. If a fellow is going to take you, he's going to take you. We have what you call the gypsy trade. Black-top trade would be a very good example. It probably has a tremendous climate variation, as you well know, very cold winters, very hot summers. These gypsies in the black-top business put in at residential driveways, small parking lots, that sort of thing. They move with the seasons of the year. In Chicago in summertime, and some place else in the country where it's warm the rest of the year. And they have money. They make good money. Trouble is getting our piece of it. So come in if you want to trap us and you know it's a gypsy, you know fellows you got us in with a \$500 deposit. After all, those five bills will be on the counter. Well, \$500 is probably less than a month's rental. Come 90 days and your looking all over for it and where the heck is your little sector? So what good does it do to have a deposit? You get a very big deposit, you would have priced out most anybody else who would

want to rent it, and it still didn't do any good. So there's no sure way, there's no pat answer, that's our cross to bear in the business.

Yes, there is conversion insurance available. It is normally very expensive. It's the approved insurance programme for the Association and that's another reason for the Association. It's individually impossible to go out and buy personal insurance. Collectively, as a group spreading the risk over 1600 stores, there is a market, and most of us now have conversion insurance. But losses have to be paid. And if you have a high degree of losses, you have a high premium rate.

Absolutely—and again I might recommend to your Committee or your Directors as your negotiation grows I think it will be inevitable that you will find it advantageous from time to time to have a trade show. By all means keep that pot of gold in your treasury.

We have a registration fee which covers the direct costs of the individual attending the convention. You lump together speakers' fees, travel, preparation travel, banquet costs, anything like that and that's the registration fee. The profit from conducting a trade show, from the rental of exhibits, goes into the treasury to conduct the business of the Association, it's a boon to the treasury. We spend more than double what a man pays for his dues. We return it to him in service. He pays \$50 dues and we are providing him with service for that \$50.00 almost \$120 worth of business services, and the only way we can do it, you see, is through the profit we make in a trade show. But it's an important ingredient to get your industry rolling because it gives you the financial push that's necessary to do things, and I would suggest you take a very long look at it. I think it's a valuable tool.

Yes from time to time we do surveys. We try to do it, but very discreetly. For example the Head Office will get six queries from a member saying "I am interested in branching out into the trenching business and I would like to know about the trenching business, I would like to know about the equipment in it and the problems in it and so on and so forth". We will go to the file, and if they have no file on the trenching business, then they will create a survey and they will survey the industry and part of that will include the rate. So we bury that thing in along with all the technical knowledge about the equipment and the market and everything and we don't want to make it over obvious, but part of the decision of course is when you are going to want to have some idea what you can expect to do in the way of revenue . . . you know. Or when you first start out every guy that's within fifty

miles of each other feels they are a competitor. If he four-fifty, the other guy feels he has to be four-forty-five. It's taken about ten years to finally realise that it's a ridiculous situation. You've got to set your rates on your cost of doing business because the whole reason for putting your blood, sweat and tears into all that iron is to make a profit, and I think that we are coming to the point now where we are becoming more sophisticated in our competitive features than just rates. That's the easy way out. Anyone can cut a rate to get some business. The thing is you want to get profitable business.

Oh, it's so new that it's just trying to be for-

mulated. But you see, the contracting game is a gambling business. This guy says, I could build a building for X number of dollars. He either does it or he doesn't, he either makes a profit or makes a loss. Now he wants us to take that risk.

This is sort of maturing the market, he's found a way that maybe he can come out. Now we have to be gamblers. We have to say that for what he told me and this is it. The time element, the type of equipment and everything that I can do the job and I can make a profit, so it's putting us in a more complex business requirement, but I'm afraid it's coming.

“BOB’S YOUR UNCLE.”

Just over 12 months ago Bob Foley was the sales manager for a large insurance company.

Travelling away from home constantly was part of the job which Bob disliked.

During his travels Bob encountered various Hire companies and felt he could set up his own Hire Company with the advantage of operating from home.

In a small way, from his own premises, at 560 Fig Tree Pocket Road, Fig Tree Pocket, Bob's Hire Service commenced operation. He introduced a light-hearted touch to the business with the catch phrase, "Bob's Your Uncle." This he features in all his advertising.

The business has progressed steadily with stock and more important clientele increasing constantly.

"In a small business it is possible to give the customer that personalised service which makes him an advertising agent. One satisfied client brings many new ones. We also endeavour to maintain a high quality, clean, well maintained product," Bob says.

Bob joined the Hire Association, and displays his membership on all advertising. He believes it has been helpful. The exchange of ideas with other members who are only too pleased to assist, make the running of the business that much easier.

Bob attended the Terrigal Hire Convention in September, 1970. "A most stimulating experience and I picked up a number of ideas which I am putting into practice." Bob hopes that many other Hirers in Brisbane can attend the next convention.

His charming wife, Olive, has been invaluable in running the business, seeing all washable items are spotless before going out on hire. Clients often comment on the excellent condition of the glassware and cutlery.

"Bob's Your Uncle." This catch phrase has been a point of interest with clients often ringing up and asking for Uncle Bob.

Bob's Hire Service is a fine example of how one man can develop the Hire concept with fundamental principles of service and maintenance.

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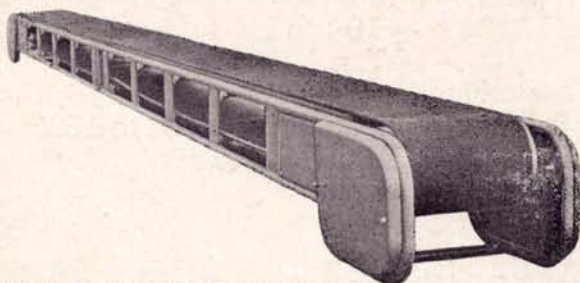
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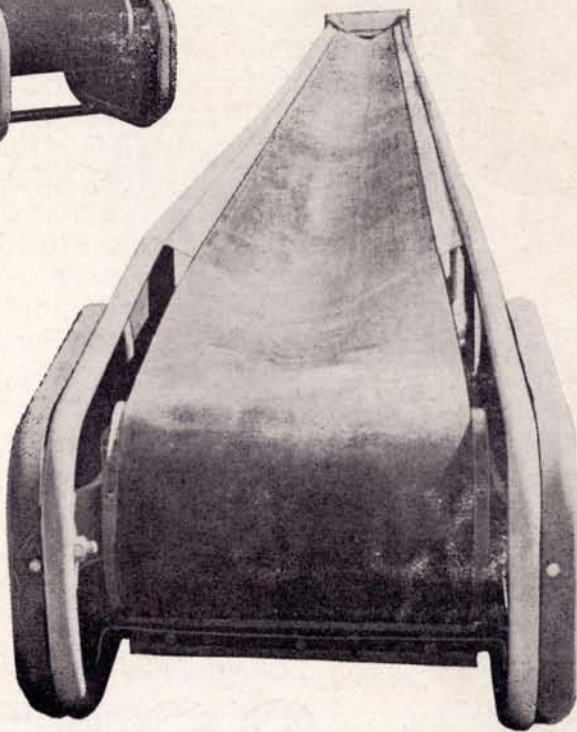
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