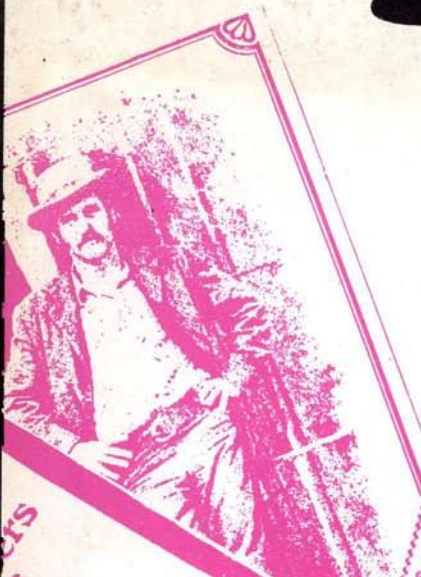


hire



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There are few items, big or small, common or unusual, that can't be found and hired for an hour, a day, or a year. The business is rapidly developing at a rate of 10 per cent a year.

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ing soon — the new handyman quick service bar — pick up lawnmower fuel, ramset-nails, screws, sand paper — same great service, new easy drive-in.

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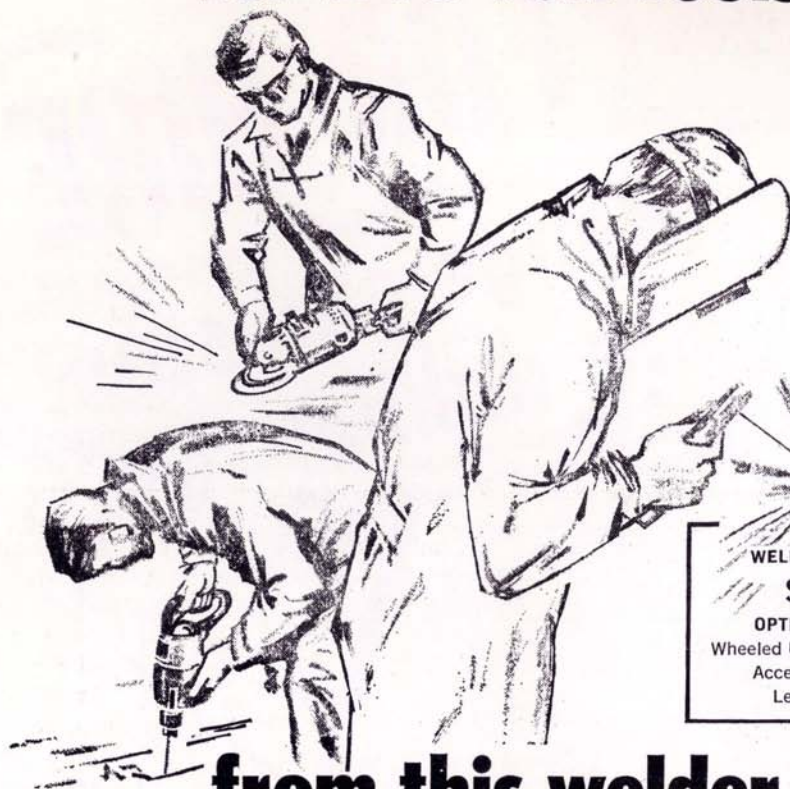
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\$635.00

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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.

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(Silverwater Plant Hire Pty. Ltd.)

Vice-President: BARRY MacDONALD
(Macbro Plant Hire Pty. Ltd.)

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Hire

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

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EDITORIAL CONTRIBUTION: 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

Santa on a hired sleigh

Some harassed shoppers will find a solution to their problem this year in a brand-new concept – hire a gift!

In case this calls to mind the Indian giver, it must be explained that the gift in question would, in most cases, be some item required for a limited period of time – camping gear for the holidays, for example, or a concrete mixer or set of power tools to do a special job.

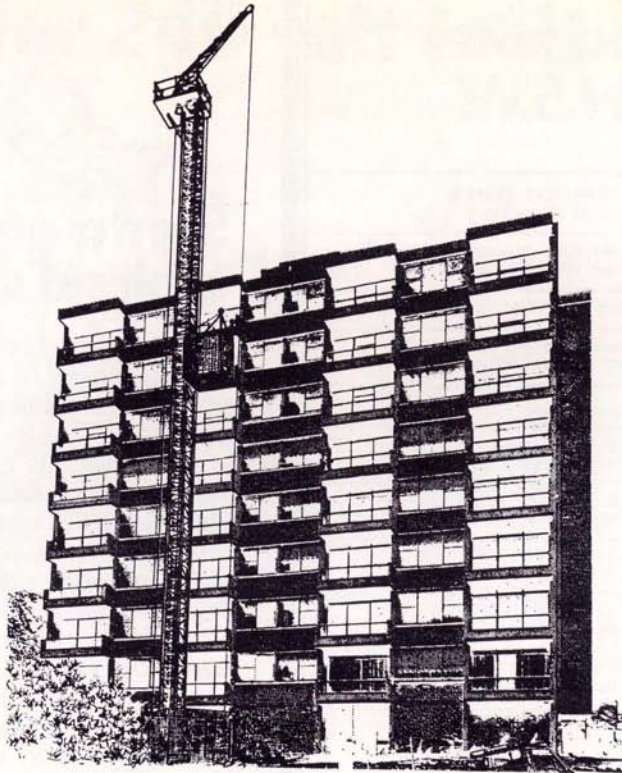
A piece of labour-saving equipment like an electric floor polisher could give a busy mother a break from a time-consuming chore. Or, extending the idea to the children, why not sport or hobby equipment for the holidays?

Another advantage of the scheme is the gift-voucher system which ensures that nobody gets an unwanted Christmas present. The recipient simply takes the voucher along to the hire company and makes his selection from a wide range of goods.

Nor is the scheme restricted to Christmas. Birthdays, Mother's Day, Father's Day, Easter, anniversaries and other present-giving occasions fit into the hire a gift concept.

A nice piece of timing to cash in on daylight-saving leisure – and another forward step towards our objective: to make hiring an Australian way-of-life.

The WALCO MARK 6 TOWER



An entirely new concept of materials tower which has rapidly gained acceptance in the building industry today is the Walco Mark 6 Materials Tower, which has been specifically designed for use on multi-storey projects.

Because of simplicity of operation a hoist driver only is required to operate the machine.

Self erection dismantling and unitised principles of this tower gives it fixed cost characteristics making it quicker and cheaper to erect than other hoisting appliances.

This allows the building contractor to readily estimate the cost of transport to site, erection, operation and dismantling. The standard power unit fitted to the Walco Mark 6 is electric although

petrol or deisel 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.

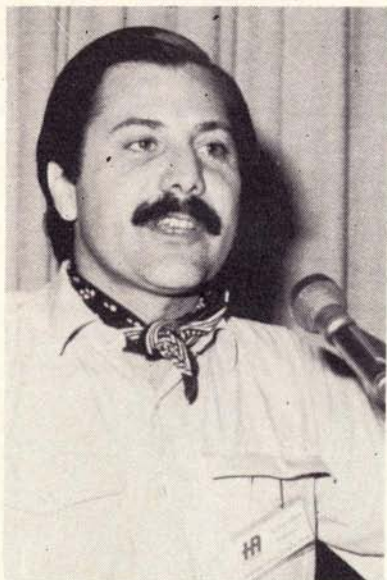
For all hoisting requirements contact "the hoist people".

The WALCO Group

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P.O. Box 35, Riverwood

President's message



GORDON ESDEN

HIRE OR RENT

Is there any difference?

I suppose, technically, there is no difference in the meaning of the words. Both imply the use of someone else's goods for a fee. Unlike leasing, which is only a financing too, Hire or Rent includes a component of service, such as breakdown replacement or maintenance or even the access to intermittent use.

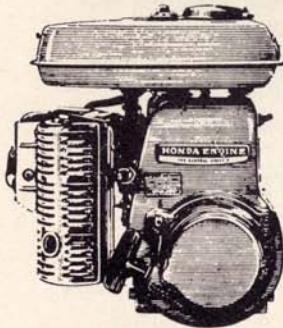
People I have questioned suggested that "RENT" implies a longer term. It has a kinder feeling about it. "HIRE" on the other hand suggests short term. If one wanted something in a hurry or for a few days or weeks then — OK — hire it. But if one needed it for a long period hiring wasn't a proposition.

If our slogan is seriously "Don't Buy it — Hire It" we must each, as Hire people, counter this impression. Even I suggest to reducing prices automatically after a certain period of hire. Anyone who has paid 4 or 5 times the value of the item he has hired will be well conditioned against hiring again. We must then take every opportunity in our business management to discourage "ownership" through sensible pricing and conditions of Hire.



HONDA

stationary engines for absolute dependability



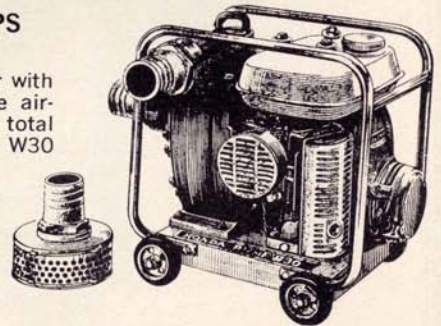
G40 and G65. The G40 has a constant vacuum carburettor for easier starting, increased power and improved acceleration. Delivers a maximum output of 4.5 hp at 4,000 rpm. Reduction gears are available. High torque. Weighs 48.7 lbs.

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.

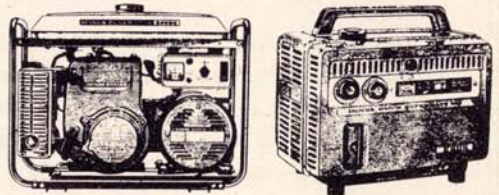
Four of the finest general purpose engines in the world. Honda's vast experience and 4-stroke quality engine-building techniques mean more power, versatility, safety and dependability, less fuel and maintenance costs.

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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.



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Woman's place is in ...the hire business

THE WOMAN'S TOUCH AT SILVERWATER PLANT HIRE

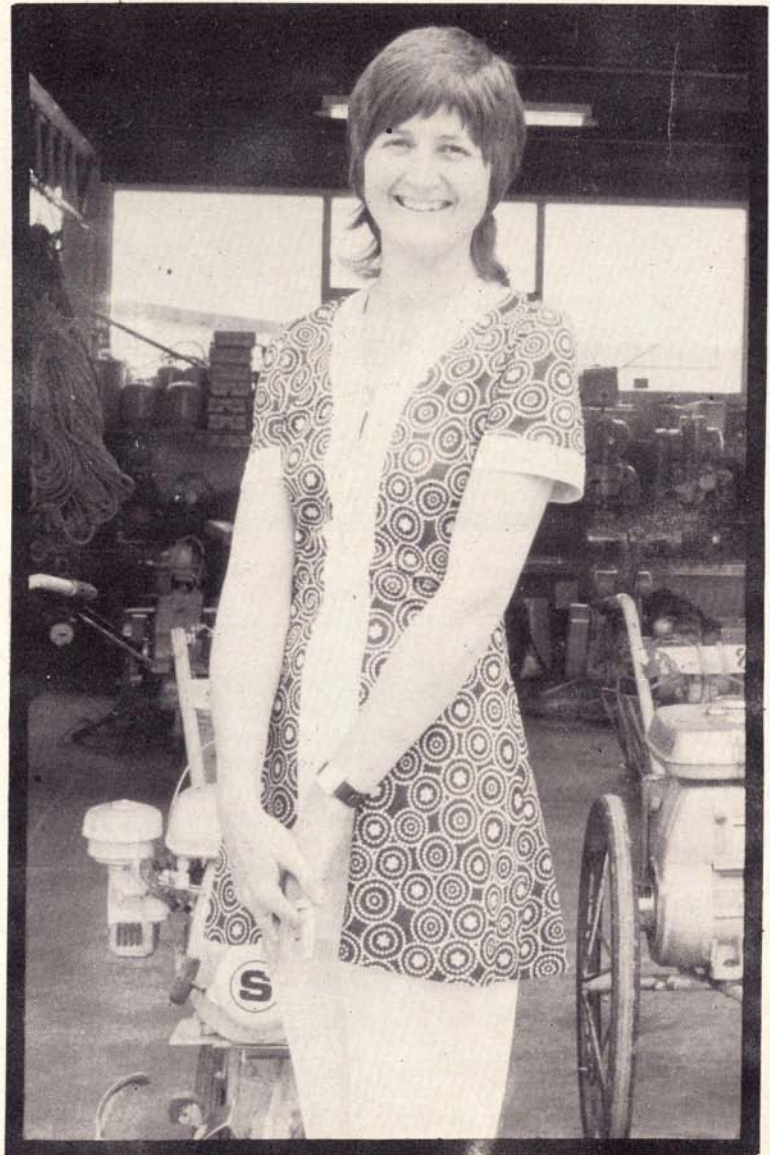
Women have demonstrated their ability in some of the more feminine areas of the Hire industry such as clothes and party goods, but mobile scaffolds and compressors are something else again. Anyone who doubts that a woman could succeed in this traditionally male stronghold should meet Pam Benson, Manager of Silverwater Plant Hire Pty. Ltd., Clyde, New South Wales.

The Silverwater range is an extensive one — everything that the builder, contractor, engineer and home handyman could want or even think of — but when Pam Benson joined the company she knew nothing about machinery or building equipment. In fact there were only two items in the entire range that she was able to identify: a floor polisher and a lawn mower!

She had been engaged to work in the office so nobody really expected her to know very much about building plant. And yet only a year later her grasp of the business was so complete that she was appointed Assistant Manager. From this point it was only a short hop to the position of Manager and full responsibility.

CONT. NEXT PAGE

Pam Benson
Silverwater Plant Hire Pty. Ltd.



Clearly, she had some latent organising ability going for her (an earlier stint as a TAB supervisor indicates that), but her rapid advancement can only be attributed to exceptional application and performance. "Luck came into it, too," she says modestly, "I joined at the right time."

Not only the right time but the right place, for internal promotion is company policy at

boss. The all-male team accepted her from the beginning.

It is often said that many of today's industrial troubles can be traced back to lack of communication, but there is no danger of this at Silverwater. At frequent intervals everybody gets together over beer, cheese and biscuits for informal discussions. In this relaxed atmosphere any emerging

women are more likely to recognise significant personality factors. A man can be a first class worker, but if he isn't going to get along with people he's a liability, not an asset.

PROS AND CONS

Pam Benson is something of a trail blazer, so we were anxious to hear her point of view. Does she believe, from her own experience, that hire company management represents a good career opportunity? Does she recommend it to other girls?

Not to those who are looking for glamour, she says firmly. There are no soft lights and sweet music around a plant hire outfit.

On the other hand there are basic rewards and satisfactions that the so-called glamour jobs rarely offer. Responsibility is challenging and — in the current idiom — mind-expanding. You get as much out of a managerial job as you put into it. If the company grows you grow with it.

RECORDS BROKEN

The final tribute came from Silverwater Plant Hire Director Gordon Esden.

He told HIRE that every month since Pam Benson took over, the figures have gone steadily up. All previous records have in fact been broken.

Weekend hire is another of her implementations which is currently paying off. She evolved the concept of an extended service for home handymen, organised staff and time schedules, and is making the idea work as smoothly and efficiently as — a Silverwater hired machine!

HIRE salutes Pam Benson. If she has any counterparts in other States we would like to hear from them.



Silverwater Plant Hire where Pam Benson is manageress.

Silverwater Plant Hire. Executives are appointed without discrimination: the best man wins — even if 'he' happens to be a woman.

THE WOMAN BOSS

We asked her about specific problems. Does prejudice against women still exist?

It dies hard, she told us, especially among older men who tend to write off women bosses as bitches. But at Silverwater Plant Hire she's been lucky — or perhaps the real explanation is that she's been the right kind of

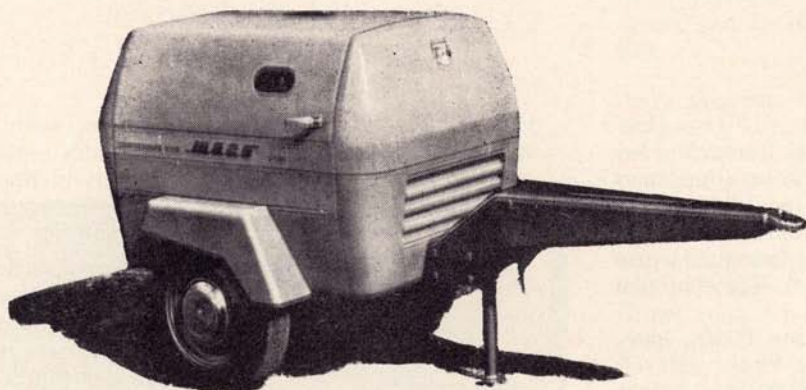
difficulties or dissatisfactions are ironed out before they can develop into genuine problems. This is communication at its best and most effective.

ADVANTAGES, TOO

Pam believes that a woman will sometimes run a business better than a man because of her built-in aptitude for detail. She sticks with it, even when it bores her up the wall.

Then again, women can be more intuitive in the selection of personnel. Of course no one is wholly exempt from errors in judgment, but — by and large

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MACO COMPRESSORS

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W.A. 244 Beaufort Street, Perth.
Telephone 28 4592.

Another step forward:

FOUR-STATE DISCUSSION ON NATIONAL HIRE ASSOCIATION

During the 1971 Hire Convention at Terrigal, Hire representatives from four States got together to discuss the proposed National Hire Association and formulate a plan to implement it. Those present were:

N.S.W. — Gordon Esden, Barry McDonald, Des Whelan, Neville Kennard. VICTORIA — Stan Jessop, Ray Kelsey, Ern. Turner, John Klemmer. QUEENSLAND — Max. Morris. WEST AUSTRALIA — Len Hunt.

It was agreed:

1. The president and vice-president from each state would act as steering Committee To guide the interstate co-operation toward a national body.
2. That a meeting would be held in Melbourne in late February of the various state representatives.
3. That each state would outline the basic functions and aims of the national body. This information would be colated into a constitution.
4. Victoria, Queensland and West Australia undertook to supply a mailing list for the magazine which would include all prospective members in those States.
5. Victoria undertook to find

Hire contacts in South Australia and Tasmania and open discussions with them about forming an Association.

6. N. S. W. Association undertook to send each State and New Zealand a package of all its established undertakings, constitutions, debt systems, etc.
7. It was agreed to systemise and outline promotion and membership drives.
8. N.S.W. agreed to undertake a detailed plan and suggest a budget for research of a promotions campaign. This would then be reviewed by the States and, if accepted, all would contribute funds.
9. Victoria agreed to outline a membership drive campaign which would act as a model for all States.
10. Queensland Association agreed (with guidance) to run the next convention at Surfers between 15 — 25th September 1972. They were to investigate a suitable venue.
11. The Promotion Sticker "NEED IT HIRE IT" was to be re-ordered, 2000 for Victoria ("NEED IT — HIRE") and 500 for Queensland.
12. It was agreed that a Hire Association Emblem should be established nationwide.

This could vary then with States name only. The various States agreed to put up proposals for such an emblem.

Subjects, which would be related to the national body, at this stage outlined as a loose, co-ordinating body which would not deprive the individual States of their autonomy:

1. Magazine
2. Exchange of minutes
3. Co-ordinated research into promotion of Hire concept
4. Representation to Federal Government
5. Encouragement of local Associations by exchanging ideas and experiences
6. Presentation of a national image for Hire industry by co-ordinating emblems, etc.

Principles were not firmly established! One school of thought was in favour of formalising and establishing a national body immediately, with a constitution and established headquarters which would not move around. The other school was in favour of letting the national body evolve from the co-operation which was already established between the States, so that the headquarters would move with the president, who would be elected from the committees in the various States.

What's new in **EQUIPMENT**

(Memo to HIRE advertisers: Tell us about your in-coming products and equipment and we'll tell the entire industry.)



Power sweeper with scrubber attachment.

VERSATILE POWER SWEEPER/SCRUBBER

Clark Equipment Australia Pty. Limited has announced the introduction of the Tennant 86 power sweeper/scrubber, a rider-controlled machine which may be converted from

high-speed sweeping to automatic scrubbing in fifteen minutes.

Manufactured in America by Tennant Company, the machine is powered by an 18 h.p. engine and is described as being highly manoeuvrable. It will operate in congested areas and narrow aiseways, and rear wheel steering allows sharp 90° turns.

The unit is stated as being easy to operate, all functions being carried out by the driver in his seat.

As a sweeper, the machine is designed to clear a 53 inch path of bulky litter and fine dust in one operation, at speeds up to 6 m.p.h. The manufacturers claim it is capable of operating on both rough and smooth surfaces, and will sweep over 100,000 sq. ft. per hour. A powerful vacuum system and self-cleaning 71 sq. ft. dust filter provide nearly 100% dust-free sweeping. The hopper accepts ½ ton soilage which is automatically dumped in 10 seconds.

The scrubber attachment is self-storing on four folding legs, and the conversion from sweeper to scrubber is readily carried out by one man. The unit is designed to scrub a 50 inch path at speeds to 2.5 m.p.h., and is claimed capable of scrubbing up to 30,000 sq. ft. per hour. It applies solution, scrubs and sucks up dirty water in one operation. Powerful, twin high-speed brushes provide an aggressive cleaning action which, according to the manufacturers, will remove oil, grease, dirt and other spillages. A dual vacuum system with a rear brush and squeegee provide complete water pickup.

Further information may be

Continued next page

obtained from Clark Equipment Australia Pty. Limited (Industrial Truck Division), P.O. Box 50., Hornsby, N.S.W., 2077.

BOSCH RIFF JIGSAW BLADES UNEQUALLED FOR ENDURANCE

Bosch Riff jigsaw blades are heavy duty cutting blades especially suitable for the cutting of superalloy sheet steel, spring steel, stainless steel, glass-fibres, reinforced plastics, steel-reinforced plaster boards, ceramic tiles, man-made marble, glass counter and table top materials and the like.

These blades, instead of having the regular tooth configuration, have a tungsten carbide-coated cutting edge. The tungsten carbide particles are permanently bound to the cutting edge by a special process. This preserves the elasticity of the blade, and at the same time gives a blade with high resistance to wear, as well as temperature stability.

The selection of the grit (coarse or medium) depends entirely on the character of the job. Usually, coarse grit for fast cutting in thick and softer materials, medium grit for thin hard materials.

Tests with different materials have shown that sometimes a regular blade with tooth configuration will give a better cutting advance than the Riff blade — but only for a very short time, with no possibility of matching the lifetime of the Riff blade.

For cooling or better cutting advance we recommend the use of a cutting oil, or oil emulsion, or water. Riff blades suitable for Bosch & Lesto models 8554, 1578 and 7598 are without any competition.

Sunday Telegraph runs

Hire Industry Supplement

History was made for the N.S.W. Hire Industry on November 7th when the Sydney SUNDAY TELEGRAPH featured a comprehensive survey of the industry in a 9-page supplement.

The survey, researched and written by Sue Phillips, explored the lesser-known as well as the better-known aspects of hiring, covered the background and development of the industry, and quoted the viewpoints and opinions of some of the leading Hire people in N.S.W.

Thirty-three Hire companies took advantage of the opportunity to promote themselves and their services in a favourable climate and bought advertising space in the supplement.

The N.S.W. Hire Association also took space — to provide a classified Hire directory.

While there is no doubt that the principle of hiring is becoming much more widely known and practised in today's society, it must nevertheless be true that many people are only dimly aware of the range of goods available for hire, and of

the convenience and advantages of hiring. And yet there can scarcely be a household in the country which would not benefit from hiring something.

For this reason publicity in the mass media, particularly supplements such as this one in big-circulation newspapers, must do incalculable good for the industry as a whole. The rewards should be felt and enjoyed for some time to come.

Needless to say, the supplement didn't just 'happen'. A great deal of planning, negotiation and behind-the-scenes work went into it, with The *Telegraph* and the Association in full co-operation.

It is Association policy that supplements should only be undertaken with official H.A. approval, to ensure that all members have an equal opportunity to participate.

HIRE FLEET INSURANCE

**AS INSURANCE BROKERS FOR
MOST OF THE LARGE HIRE FIRMS
IN AUSTRALIA WE SHOULD BE
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OF THE HIRE ASSOCIATION ON
THEIR INSURANCE PROBLEMS.**

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N.S.W. RESIDENT DIRECTOR, ALAN BIRCHMORE, A.A.I.I. 929 5755

MEET COMPETITION WITH

Good Housekeeping

Some down-to-earth advice from Bill Grasse in Rental Age

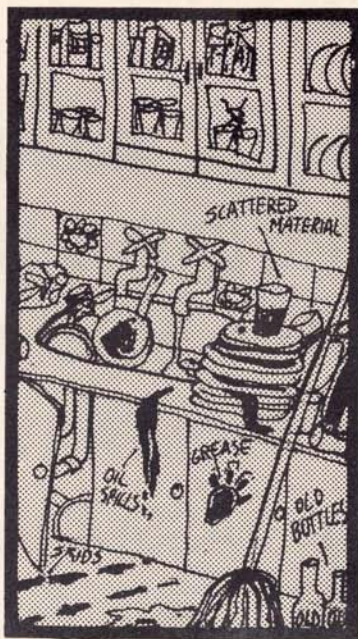
For many years the word *housekeeping* has meant to the "superior" male a menial chore beneath his dignity.

But in the modern workplace, man has had to take a second look at some of his old attitudes. He has had to realize that without cleanliness and order, he is in no position to meet competition in production. *Housekeeping* today is an important word in industry.

Bad housekeeping makes for trouble anywhere, but bad housekeeping around the workplace is double trouble, since it lowers efficiency and sets the stage for accidents. Wherever a messy work area exists, hazards pile up.

In addition to the ill effect on the worker's morale, a workplace marred by grease and oil spills, scattered material, old bottles, scattered tools, waste paper and skids or trucks cluttering the aisles, is full of tripping hazards, and fire hazards, too.

Think of the constant threat to workers at a dirty, littered, messed-up work bench. Is your area of control overdue for a hard-hitting clean-up campaign? Your workers will be glad to help if you'll provide the leadership. If your shop is not looking clean and orderly, ask every worker to do a little soul-searching to discover his



BAD HOUSEKEEPING

own area of neglect. Ask him to think of every way in which housekeeping can be improved. Tell him:

First of all, arrange a place for all equipment and materials you use and keep them in their place. When you use a tool or other equipment, return it to its proper spot, and you won't have to go hunting for it when you need it again; nor will you be tripping over it in the meantime. When stock is delivered to you, put it where you can reach it, but out of traffic. A skid left

protruding into an aisle can tear somebody's ankle.

If your operation produces dust, or wood or metal shavings, or scrap not removed by an exhaust system, pause frequently to clean — but always stop the machine, and use a brush instead of your hands.

To clean with a compressed air hose is dangerous and should be avoided. Such blasts of air will send dust and dangerous particles flying into your eyes and the eyes of others.

After using an oily rag don't toss it into a pile to accumulate, but put it into a covered metal container. Vulnerable to a chemical reaction causing spontaneous ignition, oily materials should be properly contained to avoid a serious fire. If you use flammable material or solvents, keep them stored in a safe place.

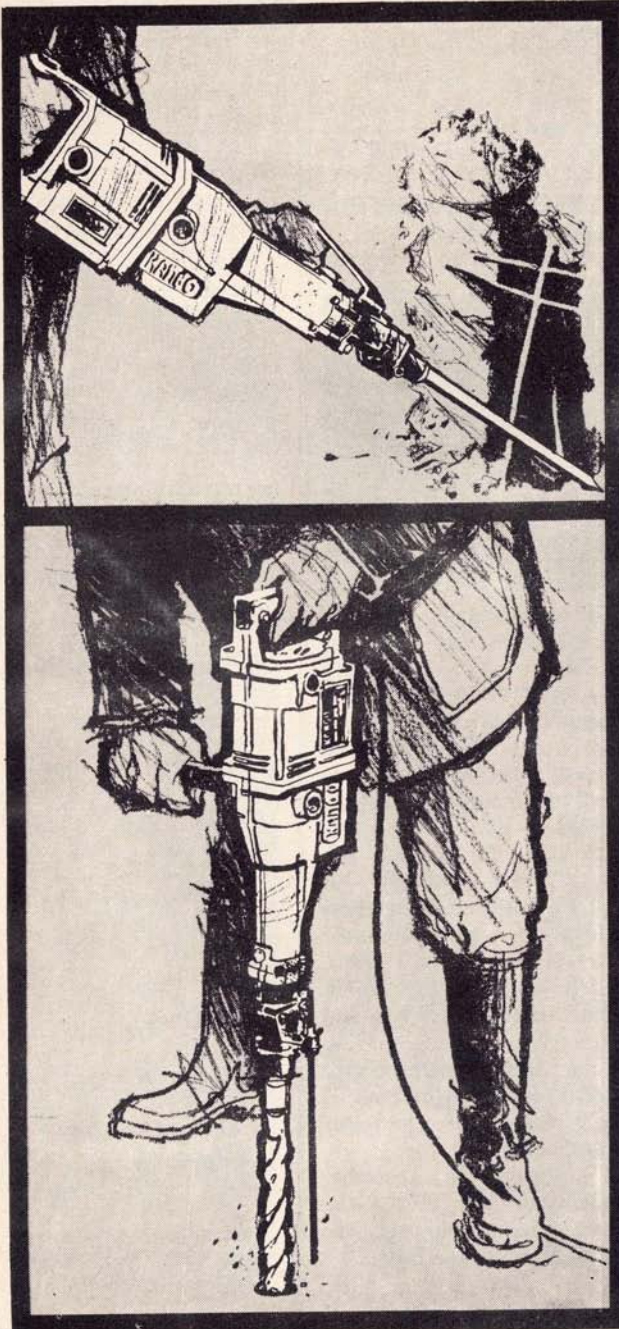
To develop the frame of mind that will make good housekeeping efforts come naturally is easy. Get in the habit of putting everything in place and cleaning up litter in your shop, even that left by others.

The primary reason for good housekeeping in industry is to prevent injury to yourself and others, and to prevent fires, but you will be quick to recognize a lift in spirits as your efficiency improves.

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& MACHINES**

SALES & SERVICE

HIRE happenings

BIG EXPANSION FOR CONCORD PLANT HIRE

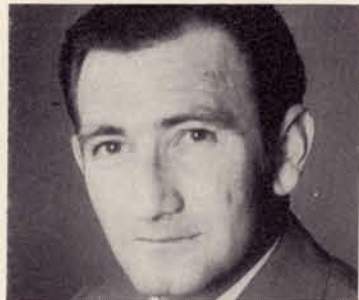
It's always good to see established companies like Concord Plant Hire moving onward and upward. Outgrowing its old premises, this company recently moved to 3 Parramatta Road, Concord. The much more spacious accommodation has made possible the provision of a number of customer advantages, including faster service, drive-in-drive-out facilities and ample parking space.

The additional accommodation has also meant that the stock could be greatly increased and more conveniently displayed, to the benefit of both company and customer.

BARWICK'S HIRE UNDER NEW MANAGEMENT

Barwick's Hire, specialists in builders' and Handyman's equipment (and now in party equipment also), recently changed hands. The new proprietor is Walter Reynolds, formerly Manager of the company.

DRILLING EQUIPMENT ENGINEER PREVIEWS 1972 PRODUCTS



Mr. B. Mackenzie, drilling equipment sales engineer for Mole Engineering Pty. Ltd., recently returned from the U.K. and South Africa after assessing new products likely to be introduced to Australian mining and civil engineering industries during 1972.

In the U.K. he visited the Halifax Tool Company in Halifax, England, manufacturers of "Halco" down-the-hole hammer drills, and the John McDonald Tool Company in Scotland, manufacturers and suppliers of scabblers, paving breakers and pneumatic equipment. Mole Engineering is the sole Australian agent for both companies.

Before returning to Australia, Mr. Mackenzie also visited the Halifax organisation in Johannesburg, South Africa.

PUBLIC RELATIONS OFFICER SOUGHT

Committee member Neville Kennard reported at the August 31st meeting of the N.S.W. Hire Association that he was endeavouring to find a suitable Public Relations Officer. Some previous efforts had been made but had not be successful.

HIRE VOUCHERS FOR CHRISTMAS

Kennard's Hire Service Pty. Ltd. is making an interesting — and enterprising — departure by offering hire-gift vouchers for Christmas (as well as other gift-giving occasions).

These are \$2 and \$5 vouchers, each of which can be presented at any time during the next year in exchange for anything that is available for hire. And that covers a multitude of items from lawnmowers, floor polishers, car roof racks, power tools, camping equipment to cement mixers and construction equipment. Hundreds of items are displayed at the Kennard depots at Greenwich, Alexandria, Rydalmere and Moorebank.

This novel idea can be added to the list of unusual Christmas and birthday gifts to brighten and/or lighten household jobs.

MEMBERSHIP KITS BEING DESPATCHED

The N.S.W. Secretary reported to the November meeting that he was unable to send out the Membership Kits owing to lack of staff to do the type of work required in despatching parcels of this type.

Peggy Levy undertook to handle the job on behalf of the Association, and arranged for the folders and accompanying circulars to be delivered to Formal Wear.

The President and Members expressed their thanks for this generous assistance. The postage is to be charged to the Association.

It was agreed that a prospective Membership Kit, should also be set up, and that Barry McDonald be asked to prepare it and to nominate the enclosures.

REWARDING DISCUSSION ON DEBT CONTROL

John Mason reports that Meeting on Credit Control was held on Tuesday, October 26, 1971, at the N.S.W. Chamber of Manufactures. The attendance was small but the discussion was rewarding and a further meeting will be held in the near future.

As a result of the meeting an endeavour will be made to find a suitable company to operate the limited claims of the Hire Industry. At the present stage it was felt that credit was the main problem.

It was unanimously agreed to recommend to Members that a credit agency be employed by all who wish to take part in credit investigation. Once a satisfactory credit agency has been chosen and credit ratings established, the further step of debt collection will be investigated.

QUEENSLAND LOCALE FOR '72 HIRE CONVENTION

Gordon Esden reports that he has received advice from The President of the Queensland Hire Association that the venue for the 1972 Convention will be Broadbeach International. A definite date had not yet been fixed, but it would be towards the end of September 1972.

Peggy Levy has undertaken to despatch copies of all the promotional letters and brochures to the Queensland Hire Association.

As an outstanding guest speaker is a Convention attraction, consideration is already being given to a possible VIP guest.

ANNUAL GENERAL MEETING IN FEBRUARY

The Annual General Meeting of the N.S.W. Hire Association will be held on a date to be determined, either the 9th or 16th of February, 1972, according to the availability of a suitable venue.

The Wentworth Hotel and the Town House have been suggested. Barry Newton was deputed to make enquiries as to the suitability of each of these places, and to report to the next meeting of the Association.

Meanwhile, the Secretary was asked to set out the procedure for calling the Annual General Meeting at the December Committee Meeting.

P.R. CONSULTANT DISCUSSES HIRE

At a recent meeting The N.S.W. President introduced Mr. Malcolm Harrup, P.R. Consultant, and invited him to address the meeting. His theme was that P.R. work does not necessarily cost a lot of money if it is handled wisely. He said brochures were expensive to produce and Press releases were difficult to get published unless they were political or sensational. Newspaper supplements could be valuable if properly handled and copies could be purchased and handed out to prospective customers.

LETTER FROM KENNARD—FEARON HIRE P/L:

"At a recent meeting of companies involved in the Plant and Equipment Hire industry in Northern N.S.W. it was decided that there would be some advantage in banding together to form an association with aims very similar to those of the Hire Association of N.S.W.

We would be interested to hear whether your committee may consider it advantageous to invite our group to some merging of interests and perhaps save a duplication of effort"

It was agreed to advise the Acting Spokesman for this Group that it was the opinion of Committee Members that the best interest of all concerned would be to invite all hirers in the area to become members of the Hire Association of N.S.W. Ltd. This would provide them with the protection of incorporation, as well as the expertise of an established Association within the Chamber of Manufactures.

Hire association of Victoria **OCTOBER GENERAL MEETING**

29 members attended the General Meeting held at 74 Eastern Road, South Melbourne, on the 26th October, and apologies were received from a further 9 members who were unable to be present.

CATERING MEDICAL & GENERAL DIVISION

The meeting of the Division was held on 19th October, at which the question of debtors, cartage costs and the costs involved in cleaning were discussed. Comparison was made in the last item between hand and machine washing, and attention was drawn to costs arising from detergents, breakages, etc. Particular attention had been drawn when assessing an hourly rate to ensure that all overheads were recovered.

REPORT ON TERRIGAL CONVENTION

The Chairman outlined the proceedings at the Convention which included addresses and discussion groups. About 20 Victorian members were present. The Chairman considered that the Convention was very successful and reflected the drive of the N.S.W. Association's Committee.

It has been proposed that the next Convention will be held at Surfers Paradise with the basic aim of assessing the Queensland Hire Industry. However, if it should be found that Queensland is unable to undertake the duties of host, Victoria may be invited to carry out the necessary arrangements.

DISCUSSION RE FORMATION OF A NATIONAL BODY

A report, (reproduced elsewhere in this issue), was read to the meeting and the undertakings made on behalf of this Association were noted.

INDUSTRY PROMOTION

Pressure-sensitive labels bearing the words "Need it. Hire" were now available from the Secretary. However, details of cost were not yet to hand. A small Association block was also available at the cost of \$1.50 each.

The adoption of a pressure-sensitive label for this Association for use by members on doors and windows was considered and referred to the Executive Committee for further action.

Individual members' costs arising from the listing in the Pink Pages were now being apportioned and members would receive accounts in the next few days.

STAMP DUTY

It was reported that one member company had to pay \$70.00 as a result of an investigation by the Stamp Duties Office. However, the situation relating to another hire company, not a member of the Association, is not known. The Chairman pointed out that the word **indemnity** would be removed from all hire contracts, unless members were prepared to pay duty at the rate of 50 cents per contract.

INSURANCE ON PRESSURE VESSELS

The question of insurance on oxygen acetylene and LPG bottles was discussed. Particularly as CIG hires oxygen etc. bottles to members and does not allow transfer to such bottles. It was understood that if bottles are in a hirer's premises, the hirer is covered, but if they

were forwarded with equipment protection would cease. It was agreed that all members should discuss this matter with their insurance companies.

On the motion of Mr. Archibald, seconded by Mr. McKechnie, it was agreed that the Secretary should seek opinion on the position when members hire equipment, including pressure vessels (C.I.G. and L.P.G. bottles).

HIRERS OF BUILDING EQUIPMENT

It was reported that requests had been received from one union that yardmen employed by hirers of building equipment should be members of the union. If further approaches occur members are asked to advise the Secretary.

INDUSTRY SURVEYS

The attention of members was drawn to an organization which approached a number of members on the question of an industry survey. No Association action was envisaged upon this matter.

PERRY MULHILL & ASSOCIATES

It was reported that the representatives on the above-named had approached one member company offering flexible hose, stating that they were allegedly acting on behalf of the Murrumbidgee Irrigation Development. It was understood that the name of the firm is a fictitious one and that its members are being sought by the police.

NEXT MEETING

The next meeting will be held on Wednesday, 8th December, 1971 at 5.00 p.m., and will be followed by an end of the year function. It was agreed that members would be charged \$2.50 per head.



Snowmobiling is emerging as a major winter sport in many ski areas of the world. In winter, in addition to the alternatives of

skiing, in the public eye. But he does get the exhilaration of speeding through the great outdoors with virtually no

the snowmobile

skiing or fleeing to tropical climates, we now have snowmobiling. At other seasons, the recreational vehicle market has many entries such as boats, mini-bikes, dune buggies, and motor cycles, to name a few of the most popular. Thus the major reason behind snowmobile growth is that it is used through the winter months when alternative forms of outdoor recreation are very limited.

The most heavily saturated snowmobile market today is in the province of Quebec, Canada, where according to a recent study, 200 out of every 1,000 households in rural areas own snowmobiles. Approximately 90% of all snowmobiles are

bought for recreational purposes and only a small minority are put to commercial use by farmers, fish and game departments, utility companies and ski patrols.

The combination of speed and simplicity of operation is largely responsible for snowmobiles' growing popularity. Snowmobiling offers all the promise of skiing with a few of the disadvantages. It does not require special clothing, or the custom-fitting of boots and skis.

Nor does the snowmobiler believe that he is exposing himself to the risk of spinal fractures and broken legs which are nearly synonymous with

lengthy preparation.

It must be noted that though special clothing and trailing are not required, once a person has been bitten by the snowmobile bug, he goes all out, with special clothing, colour co-ordinated to match his snowmobile, trailer, and utility truck!

A number of overseas resorts are hiring snowmobiles as it is a matter of common knowledge that many people go to ski areas and sit inside the lodge but do not actually ski. For them, snowmobiling represents a less strenuous and more pleasurable way to participate in winter sports.

Do you charge 1¼% to offset Government Stamp Duty?

If you have an annual turnover of \$100,000 you can save \$1,250 in Government Stamp duty simply by passing the 1¼% charge on to your customers.

The majority of hire companies are doing this, but some are not, which means that they are missing out on the opportunity to recoup quite a large expense.

Others are charging only 1% in order to simplify their bookkeeping. However it is not at all difficult to calculate the exact 1¼% Stamp Duty charge if you keep this handy ready reckoner displayed or in easy reach.

1¼% STAMP DUTY READY RECKONER

\$1.00	1c	\$24.00	30c
\$2.00	2c	\$25.00	31c
\$3.00	4c	\$26.00	33c
\$4.00	5c	\$27.00	34c
\$5.00	6c	\$28.00	35c
\$6.00	7c	\$29.00	36c
\$7.00	9c	\$30.00	38c
\$8.00	10c	\$40.00	50c
\$9.00	11c	\$50.00	62c
\$10.00	12c	\$60.00	75c
\$11.00	14c	\$70.00	87c
\$12.00	15c	\$80.00	\$1.00
\$13.00	16c	\$90.00	\$1.12
\$14.00	18c	\$100.00	\$1.25
\$15.00	19c	\$200.00	\$2.50
\$16.00	21c	\$300.00	\$3.75
\$18.00	23c	\$400.00	\$5.00
\$19.00	24c	\$500.00	\$6.25
\$20.00	25c	\$600.00	\$7.50
\$21.00	26c	\$700.00	\$8.75
\$22.00	28c	\$800.00	\$10.00
\$23.00	29c	\$900.00	\$11.25

DON'T LET WINTER LOSE YOU PROFIT – THINK SNOW

When the winter season limits your hiring activities, don't let operations slacken and reduce your profitability. One, two, or even a fleet of snowmobiles, can assist in keeping your company alive through the slack winter period when often outdoor work is curtailed by weather conditions.



Snowmobile

Skiing and all its associated snowfield operations, is Australia's fastest growing sporting activity. Charter flight companies, lodge operators, snow tour and safari organisers, patrol services, ski rescue groups, snow taxi companies, and those who just like to explore, all can find that a snowmobile makes everything much easier. You can continue your hire operations right through the whole year, by not giving into Jack Frost.

And when it comes to snowmobiles, we are tougher seven ways:—

1. Our track of rubberized steel cleats and solid core vulcanised rubber is tougher.
2. Our suspension system made of strong bogie wheels is tougher.
3. Our non-freezing control cables are tougher.
4. Our ball and socket steering system is tougher.
5. Our welded chassis is tougher.
6. Our safety features, like a seat strap for your passengers, and an emergency motor shut-off switch are tougher.
7. Our dual headlights covered with a shield of wrap-around plastic are tougher.

From the "Mini-Sno", 223cc. with a 15 inch track, right on up through the range of Moto-Ski snowmobiles, to the mighty M.S. — 18 with its 399cc. engine and its 18 inch track assembly for better handling and stability, it is certain that there are models

for you.

For information address all inquiries to:—

MOTO-SKI SNOWMOBILES
Ravinia Trading Pty. Limited,
275 Drummond Street,
Carlton, Victoria 3053

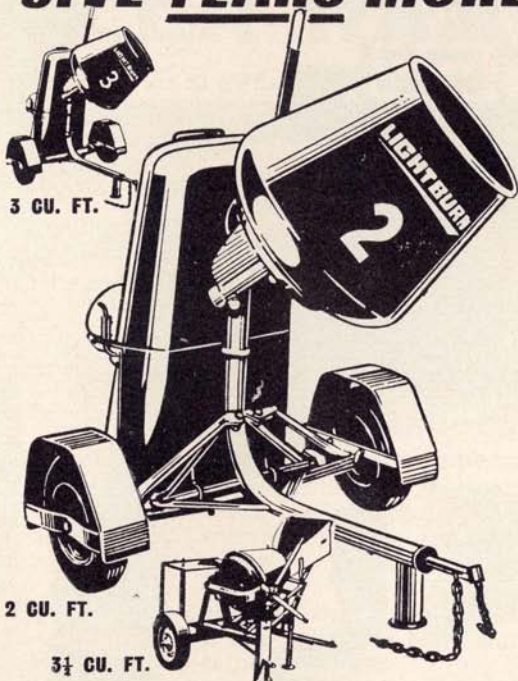
MOTO-SKI is a trade mark of Industries Bouchard, Inc.

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2 CU. FT.

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Lightburn mixers are Australia's biggest sellers... have been for over 40 years... because they are better designed and better engineered to give years MORE reliable service.

★ Biggest range for you to chose from—37 models all with 6 months guarantee ★ Low cost spare parts always immediately available ★ Trade-ins ★ Terms ★ Best deal EVERY way.

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30 KING EDWARD RD.,
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That old expression: "an ounce of prevention is worth more than a pound of cure" was never more important to the rental industry than it is today. Conversion and outright theft are reaching an alarming proportion in most rental outlets and a piece of equipment that is not entirely new to the industry is taking on an added importance.

That equipment is the dual lens camera, manufactured by *Regiscope*, which photographs the customer, his driver's license and rental equipment simultaneously.

A perfect example in both installation and experience is Bob's Rent-All, located in Westminster, California. Owner Bob Twaddell's enthusiasm could be explained by just one recent transaction:

Twaddell reports a case involving a radial arm saw.

"After loading the equipment on the customer's pick-up and returning to the rental office, the customer became aware of the camera, made some excuse and unloaded the equipment," Twaddell stated.

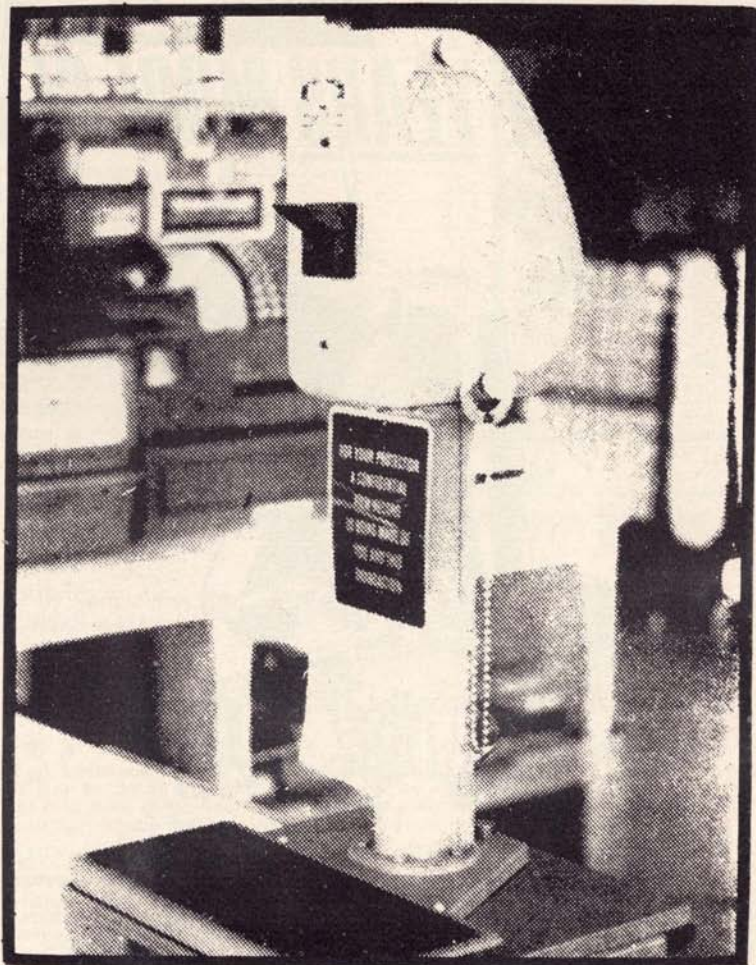
By way of double-checking his suspicions on this unusual behavior, Bob inquired with others in the local association and learned that the same man had rented a radial arm saw from another equipment yard and had not returned it. Later he learned that the pickup was a stolen vehicle.

Twaddell states that the honest customer does not object to having his picture taken and that it is explained to the customer that such a photo is required by his insurance company. The insurance company actually does not require such a photograph but it steadies the honest customer and it definitely eliminates the dishonest customer.

The rental dealer has also found the camera to be

More about that controversial camera — this time an article which appeared in *Rental Equipment Register* under the title: 'Stop A Thief Before He Happens'

AN OUNCE OF PREVENTION



Makes thieves camera shy: Dual lens camera photographs customer, ID and contract simultaneously.

without asking them to "line up" for their picture.

This rental dealer has found, along with many others, that this little ounce of prevention is holding down the upsurge in conversions within the rental industry.

inexpensive for each picture costs less than a penny.

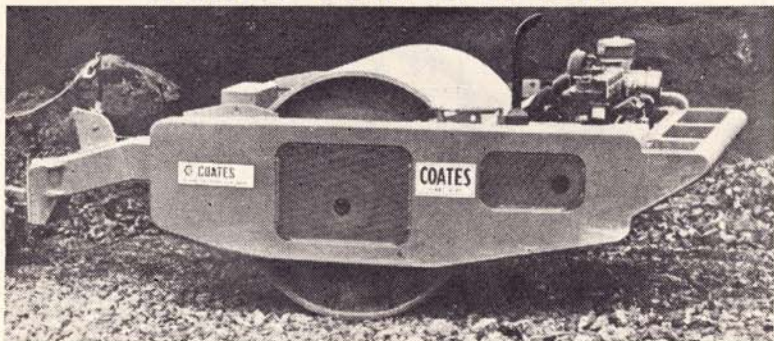
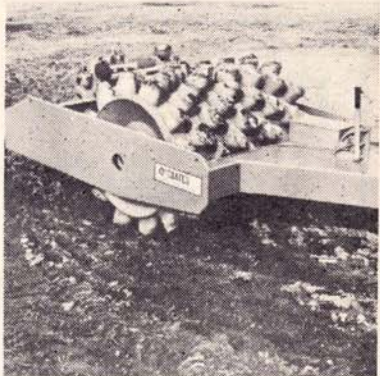
The rental firm has the camera mounted on the counter where it can be moved back and forth, making it easy to photograph many customers

Hire — October/November 1971

COATES VIBROLL

THE COMPLETE VIBRATING ROLLER RANGE

from 7 cwt. to 11 tons



VIBROLL 78T produces 38 tons of dynamic compaction.

Here's a big 11-ton roller ideal for earthworks, rock fills and heavy duty roadwork. The 78T gives you specified density with minimum passes. It's powered by a Lister HR6 of 82HP and is available in both smooth or sheepfoot versions.

Every VIBROLL is rugged, reliable, best in its class.

VIBROLL 72T MK. 5 is loaded with money-saving features, has an output of 19 tons of centrifugal force.

VIBROLL 66T is a low cost, medium weight 3-tonner which can be transported in a standard tiptruck.

VIBROLL 32RE edgerolls right to kerbing, posts and walls wherever high densities are required.

VIBROLL 28WM the edgeroll designed for both high density compaction and operator comfort.

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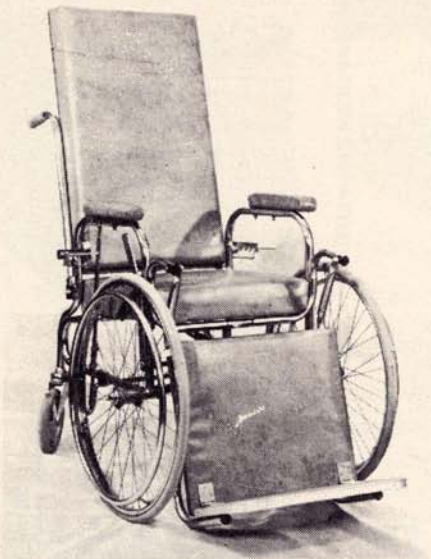
Darwin Agent: S. G. Kennon & Co. Pty. Ltd.

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Predictions based on overseas trends



Mr. Chris Pannell.

The N.S.W. Manager of Coates & Co. Ltd., Chris Pannell, spent some time in the U.K. earlier this year, renewing family ties and surveying the Hire scene overseas. We asked for some impressions and predictions...

Coming in strong: Plate Vibrators

Admittedly, plate vibrators have been a bit slow getting off the ground in Australia, but they're currently very big overseas. Since we tend to follow U.K. and U.S. trends, it's a more than even bet that they're just slow starters in this country, and due to make the scene soon.

Increasingly important: In-depth Appraisals

English and American hire companies are much more cost-conscious than their Australian counterparts. They analyse and evaluate, determine reasons for doing things — or for doing them in a particular way. It is no longer good enough to rely on habit or established practice. This probing, analytical approach to all aspects of their business is getting results. One English company has increased its turnover by 50% — with only half the staff it was carrying five years ago!

Is this the shape of things to come for Australian hire companies? There seems to be

little doubt that it is. With competition increasing, overheads climbing and money getting tighter, efficient waste-free operation will be increasingly important. Poorly organised and haphazard operators will probably fall by the wayside, but the hire industry as a whole will benefit, and the public will be better served.

Becoming more evident: Red Carpet Treatment

In overseas hire companies the customer is King. He is made to feel welcome and important, he is treated like a V.I.P. (which is exactly what he is).

Some Australian hire companies have caught on to this red carpet approach, but many — sad to say — have a long way to go.

The time is fast approaching when Australian customers will expect the special service which is standard practice overseas.

Patterning our Progress: Diversification

To make progress against competition, hire companies will have to be prepared to diversify not only their range but their locations. Hire has become a growth industry, with big rewards for those who apply imagination, drive and sound business practice — and precious few for those who don't.

Building Better Towers has got us to the top!

When you need a tower to ...

- Pour concrete at 40 yds./hr. at heights of about 200 feet
- Deliver concrete simultaneously at four levels
- Pour concrete on moving slipforms
- Have self-erecting features
- Be erected without guying
- Erect buildings without need of a crane
- Operate in a liftwell
- Lift and deposit reinforcement steel over 360°
- Lift men with maximum speed and safety

Armstrong Holland's years of experience and unrivalled engineering and technical staff will provide the answers — solve your problems — save you money. When you plan to change the skyline, consult the experts ... and avoid costly, time-consuming experiments.

A **Armstrong-Holland Pty. Ltd.**
We've got constructive ideas.

19-33 Kent Road, Mascot,
N.S.W. 2020. Phone 67-1517

OUR
50th
YEAR

**HIRING
IS A
3-WAY
DEAL ...**



**We need you...
You need us...
We both need
customers...**

*Only IXL quality equipment
will enable you to ...*

- Reduce costs
- Build goodwill
- Increase turnover

4 woodframe concrete barrows available, each with its own superior features, all superior to other makes.

*There is no substitute for IXL
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HUSTLER SELF ERECTING HOIST

CHECK THESE OUTSTANDING FEATURES

✓ **FASTER HOISTING SPEEDS.** Hoists a full platform load 33 feet in less than 16 seconds and lowers it under hydraulic control in less than 14 seconds. Speeds are manually variable.

✓ **AVAILABLE FOR HEIGHTS TO 99 FT.** Extension units of 11 feet high can readily be bolted on or removed as required to vary tower height up to 99 feet.

✓ **EXCLUSIVE HYDRAULIC CONTROL** permits smooth, positive lifting or lowering. This eliminates shock loads to engine, reducing wear and maintenance cost.

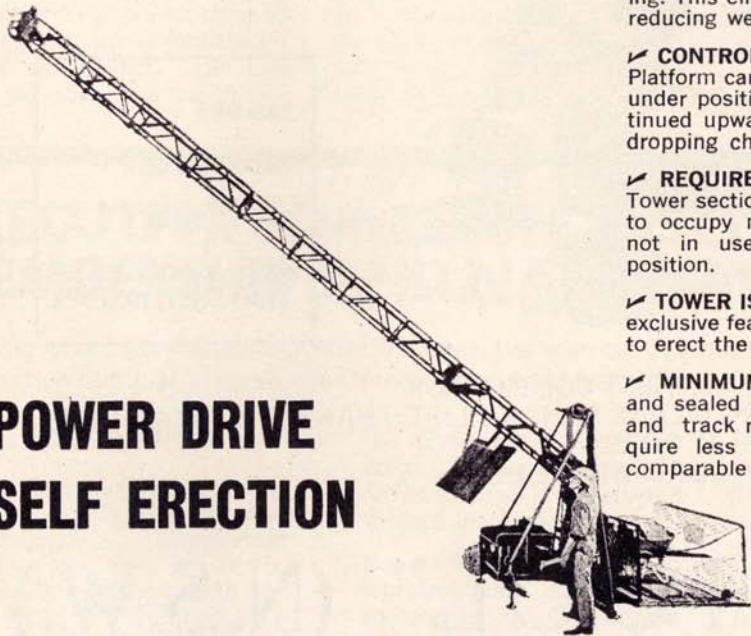
✓ **CONTROLLED DRIVE-UP, DRIVE-DOWN.** Platform can be driven up or down, always under positive control; stopped, then continued upwards with full load without the dropping characteristic of other hoists.

✓ **REQUIRES MINIMUM STORAGE.** Hoist Tower sections can be speedily dissembled to occupy minimum storage space when not in use, or stored in ready-to-tow position.

✓ **TOWER IS SELF-ERECTING.** This unique exclusive feature enables one man unaided to erect the hoist tower to 33 feet height.

✓ **MINIMUM MAINTENANCE.** Pre-greased and sealed ball races fitted to all sheaves and track rollers make Hustler Hoists require less maintenance than any other comparable product.

**POWER DRIVE
SELF ERECTION**



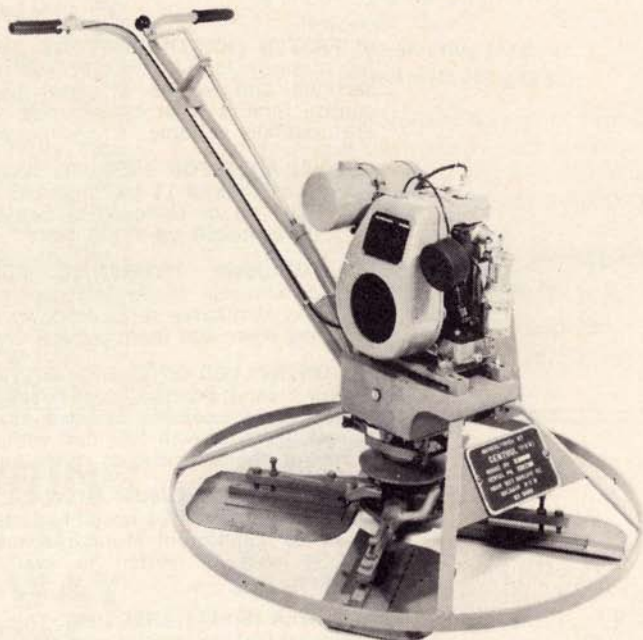
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BALMAIN 2041.

THE CASE FOR FLEXIBILITY

Gain a point and lose a customer

Should you always make a customer toe the line?

The Manager of a large and eminently successful Hire Company expressed these views on the subject in an interview with HIRE.

Your business — every business — has to have rules. They have to be defined and observed. The question is: how rigid and unyielding should you be when it comes to interpreting them?

No matter how well-formulated these rules may be, there are always the borderline cases which put them to the test.

For example, a customer may return hired equipment 10 or 15 minutes after his 24-hour hiring period has expired. The rule book says that you can charge

him for another 24 hours. What do you do — take a rigid stand and make him pay? You are legally entitled to do it, but you'll probably never see him again. He'll go looking for another hire company, one which is a little less inflexible in its interpretation of the rules.

Or suppose a customer phones in to tell you that his hired machine has broken down. Do you accept his word for it — or automatically assume that he's lying, and charge him accordingly?

One leading hire company has proved that a reasonable degree of flexibility pays off. As well as holding their customers, they collect the ex-customers of other companies which have been too uncompromising in their attitude.

The point we sometimes overlook is that customers are people. They like to be met when the circumstances warrant it; they like to be believed and accommodated. If you don't treat them the way they feel entitled to be treated, someone else is waiting to do it. This is literally the point of no return: nothing you do will ever bring them back.

Customers don't grow on trees. It costs a lot of money, work, promotion and time to attract them to your door. So it doesn't make much sense to send them off, gift-wrapped, to your biggest competitor.

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

EXECUTIVE COMMITTEE DISCUSSES MEMBERSHIP AND NATIONAL BODY

Two big issues were discussed in detail when the members of the Executive Committee met just prior to the October General Meeting in South Melbourne.

MEMBERSHIP DRIVE

The meeting discussed in general the steps to be taken to increase the Association's membership and the Chairman agreed to follow this matter up with Mr. Ron Williams. The following points were to be put forward as benefits arising out of membership.

* better understanding of fellow members of the industry

* the development of business ethics arising from the friendships developed through the Association.

* the availability of a body to represent the industry on approaches to Government Departments.

* a body to present a uniform view in industrial matters.

* a promotion by the Association of the concept of hire.

It was agreed that consideration should be given to the preparation of a brochure setting out the above and other benefits of membership.

NATIONAL ASSOCIATION

On the question of the formation of a national body, this Association had undertaken to prepare an outline of a membership campaign which could act as a model for all State Associations.

Finally, a thought from a reader of this journal . . .



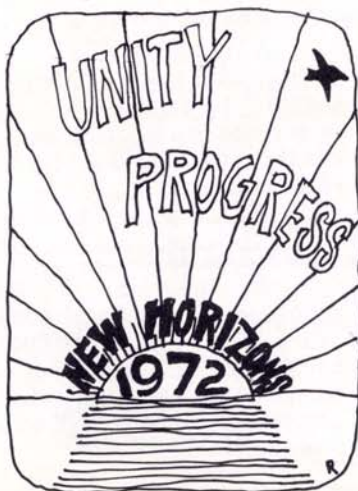
... AND ALL THE THINGS I SAY ABOUT THE HIRE ASSOCIATION ARE TRUE!
 ... I WOULDN'T DO THESE COMMERCIALS IF THEY WEREN'T!

...and one to every reader from the journal itself . . .

The Editor and Publishers of HIRE take this opportunity of wishing you

a merry Christmas and
 a hireful New Year

May 1972 bring unity, progress and new horizons to the Hire Industry.



AN END-OF-YEAR CAUTIONARY TALE

Once upon a time there were two Hire men.

One of them believed that telling anybody anything was a no-no. Whenever he had an interesting piece of news or information he made very sure that nobody heard about it. He emulated the clam, even refused to talk to HIRE on the telephone.

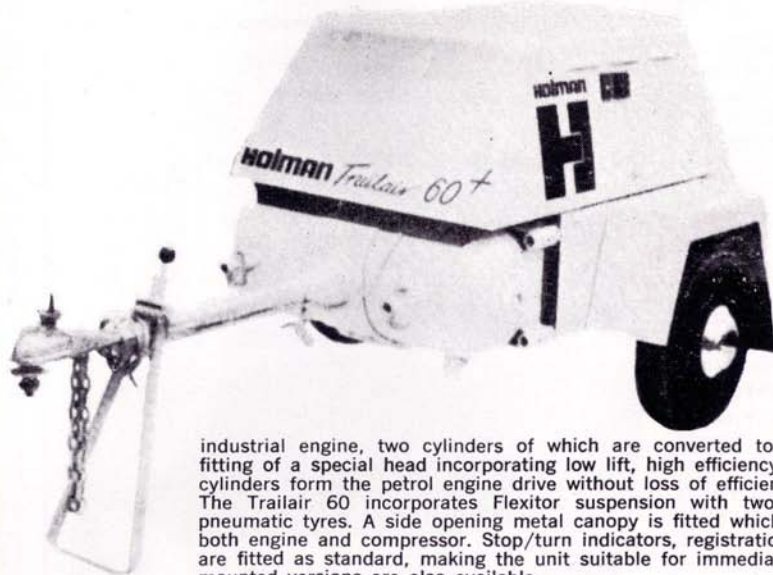
The other one - bless him - took time out to share his news, ideas, experiences with brother Hire men through the pages of his industry journal, thereby keeping it vital and up-to-date and making the Hire industry stronger and more united.

Which of these Hire men was you in 1971? Which one are you going to be in '72.



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.

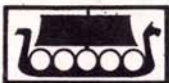
Compare these advantages with other compressors:—

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.

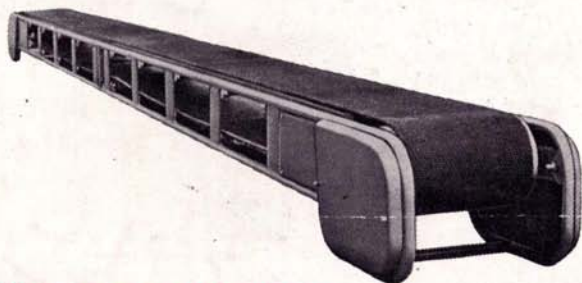
HOLMAN A COMPAIR COMPANY

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.

Viking CONVEYORS



No hire fleet is complete without these rugged, easily operated and maintained power-belt conveyors. Their wide and obvious application for labour and money saving ensures steady use and an excellent financial return. Being Australian designed and built, local service and spares are guaranteed available if needed.



VIKING FLAT BELT CONVEYORS

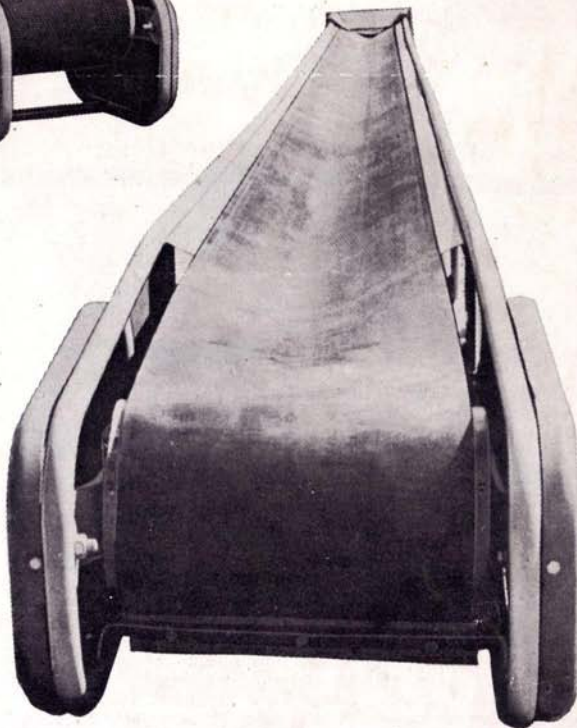
Designed for speedy loading of packages, cartons, boxes, etc., models are available with flush sides (as above) or with safety guard rails.

VIKING TROUGH BELT CONVEYORS

Specially suited to heavy work . . . concrete delivery, removal of rubble, elevation of bricks, sand and mixtures, etc., they can be used singly or in multiples to lift these materials to any height at angles up to 30 degrees.

All electricals are weatherproofed and fully protected against damp and spillage.

All models complete with Heavy Duty electric motorised head pulley (petrol motor — optional). Easy-elevating stands with wheels and tow bar available.



ENQUIRIES TO SOLE MANUFACTURERS AND DISTRIBUTORS:



NOEL FEARON PTY. LIMITED

51 GRIFFITHS ROAD, LAMBTON, 2299, N.S.W.
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