

Vol 5. No. 3

Official Journal of
The Hire Association of N.S.W.
The Hire Association of Victoria
The Queensland Hirers' Association

HIRE

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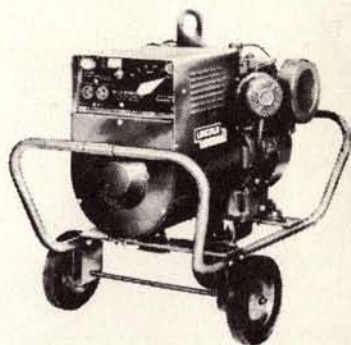
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Hire — Convention Issue — 1972

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Hire

OFFICIAL JOURNAL OF
THE HIRE ASSOCIATION OF N.S.W.
THE HIRE ASSOCIATION OF VICTORIA
THE QUEENSLAND HIRERS ASSOCIATION

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welcomes news stories and pictures covering
any phase of the hiring industry.

THE OPINIONS IN HIRE ARE NOT NECESSARILY
THOSE OF
THE HIRE ASSOCIATIONS OF N.S.W.,
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President's Message

Queensland President's Message to other State Presidents

On behalf of Queensland Hirers Association members, I write to thank you for the assistance given to our Convention Sub-Committee in the organising of our 1972 Convention.

For those of your members who were unable to get accommodation in the Convention Hotel, we tender our apologies and trust that the benefits gained from listening to our expert speakers, more than compensated for the inconvenience suffered.

We look forward to next year's Convention as a tangible asset to the efficient running of our businesses.

Thank you again,

R.F. WYATT

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SALES & SERVICE

Editorial

The Secret Service

So we're a step nearer — perhaps a giant's step nearer — a National Hire Association. We've just held our first-ever all-States Convention, attended by delegates from all over the Commonwealth, as well as by visitors from beyond our shores. That's progress in anybody's book.

A National Association could benefit everybody. It could clarify and co-ordinate our drives, it could raise our status as an industry. Above all, it could enable hire operators everywhere to share and discuss problems, and pool the benefits of their experience. For the broad-spectrum advantages — the *raison d'être* — of a national body would be communication.

But how would the State Associations communicate with each other? By getting together once a year for a weekend convention? By circulating voluminous reports to every member of every Association? By sending smoke signals and message sticks?

The question is a pertinent one, because three of the Associations have a voice which they scarcely use at all. The Association's journal is, in fact, the only simple and logical means of disseminating information and policy decisions, as well as news of developments within the industry, warnings, advice and individual viewpoints and conclusions.

Until the Hire Associations (the rank and file members as well as the hierarchy) start using this obvious means of communication there seems little point in amalgamation. They will remain "islands shouting to each other across oceans of misunderstanding."

It would be safe to say that at least 90% of the people who read this journal have never contributed a news item to its pages, let alone an article, a letter or some useful piece of information. Isn't it time we stopped being the Secret Service and recognised our responsibility to communicate?

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From near and far they came — up the highways, down the skyways —

First-ever NATIONAL Hire Convention

The 1972 Hire Association Convention can only be described as historic. Held for the first time outside New South Wales, it was the first Convention with a national character. Delegates came from every State in the Commonwealth, as well as from New Zealand and New Guinea. Many felt that the much-discussed National Association, although not yet constituted, was already a reality.

Queensland's Gold Coast was the chosen locale, and the Broadbeach International Hotel the Convention headquarters. The Hire Association of Queensland worked closely with the Hire Association of New South Wales in handling the arrangements.

Initially there was some doubt about attendance figures. Would people be prepared to travel interstate? Hopefully, accommodation was booked for 120. But the enthusiasm of the hire companies had been underestimated. When registrations rose to 160 Ansett put on an extra flight from Sydney, and beds had to be found outside the hotel.

The only other hitch was the absence of the famous Gold Coast sunshine. But the Convention had too much going for it to be damped down by rain and

lowering skies.

By lunchtime on Friday the 29th September the full complement was in, the wives had been presented with orchids, and everyone was looking forward to the afternoon's address — a talk by Brian Thomason (well remembered from the 1971 Convention) on "Modern Marketing Theory and Practice, and is it relevant to the Hire Business?"

It proved stimulating and lively. The audience participation was an indication of the keen interest it aroused, and the time passed all too swiftly.

By 6.30 p.m. everyone had reassembled for cocktails, prior to the official opening of the Convention by Gold Coast Mayor, Alderman Bruce Small. This was followed not by the scheduled smorgasbord but by an authentic island luau. Rugged up against the cold and warmed by libations from the bar, people had a good time in spite of the, chilly outdoor weather.

Saturday morning brought Keith Farfor, Ph.D., B.Com., Dip.B.E., to the rostrum. His talk, "Insurance and the Hire Operator", was one of the highlights of the Convention. Crisp, pithy, entertaining, informed and always to the point, it riveted attention from beginning to end.

Everyone was happily relaxed, and when the microphone decided to put on a display of temperament it only added to the fun. Once again the audience joined in, asking questions and relating personal experiences. George Tanton, Coates & Co's

Queensland Manager, who M.C.'d the proceedings with great verve and expertise, was kept busy with the roving mike as questioners bobbed up like corks.

Lunch, a short break and then it was time for the guest of honour, Sam Greenberg — Mr Rental from the U.S.A. A smooth, accomplished conventioneer, he so captured the attention of his audience that the afternoon coffee break was dispensed with. The afternoon ended with a forum conducted by all three speakers, Messrs. Thomason, Farfor and Greenberg, only brought to an arbitrary conclusion by the fact that the hotel wanted to prepare the room for the banquet.

It was transformed when the delegates returned, after cocktails, and so, in fact, were the delegates themselves. The dress was formal, the mood effervescent. A banquet dinner, followed by dancing to a swinging group, provided a gay climax to a seriously motivated convention.

On Sunday morning the plans were changed. Instead of devoting the time to the pre-arranged hire clinic, it was given to the guest of honour and his entertaining commentary on the American rental scene. But already, due to the exigencies of public transport, people were leaving in the grey, steady rain, unable to wait for the official windup and farewell luncheon. The Convention was over. No one could deny that it had been a success.

Continued Next Page

Hire Tour

On Monday 2nd October about 30 people made a tour of Brisbane's Hire Yards. The Tour included visits to Coates, Wreckair, Morris Plant Hire, and Brisbane Hire Service.

It gave people the opportunity to see how the other man operates and discuss problems on the job.

Hosts of the tour were the very hospitable Queensland hire people, who provided cars to travel in, and lunch for the whole group.

Convention Swimming Titles

The Hire Swimming Championships comprised of State teams competing in a relay. The 4x25 yards event was won by N.S.W. but there were so many protests against "ring ins" and calls for blood-tests, that the event almost caused an interstate war. Peter Burne, the Victorian's first swimmer, is believed to have started secret training in preparation for next year.

U.S. Visitor

A welcome visitor at the Gold

Coast Convention was Bill Benman from San Francisco, California.

Bill is in the truck and trailer renting business and came along to help Sam Greenberg with all the luggage.

Youngest Delegate

The youngest delegate was Diane Wiggins (17), daughter of Ed and Esma Wiggins of E.J. & E.I. Wiggins, Botany, N.S.W. Diane is currently at Business College and hopes next year to go into Dad's hire business.

A thriving new addition to the Hire scene:
W.A. Hire Companies form the

Hire Association of WESTERN AUSTRALIA

HIRE has received the following detailed information and letter from Committee Member R.H. Campbell. We take this opportunity of thanking Mr Campbell and wishing the new member of the Hire Association family a most successful future. HIRE will bring you news of its activities and progress in future issues.

Formation of the "Hire Association of Western Australia"

At a meeting on the 6th June, 1972 it was decided by 14 interested parties to form a Hire Association in Western Australia.

The following committee was elected:

President

Mr J. Brown, Coates & Co.

Vice-President

Mr K. Simms, Kay's Hire Service

Secretary

Mr E. Carss, Kay's Hire Service

Committee Member

Mr R Kent, Ben's Hire Service

Committee Member

Mr D Leunig, Dalco Plant Hire

Committee Member

Mr W. Skevington, A-Z Hire

Committee Member

Mr J. Hudson, G.K.W. Pty. Ltd.

Committee Member

Mr R. Campbell, Crommelin's Hire Service

Further meetings were held on the 1st August, 1972, and the 24th August, 1972, at which a number of matters of common

interest to members were discussed.

There have also been two workshop meetings; the first on the 25th July, 1972 had an attendance of 65 and comprised an equipment lecture plus coloured films on American rental yards. The second workshop meeting was held on the 14th September, 1972 with an attendance of 45, and there was a lecture by a member of the W.A. Scaffolding Department on safety regulations for platform hoists.

Principal Member Companies of the Hire Association are:

Atlas Copco Pty. Ltd., Atlas Hire Services, A-Z Hire Service, Ben's Hire Service, Beva Hire Service, Broomhall's Hire Service, Coates Hire Service, Crommelin's Hire Service, Dalco Plant Hire, G.K.W. Pty. Ltd., Kay's Hire Service, Redtop Plant Hire, Sykes Pump Hire.

HIRE ASSOCIATION OF WESTERN AUSTRALIA

Phone 24 6966

12 Main Street,
OSBORNE PARK.
W.A. 6017

16th October, 1972

The Editor,
"Hire",
C/- Keith Breusch Pty. Ltd.,
140 Phillip Street,
SYDNEY. 2000

Dear Sir,

I have pleasure in enclosing some notes relating to the formation of the "Hire Association of Western Australia" which I hope you will be able to use in your journal.

Already our Association is engaged in a number of activities and we hope to be able to keep you up to date with the various happenings within the industry in Western Australia.

Yours sincerely,



R. H. Campbell

"Don't be so busy chopping wood that you don't pause to sharpen the axe."

Modern Marketing Theory & Practice. And is it relevant to the Hire Business?

by Brian Thomason

Marketing Manager of Crown Crystal Glass, and part-time lecturer in Marketing at the University of New South Wales.

Modern marketing is not a system, not a formula. It is a way of thinking... a management philosophy for a rapidly changing environment.

If the situation changes and you don't change with it — you're history. Be alert to be adapted. Look outward at what's going on, not inward at your business.

A communication process

Salesmanship is not the encyclopaedia salesman forcing his books on gullible customers. Salesmanship is a communication process whereby the salesman discovers a need, draws attention to it, then demonstrates that he has the product or service to satisfy the need.

1. To get a response, the good salesman asks rather than tells. He uses questions to progress the situation, listening at least as much as he talks, for the fundamental need must be discovered.

2. When he has shown that he can supply the need he asks for an order, possibly in the form of a trial closure — a question which admits of two or more answers but no final dismissal.

3. Having obtained an order, he follows through with prompt

delivery.

4. After a short interval he checks back to make sure that the customer has actually gained the promised satisfaction. Many salesmen believe that they haven't got time to check back, once a sale has been made, but in most cases all it need take is a couple of minutes and the cost of a phone call.

Trans-Tasman visitor: Phone calls don't cost anything in New Zealand!

Envious murmurs: You're lucky!

A salesman had better be honest — even if he misses a sale — because he can go back another time. Otherwise he's dead the second time around. To stay in business a company needs repeat customers and word-of-mouth endorsement.

What is marketing?

Marketing applies the principle of salesmanship on a larger scale with wider perspectives. Marketing is a business operation concentrating and directing all its resources and skill on the creation of customers through the satisfaction of actual or latent needs.

Modern marketing is an adaptive concept. A business will exist and grow only so long as it continuously adjusts its resources and operation to meet constantly and rapidly changing customer needs.

Pressures from outside are forcing this concept. These include: consumer protection, over-protection by governments, and the rise in consumerism based on the (often false) premise that there can be no integrity in business.

Your marketing mix

Your marketing mix is the total package: product, pricing, promotion, distribution, advertising, P.R., direct mail, sampling, discount vouchers, benefits of using Pink Pages, invoice or contract forms selling the **concept** of hiring (instead of an "us"-type benefit, "Hiring is smart!")

A promotion is not necessarily expensive. It can sometimes be achieved at very little cost. But before you commit yourself, think hard about cost in relation to payoff. Once you have done this you need never be afraid of **disciplined** risk-taking. Need-awareness and adventuresomeness turn prospects into customers. Cultivate and generate innovators because they will become the opinion leaders, the trend-setters, in the community.

Word of mouth can be a growth factor in your marketing mix. It can't be controlled, but it can be influenced. Whether you use coupons, vouchers or some other means, think of ways to use existing customers to bring in new customers.

"Enormous damages are awarded. As industry grows it becomes increasingly the target for claims."

INSURANCE and the Hire Operator

by

Keith Farfor, Ph.D., B.Com.,
Dip.B.E., J.P., Managing
Director of Wright-Armith
Pty.Ltd., Insurance Brokers.

In the contract used by most hire companies, the agreement states that it is the duty of the hirer to accept responsibility at all times. However, legal cases over the years have eroded the company's position and modified the conditions considerably — in some instances absolutely.

The hire company has a hard time extracting money from the man who has damaged its equipment, (even locating him can be a problem), and the intricate legal situation and the chess-playing strategy of big companies can leave you out in the cold when it comes to compensation for your property. There is an urgent need for the combined Hire Associations to look into the position as it is today, standardise conditions — and adhere to them.

Waiver of rights

Some forms ask the hirer whether he wishes to insure against damage. If he pays insurance, your insurance company can't sue him. If he doesn't want to insure, make him initial his "No". Even then you may not be on safe ground. For instance, he may have no authority to sign on his company's behalf — or his company may not even exist. Be sure to discuss this waiver of rights with your broker or insurance company.

Types of cover to take

The most important is liability

cover. There is no way to pass on liability in respect of negligence, and common law awards based on negligence are increasing in size and number.

As safety measures, you should assess the character of a prospective customer, look at his letterhead and ask to see his liability policy. But this precaution may rebound on you and result in the customer walking out.

A public company's liability claims are unpopular with shareholders, if the truth is admitted. Suppose a man hires your road roller and — through incompetence — mows down someone's fences. The liability could be sheeted back to you, the owner. Even if the fence-owner joins you in the resulting legal action, and the court awards costs, you still need insurance to cover, under a public liability policy.

Suppose brakes are defective and someone gets killed. The owner is liable again — it was his responsibility to see that the equipment was in good order. The damages may be even higher if the victim isn't actually killed but brought into court in a wheel chair. In cases such as this \$100,000 is usually a minimum claim.

All liabilities can be covered under a public liability contract, with appropriate extensions (for such things as faulty work). But without adequate cover one big judgment could put you out of business and possibly bankrupt you for life.

Workers' compensation

This is imposed on all employers by statute, although some States have a limit if the worker claims conditions were unsafe. If there is a possibility of negligence, the Union and everybody else urges the worker to sue you. You would be wise to see that your accident policy is extended up to a couple of million dollars. Enormous damages are awarded. A paraplegic in Victoria was recently awarded \$5½ million. As industry grows it becomes increasingly the target for claims.

Company directors should insure themselves against the possibility of Common Law claims in respect of negligence. Workers who travel interstate constitute another hazard. If a Victorian makes his claim in South Australia, the Victorian employer has no protection against a big award — even with an extended policy, he is only covered within his own State. There is one exception: the American International Underwriters company does give comprehensive coverage of this nature.

Fidelity Guarantee

Another useful type of cover is the Fidelity Guarantee — protection from larceny, forgery etc. by trusted members of your staff. Even dishonest computer programmers can constitute a possible liability.

Your hire fleet

Your fleet should be insured against normal wear and tear. The extent of the insurance depends on the type and size of your business; it is normally restricted to fire and burglary on your premises, but it should also cover the period of hire.

There is no such thing, in practical terms, as an all risks insurance policy. It is your broker's duty to explain the position fully — and your duty to yourself and your company to make sure that he does.

"Keep equipment and maintain it.
Up-grade only in a comprehensive situation."

The Gospel according to SAM GREENBERG



Sam Greenberg, America's Mr Rental and guest of honour at the Broadbeach Convention, didn't give this title to his talk. He didn't, in fact, title it at all. Stories rattled like hailstones among the precepts and parables as he shared some of the experiences which have built his \$2½ million per annum business. Sam's U-Drive Equipment Rentals has depots covering an area almost equivalent to the East coast of Australia. He was instrumental in forming both the California Rental Association and the American Rental Association.

Our business was a family affair until 1938. Then someone wanted to rent a truck we

couldn't sell. We started renting trailers and general equipment, and every six or seven years we added a new location — but only after the last one was as perfect as we could make it. Now we have 85 employees. All our office staff are women. We have a catalogue but do little advertising — apart from the yellow pages in the telephone directory.

We don't give discounts, but there is a man in Southern California who gives 2½% discount on invoices — and gets paid first. We don't believe in painting phone numbers on trucks — whoever remembered a passing phone number? But we do believe in checking with other rental companies about salesmen's claims.

Learn by mistakes

We made our share of mistakes. We started in the wrong zone, on rented property, and chose too long a name. We didn't

purchase standardisation: we listened to customers and bought one of everything.

It's good business to buy proven equipment — don't be the one who tries it out. Another thing: who looks at your neon sign most? You do — because it's costing you \$100 a month.

We should have built higher fences and an apartment in every rental yard. We should have provided customer parking. We should have stayed open till 9 or 10 p.m. (Now we stay open till 9). We should have started our profit-sharing plan years earlier than we did. We stay away from companies and handle it ourselves. Everyone is free to leave if he wants to, and salaries are adjusted once a year.

It is a mistake to carry stock that isn't making money. Prices should be adjusted. All you can do is give value.

When you make mistakes, find your own way out of them — don't call in professional advice.

Maintain an Image

Choose an image and stay with it. Keep the same colour scheme, and your sign freshly painted.

Visit other rental yards frequently — to get ideas for your own.

Control purchasing by entrusting it to one man and going back through your records to get the full story. Keep equipment and maintain it. Up-grade only in a comprehensive situation.

We carry no insurance except public liability — but then we can afford to take a loss now and then.

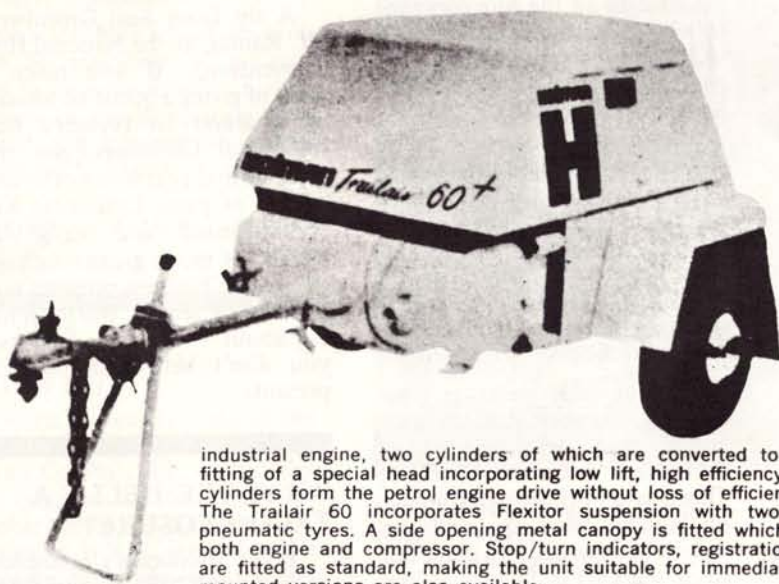
If you're big enough, own your own petrol tanks and benefit by all the refunds. When you buy a fleet of tractors, take one apart and have a supply of parts always available. Make the seller take back the old parts. Have everything current.

Hire — Convention Issue — 1972

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."



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.

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

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.

HIGHLIGHTS from the 1972 All-States HIRE CONVENTION



Barry McDonald & George Tanton



Left to Right: Gordon Esden, Margaret McDonald, Andrew Kennard, Marie Esden, Sam Greenberg (Front), Nev. Kennard, Ken Graham, Prue Kennard, Bill Bermon, Barry McDonald



Ron Wyatt, Bruce Small, Mrs. Small, Esther Wyatt



Robert Way, Jill & Don McConnell with delegates from the Hire Association



HONDA

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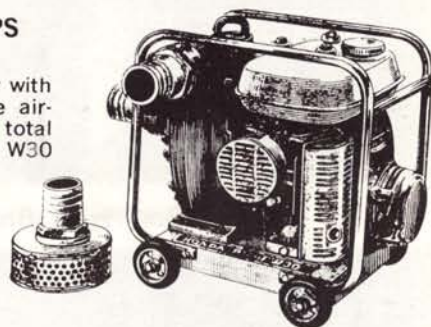
G40 and G65. The **G40** has a constant vacuum carburettor for easier starting, increased power and improved acceleration. Delivers a maximum output of 1.5 hp at 4,000 rpm. Reduction gears are available. High torque. Weighs 48.7 lbs.

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.

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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.

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Emergency Bulletin pays off —

Sydney Hire Company Outwits Skilful Thief!

The excitement and smooth operation of a top-level television drama

An alert employee, using the Hire Association of N.S.W. Emergency Bulletin, has saved Kennard's Hire Service from losing a trailer and has led to the arrest of a wanted criminal and the return of two trailers stolen from other hire companies.

A man called at Kennard's Alexandria yard on October 10th to hire a trailer. Grahame Ottewill was filling out the contract in the office when the customer's name seemed to ring a bell. He checked the Hire Association's emergency bulletins, and found that the name appeared twice — and on each occasion for stealing a trailer from a hire company!

Developments were fast and dramatic. Alerted to the situation, yard man Roy Rothque implemented delaying tactics. While he was discovering problems with the trailer's wiring, lights and tow-ball, the police were summoned.

Meanwhile, one exit gate was being quietly closed, and a truck was being deliberately stalled in the other driveway.

The police arrived promptly, arrested the man, and subsequently charged him with nine offences, including armed robbery and the theft of a car.

The trailers stolen from the other two hire companies were recovered and returned, so the net saving to the three companies was \$500!

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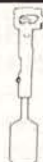


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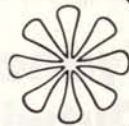
ROCK DRILL.



BREAKER.



HIREOSCOPE



SILVERWATER TO THE RESCUE! FORKLIFT FOR WHEELCHAIRS.

Twenty of the 2000 delegates from 60 countries who attended the 12th. World Rehabilitation Congress in Sydney recently were totally confined to wheelchairs, which posed a problem for the Congress organisers.

The venue, Sydney Town Hall, was barred to the wheelchairs by steep staircases.

Silverwater Hire solved the problem by providing, at no cost, the specially-fitted forklift shown in the illustration. This raised and lowered wheelchair-confined delegates for the duration of the Congress, speedily and with complete safety.

E. & R. HIRING BOWS OUT

When the entire plant of the large N.S.W. company, E. & R. Hiring Co. Pty. Ltd., went under the hammer on the 18th September, most of the hire companies in N.S.W. seemed to be represented at the sale. Buyers came from as far afield as Bourke and Newcastle. The auction was conducted by F.R. Strange Pty. Ltd., on the E. & R. premises at North Parramatta, and the 16-page fully-illustrated catalogue was an impressive one.

Footnote: In this hairy-wristed ambience of compressors, drills and front end loaders, it was a little unexpected to see two



women. HIRE's spy was particularly intrigued by the attractive mystery girl in the mini-skirt who drove away in a Mercedes. Can anybody tell him who she was?

ANOTHER FIRST FOR KENNARD'S

As a result of the steadily increasing number of companies using hire equipment as a means of lowering costs, Kennard's Hire

Service has introduced a new service for its customers with the publication of a comprehensive catalogue of equipment available for hire.

Believed to be a first for the industry in Australia, the catalogue is designed as a reference guide for builders, contractors, tradesmen, engineers, manufacturers and government departments.

The 56-page catalogue provides easy access to information on more than 300 items of

equipment available for hire.

The items are arranged alphabetically, accompanied by a photo of the equipment and a brief description of the jobs it can perform.

WHAT GOES ON IN VICTORIA?

Good question. HIRE would like to know the answer, but as far as this journal is concerned everything that happens in the Hire Association of Victoria appears to be classified information. Which is a pity, since HIRE is — or, rather should be — the Association's voice in the industry. But (strong on optimism, if short on copy) we're still hoping that our friends south of the border will bridge the communication gap and send us their news, comments, articles and photographs.

DRIVE FOR NEW MEMBERS

At the September 13th Committee Meeting of the Hire Association of New South Wales, it was reported that eleven replies had been received following the recent drive for new members. Three had requested — and received — application forms so that they could join the Association, and the other eight were being contacted.

YOUR IMAGE — IN PRINT

When you order your business letterhead, do you shop around for something cheap and adequate, or give thought to the impression it is going to create? The following comment on the subject comes from the U.S. rental industry:

The distinctive letterhead is

one communications device you can use to your advantage. If you are friendly, aggressive, helpful, professional and ready to serve the needs of the community, your store literature should suggest as much. A letterhead that is simple and stylish can create that all-important favorable first impression that will set you above the competition.

TOONGABBIE GOES IT ALONE

After nearly twenty years, Toongabbie Hire Service has parted from Toongabbie Hardware to maintain a completely separate operation. Director Jeff Marsh reported the step to HIRE, thereby providing a shining example to all the hire companies who never supply information to their journal. Our thanks and good wishes to Toongabbie Hire Service Pty. Limited.

THE CLIENTS WERE BANK ROBBERS!

We particularly enjoyed this story which was submitted to HIRE by Jeff Marsh, of Toongabbie Hire Service Pty. Limited...

"About four years ago we hired a hammer drill to two young chaps who wanted to drill some holes in concrete. This was on Friday or Saturday; on Monday when the drill was due to be returned, we got a call from the CID in Sydney to ask us about the drill and to inform us that the two gents had been arrested in a basement of a butcher's shop, drilling through the wall into a bank vault next door. The drill was held as an exhibit, but we finally got it back — some nine months later. I suppose the moral to this story is to believe the client when he says "We've only got one hole to drill, and it will be back on

Monday", but ask him to specify which Monday."

WHAT DO WIVES DO IN WINTERTIME?

This we cannot tell you, but we know what they did — in Springtime — at the National Hire Convention. Some of them attended the talks and seminars; some of them took advantage of the Ansett tours available. These covered the bird sanctuary and porpoise pool, Gilltrap's auto museum, the city sights and Marineland.

CHRISTMAS PRESENTS IN JULY

A tip from Sam Greenberg, Mr. Rental, at the National Hire Convention... If you make a habit of giving a bottle of whisky or whatever to favoured customers at Christmas, give the presents mid-year for an effective change of pace. Customers will be surprised and delighted. You'll get much greater mileage out of the business presents you give out of season. Worth thinking about — unless, of course, you don't believe in business presents.

WHAT THE HELL'S A TRIAL CLOSURE?

Brian Thomason's references to applying a 'trial closure' when trying to sell a customer intrigued conventioners at Broadbeach. Who could give him an example of a trial closure? Many tried. None succeeded. Next day delegates returned to the subject and he provided the example himself. The salesman says, in effect: From what you now know, which do you feel would be the more appropriate to your purpose? The customer

Continued Next Page

is committed to a preference, the salesman knows which equipment to push.

MORE GREENBERG PHILOSOPHY :

Always use reconditioned spark plugs in preference to new ones — your staff will be less likely to steal them!

Things you may never be asked for.....

MONKEY WRENCHES for zoo employees

BOOMERANGS for people trying to make a comeback

CATERPILLAR TRACTORS for butterfly collectors

BULLDOZERS for insomniac cattle

FRONT END LOADERS for back seat drivers

CROWBARS for thirsty birds

SPIRIT LEVELS for spiritualists

TIP TRUCKS for drink waiters

FAN BELTS for pop singers

Seriously, though, what have you been asked for lately? Jeff Marsh (he's been asked for national flags and a suit of armour) suggests we might run a column based on odd requests from the public. We think it's a good idea — if you'll send them

in. Some for next issue, then? Over to you!

FORMAL WEAR APPOINTMENTS

Four new appointments in N.S.W. have been announced by the management of Formal Wear Hire Service Pty. Ltd. **Ian McLemoni** has been appointed Manager of the King Street store, with **Mick Farrell** as the new Assistant Manager, **Brian Richardson** has become Manager of the Parramatta store, and **Paul Barnes** has been appointed Chatswood Manager.

What you should know about

DEPRECIATION

by Gerry Nolan

What are the real facts about depreciation as it affects the hire industry? How should you calculate depreciation to gain the maximum concession? The Hire Association of N.S.W. asked committee member Gerry Nolan to investigate the subject in depth. His report, made after considerable study, is of practical interest to every hire operation in Australia...

Despite the fact that depreciation is much bandied about as a method of saving taxes, this line of thinking is both incorrect and financially dangerous. The purpose of depreciation is to allocate the cost of a piece of equipment over the whole financial period during which it will be used to produce income. Thus to illustrate simply, an item of equipment purchased for hire at a cost of \$15,000 and which it is estimated will be of scrap value only in 10 years,

would be depreciated so that its cost is borne over the whole period during which it earns income. Profits would obviously be distorted if all the cost were charged in the first year.

There are two methods of calculating depreciation. One, the straight line method, writes the asset off equally over the period. The other charges depreciation on the written-down value at the beginning of any period, having the effect of charging very heavy depreciation in the first half of the equipment's life, and very light depreciation in the last part when maintenance costs may be higher. The theory behind this method of allocating depreciation is at least open to question. The chief reason for its adoption is that it gives greater immediate tax relief. Depreciation rates allowed by the Taxation Department under this latter method are 50% higher than under the straight line method.

It must be remembered that if accurate financial figures are

to be produced for financial assessments, planning the depreciation charged must be as close as possible to a correct apportionment over the life of the equipment. For taxation purposes there are certain rates of depreciation which are acceptable to the Taxation Department, for example:—

If it is possible to justify, a submission may be made to claim a higher rate on specific equipment. The Department, before allowing the claim, will need to be convinced that the effective life of the equipment is less than shown in their tables. There are, however, several dangers in striving for higher rates if there is reason to believe that the earning life of the equipment is likely to be longer.

- (i) The results of earlier years will be artificially low, whilst in the latter years they will be artificially high.
- (ii) The value of the equipment will be artificially lowered, thus presenting an adverse asset backing for the business, both lowering its borrowing power and its value for sale purposes. (Invariably, tax figures are accepted by both parties in the sale of a business).

REMAKING OUR HISTORY

MODERN HIRED EQUIPMENT FOR 'OLD SYDNEY TOWN' PROJECT

Mr. John North, a site supervisor with Silverwater Hire, has been instructing architecture students from the University of NSW in the ancient art of thatching.

They are working on the Old Sydney Town reconstruction project at Somersby, near Gosford, on the NSW Central coast.

About sixty of the original buildings erected by the first settlers at Sydney Cove will be reconstructed, using original materials and techniques. These will include Government House, St. Phillip's Church, Australia's first stone bridge, and dwellings of the well-to-do soldiers and convicts.

The materials used will include: wattle and daub, cabbage palm logs, brick walling, timber and earth floors, and thatch harvested in the west of the State.

Although the techniques and sequence of construction of the buildings will be as for the originals, Silverwater Hire has assisted in the speed-up of the project by supplying modern equipment and skilled men to aid the students.

Mr. Frank Fox, the architect who formed the site and conceived the project, says that 1200 man hours will be required to complete the simpler cottages. He adds that while early con-



victs and soldiers completed their houses in roughly the same time, the students have better materials and equipment, and higher skills available to them.

Mr. North of Silverwater, a truly versatile worker who can turn his hand to most jobs on

the site, says the original builders were not tradesmen, and were generally unwilling. The students on the other hand are strongly motivated to learn, and are excited about the incorporation of the project in their course.

Hire Grapevine

by Hieroglyphic

FINED Rumour has it that a leading Melbourne hire company has been fined a mind-boggling sum of money for illegally parking twenty-seven (27) fork lift trucks at the upper end of Collins Street.

BLACKBALLED At a recent committee meeting, the Hire Association of N.S.W. is believed to have unanimously rejected the application for membership tendered by a newly-formed Yugoslav company, Hire-A-Letter-Bomb Pty. Ltd. In recording its decision, the committee made it clear that the rejection had nothing whatsoever to do with racial prejudice.

DIVERSIFIED We hear that a multi-hire company intends to make an echidna (spiny anteater) available for hire early in 1973. The service is directed at householders having problems with ants. This same company has had considerable success hiring fleas to clients wishing to expedite the departure of mothers-in-law and other unwanted houseguests.

REFUTED Press and television reports that the Vice-President and Treasurer of the N.S.W. Hire Association were kidnapped by the Ustasha on their way home from the 1972 Convention were completely unfounded. The media becomes increasingly irresponsible every day, it seems.

ARRESTED It is reported that a sneak thief with a penchant for Dumpy Levels has been plaguing hire operators in the Brisbane

area. Having concealed 10 Dumpy Levels in his bedroom, 5 in his lounge room and 8 in his bathroom, he ran out of accommodation and was forced to leave the remaining 11 in full view in his yard. Neighbours tipped off the police, and he was charged with stealing 42 Dumpy Levels, the property of Brisbane hire companies. There is clearly a moral to this story: Never get caught with your Dumpy Levels showing.

DENIED We give no credence to the rumour that some clandestine wife-hiring took place at the 1972 National Hire Convention, although we believe that it is under consideration for 1973. A satisfactory system of rate-fixing will probably constitute the greatest problem. For example, will rates be based on age, weight, stamina or versatility? Will wives be listed as "plant" in subsequent tax returns — and, if so, what rebates can be claimed in respect of depreciation, obsolescence and normal wear and tear?

QUERIED Is there any truth in the suggestion that the controversial Regiscope was taken, under wraps, to the Convention? And, if so, did its presence have any connection with the alleged wife-hiring? The plot thickens — or does it?

SOLVED The problem of how to counter the increasing incidence of theft and burglary appears to have been solved. At a recent seminar on Safety, The Ali Baba Hire Company announced that it will soon be inviting

householders and business executives to "Hire a Thief to catch a Thief." We are assured that the Ali Baba doesn't employ amateurs. It has an experienced staff of — yes, you've guessed it! — forty thieves.

SCOTCHED To those who have been disturbed by a widespread report that HIRE is about to be taken over by THE KING'S CROSS WHISPER, we are now able to state — unequivocally — that the rumour is without foundation.

WELCOMED It is understood that the welcome mat will soon be spread for three new hire companies with unlimited potential:

1. Hirehorse

This company's entire stock consists of horses — dark horses, willing horses, gift horses which can be looked in the mouth, high and low horsepower horses, and horses which can be led to water and made to drink.

The whole operation is based on the premise that horse-hiring is the answer to petrol strikes, transport strikes and the ever-growing problem of where to park the family car. A hired horse can also replace a lawn mower, and provide useful by-products for the garden.

Hireahorse is not opposed to horseplay, but takes a definite stand against the somewhat kinky practice of flogging dead horses.

2. Corroboree Hire Service

The company slogan: "Hire

an aboriginal to prove you're not a racist," is self-explanatory.

Also available for hire are non-returnable boomerangs, electrically-operated didgeridoos, deep-frozen witchety grubs and disposable billabongs. (Billabongs in the higher price range have plastic coolabah tress and motorised jumbucks.)

3. Porno Hire Pty. Ltd.

Lovers of hard-core pornography have waited a long time for this type of cultural community service. A wholly-owned subsidiary of Pervs & Pansies Ltd., Porno Hire caters for all tastes, and aims at setting new standards of depravity. It is hoped that the company will soon be under the joint patronage of the Customs Minister and the Minister for Education.

The rate card (available on request) includes special concession rates for parties, religious groups and members of the Hire Association.

HIGHJACKED Work was interrupted on a large developmental project on Caringbah on October 6th when a man wearing a stocking mask hijacked a Yale Model 134B Front End Loader. The loader was the property of a leading New South Wales hire company.

All work on the site was immediately suspended while the Builders' Labourers' Federation called a stop work meeting to protest against the use of scab labour. Feelings ran high and the police had to be summoned. Before they arrived, however, it was established that the hijacker was, in fact, a member of the Union, so work was resumed.

The front end loader was subsequently recovered, only slightly damaged, in a Woolworth's car park.

PREDICTED Will we soon have Sex Hire Shops? Many people think so! There appears to be some uncertainty whether these 'shops' will be set up by new companies, or merely be extensions of hire companies already in existence. However, few seem to doubt they're on the way.

Official confirmation — or denial — proved impossible to come by. It seems that what the eye does not see the Associations are not prepared to grieve over. Fortunately, some individual members were less reticent, and Hieroglyphic collected the following comments:

- o "If the public wants them, why not? Hiring is a service industry."
- o Sure it's true — and the first

ones in will scoop the market. Our complete stock is on order already."

- o "Isn't it just a logical extension of an old social custom? People were hiring sex thousands of years before they even thought of hiring anything else."

So it's anybody's guess at this stage. A responsible journal like HIRE doesn't make predictions until it has all the facts, and we certainly haven't got them yet.

All we're prepared to say is — where there's smoke there's hire!

I wish to subscribe to Hire Magazine and include the sum of \$2.00 for one year's subscription.

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 <p>Davey Portable Self Priming Pumps Pump large volumes of water with minimum maintenance because their impellers run in replaceable hard-wearing volutes or diffusers that protect the casing from wear and tear.</p>	<p>Dunlite Diesel Engine Generating Sets in a range of sizes up to 150 K.V.A. Standard sets are available with Lister, Ford, Perkins, Volvo-Penta, Dorman or Rolls - Royce diesel engines.</p> 
 <p>There's a large range of both High and Low Pressure Davey Portable Self Priming Pumps, and Pumps can be supplied with Villiers, Honda or Briggs & Stratton Engines.</p>	<p>Dunlite Trailer Mounted Generating Sets Dunlite sets are available with a wide range of optional equipment such as set mounted fuel tanks and switchboards, resilient mounts, canopies and enclosed trailer mounting.</p> 

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Whats new in EQUIPMENT?

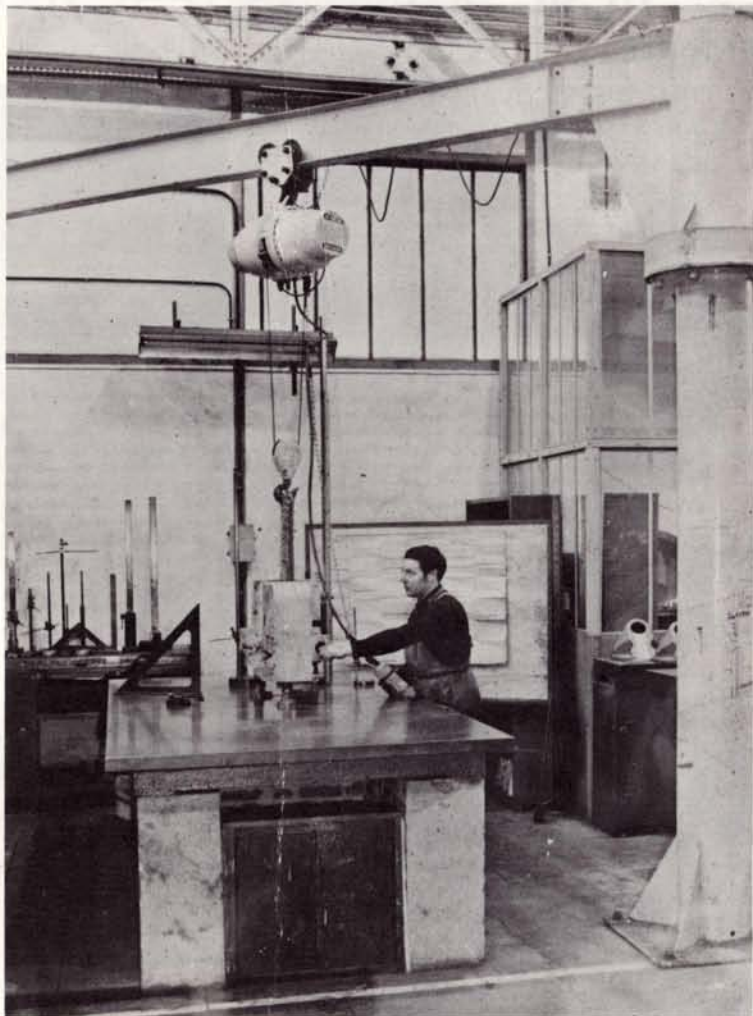
EUROLIFT HOISTS

Lindquip Pty. Ltd., Sydney-based suppliers of hoists, winches and associated materials handling equipment, is now marketing the Eurolift range of general purpose electric hoists, designed for light-medium applications in industry. The new hoists, manufactured in France and assembled in Australia, are described as suitable for fixed suspension or for use on monorails, jib cranes or overhead cranes and may be equipped with push trolleys or electric travel trolleys to suit individual user requirements.

The Eurolift hoist is said by the manufacturer to incorporate many outstanding design features including automotive-type sealed reduction gear, seal oil-bath lubrication, a patented disc brake and an automatic safety limit switch. Prior to delivery, each unit is tested to ensure conformity to the appropriate state regulations and standards.

Of two-fall wire rope design, the Eurolift can be quickly installed or transferred on site and is available for single or two-speed hoisting. A low voltage control system is provided for regulation of speeds down to 4.5 ft. per minute. The electrics are contained in a splash-proof pendant push button box, utilizing either switching mains phases or a 32 volts control circuit. The latter is fitted for two-speed hoisting.

Four models are currently available. These include a 2½ cwt. unit, having a 46 ft. lifting height, and 5 cwt., 10 cwt. and 1 ton units, all having two lift



The Eurolift range of general purpose electric hoists.

heights — 13 ft. and 23 ft. Standard hoists are equipped with 1.6 HP motor; for two speed operation, a 1.6 HP motor with a reduction to 0.4 HP is supplied.

For applications requiring

powered travel, an electric travelling trolley is available as an optional extra.

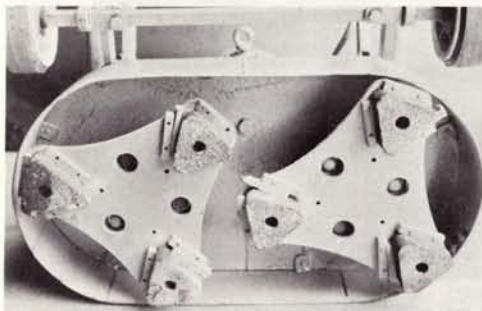
Further information is available from Lindquip Pty. Ltd., 2 Marjorie Street, Sefton, N.S.W. 2162.

CONCRETE AND TERAZZO TWO DISC FLOOR GRINDING MACHINE

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- POWERED BY A SINGLE PHASE MOTOR (CAN BE CONNECTED TO NORMAL HOUSEHOLD OUTLET). THE MACHINE CAN ALSO BE SUPPLIED WITH A THREE PHASE, 415V MOTOR;
- ROBUST FABRICATED STEEL GEAR BOX FOR LONGER LIFE.
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- MINIMUM MAINTENANCE
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EXTENSIVE USE IS BEING MADE OF THE MACHINE FOR THE GRINDING OF CONCRETE FLOORS PRIOR TO LAYING OF VINYL TILES, OR WHERE CONCRETE FLOORS HAVE NOT BEEN TROWELLED TO A SATISFACTORY FINISH.

A.G. Pulie Pty. Ltd.
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COMPLETE RANGE OF CONCRETE FINISHING TOOLS — e.g.
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CONCRETE AND TERRAZZO FLOOR GRINDING MACHINES
ALUMINIUM STRAIGHT EDGES.

DEMOLITION HAMMER ATTACHMENT FOR MELROE BOBCAT

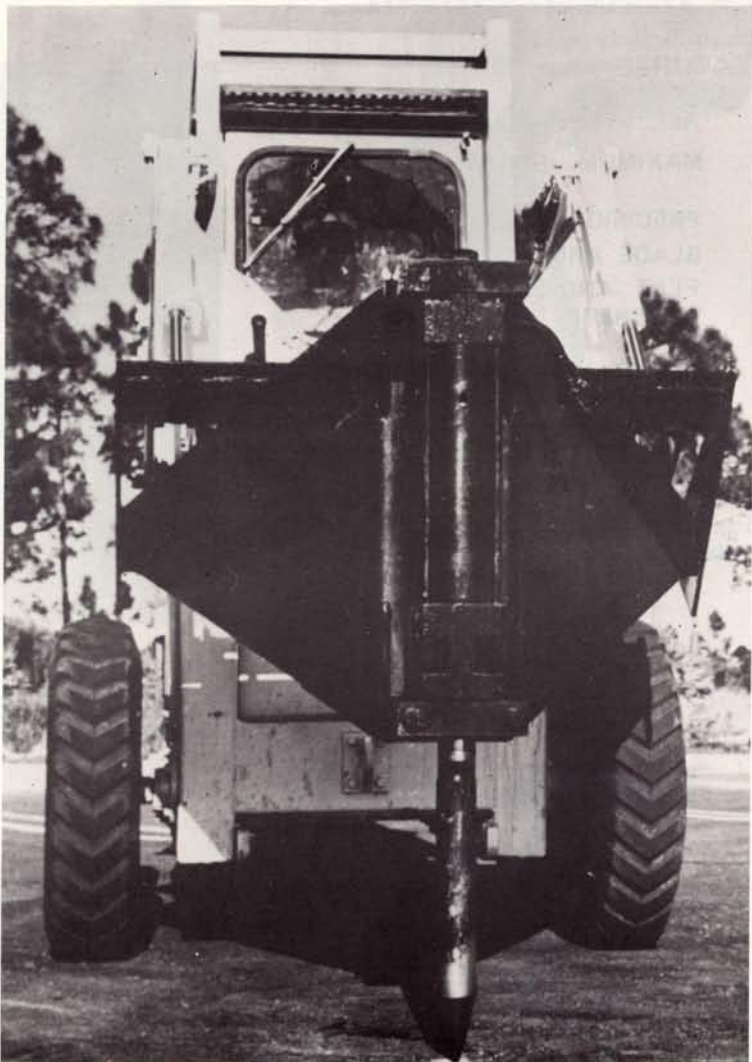
Clark Equipment Australia Ltd. has announced the release of the Melroe "Ram Hammer" boom-mounted demolition tool, designed for use with the company's M600 Bobcat pivot turn loader.

The Ram Hammer is described as a simple but extremely versatile demolition tool, which can be quickly attached to the boom in place of the standard loader bucket. Designed for pneumatic operation in conjunction with a separate 100 psi, 125 cfm compressor, the new demolition hammer is stated to produce an impact force of 700 lbs. at a rate of 500 blows per minute. Additional operator controls are unnecessary, since the demolition hammer operates automatically on tool-tip contact with the surfaces to be broken.

Directionally controlled by the Bobcat's boom hydraulics, the Ram Hammer is a multi-positional unit which can be operated in either the downward, horizontal or upward directions.

The new attachment has an overall length of 59", a total weight of 450 lbs. and incorporates only two principal moving parts. According to the manufacturer, it can perform in 1½ hours an amount of work equivalent to that achieved by two men with 80 lb. jack-hammers working a full 8 hour shift.

The Bobcat Ram Hammer combination is described as ideally suited to the requirements of municipal authorities and private contractors.



Ram hammer for Melroe Bobcat

Further information may be obtained from Clark Equipment
Australia Limited, P.O. Box 50, Hornsby, N.S.W. 2077.

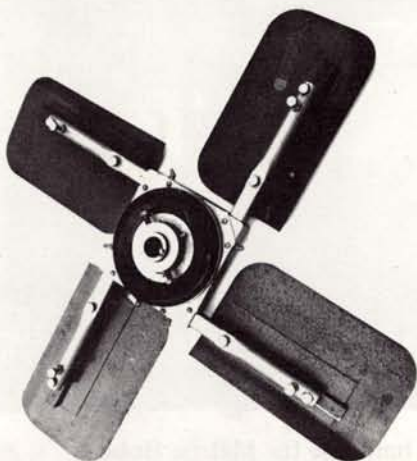
34" TROWELLING MACHINE

MASTER FINISH

FEATURES

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- PRECISION MADE AND SEALED BLADE ARM ASSEMBLY TO GIVE FLAT AND SUPERIOR FINISH TO CONCRETE.
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CHOICE OF VILLIERS OR HONDA MOTOR.



OPERATION EASE

- ADJUSTABLE HANDLE HEIGHT
 - WIDE HANDLES FOR CONTROL AND COMFORT.
 - FINGER TIP CONTROL OF THE TILTING MECHANISM.
- TO KEEP SAND AND OTHER ABRASIVE SUBSTANCES AWAY FROM THE TILTING MECHANISM AND SUBSTANTIALLY REDUCE WEAR GIVING BETTER PERFORMANCE FLATTER FLOORS AND LONGER LIFE.

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COMPLETE RANGE OF CONCRETE FINISHING TOOLS - e.g. COVING TROWELS, POINTED TROWELS, ETC. CONCRETE AND TERRAZZO FLOOR GRINDING MACHINES ALUMINIUM STRAIGHT EDGES.

BOSCH 5/8" REVERSIBLE IMPACT WRENCH 1432

The Bosch 5/8" Impact Wrench has proved a most productive and popular tool, especially with Repair Shops, Garages, Tyre Service Stations, Fleet Owners, Public Transport and for assembly of scaffolding and racking.

Having a maximum tightening torque of 130 ft/lbs and 2000 impacts per minute and a full load speed of 1000 rpm, the Bosch model 1432 is equipped with 1/2" square drive to suit all locally available sockets.

Perfect balance by centre handle, with instant control over trigger and reversing switch provide operational ease, without kick-back or twist due to hammer design principle. The unit has ball bearings throughout and

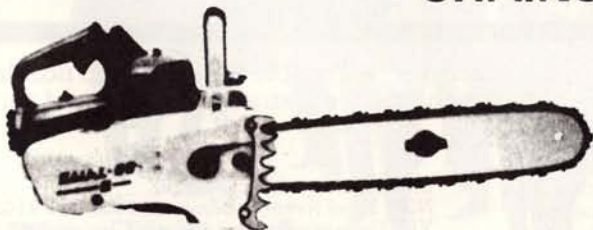


is double insulated and radio and T.V. suppressed. Torsion bars are available as a special accessory.

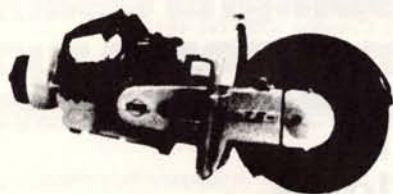
The unit can be purchased by itself or in a kit consisting of carrying case and six hexagon sockets from 1/2" to 7/8".



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THE WORLD'S BEST
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The Safari 2000. Faster than three men with brushes...two men with rollers...one man with ordinary spray. A ready-made contract winner that enables you to quote a **faster** time and a lower labour content. Maintenance couldn't be simpler. Transport couldn't be easier (the entire unit fits into the boot of your car). And as for cost, you'll pay no more for the Safari 2000 than you would for a conventional spray!

You can inspect the amazing new Safari 2000 **now**. Contact your nearest distributor today, he'll be delighted to arrange a free demonstration.

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 VIC 37 Henderson Road, North Clayton 3168. Tel: 5606722
 QLD 699 Brunswick Street, New Farm 4005. Tel: 583522
 SA 220 Torrens Road, Croydon 5008. Tel: 461547
 WA 93 Riseley Street, Ardross 6153. Tel: 644838
 Telegrams: "Sprayfin"



	NAME
	COMPANY
	ADDRESS
	PHONE

Send name of my local stockist
 Invite me to a Spray-in
 Arrange a demonstration for me
 Phone me first

BS3133

CODE OF ETHICS

Business ethics are increasingly in the news these days, so perhaps the time has come to formulate, declare and abide by an appropriate ethical code. The American Rental Association of Canada have drawn up and published a common code of ethics, which we publish as a matter of interest. The hire industry in this country maintains high standards in its dealings with the public, so you might like to check your own business ideals and practices against this eight-point code...

Be it known to all that the Association, and the Rental

Association of Canada, their officers and members, encourage the following standards of conduct throughout the rental industry :

WE BELIEVE that our integrity and reputation are based on our earnest desire to provide an honorable and useful service to our customers and the community in which we live.

WE ENDEAVOUR to protect the rights and privileges of all those we serve and to preserve the system of free enterprise.

WE STRIVE to maintain a neat and orderly place of business that will be inviting to our customers and adequate to supply the type of service our customers expect and are entitled to receive.

WE ACCEPT the responsibility of maintaining our inventory in

a condition that will reasonably assure our customers of a large measure of satisfactory service and user safety.

WE DEDICATE ourselves to the responsibility of soliciting business in an ethical manner and in accordance with widely accepted good business practices.

WE RESOLVE to share through communication and cooperation our experiences and knowledge to further the betterment of the rental industry.

WE ATTEMPT to price our products and service in a manner that will return a reasonable profit to our business and yet make it economical as well as convenient for our customers to take advantage of renting.

WE AGREE to cooperate with our suppliers and manufacturers and to pursue with professional zeal the dissemination of information to, and the continuing education and improvement of, the entire rental industry.



Skilled Engineering... Your second workforce Covering 16 skilled trades

Our permanent staff of over 200 men can be hired individually or in teams, for a day, week, month or a year, anywhere in Australia or New Guinea. Each man is an indentured tradesman — available for short or long term projects, covering production peaks, maintenance, construction, installation and development work. We have men experienced in your type of industry and equipment. You'll find our costs very reasonable when you consider we pay workers compensation, payroll tax, holiday pay, sick pay.

You only pay for the time you need.

CAM-SE-001

Please send me your rate card.

SKILLED ENGINEERING	
Skilled Engineering (Contract Labour) Pty. Ltd. 110 Moray St. South Melbourne 3205 Phone 69 7968 Also offices: Tasmania Western Port Papua-New Guinea	Name Company Address Postcode

A vision or a waking dream? But who's to say it couldn't happen — around 1975...?

Hire Associations MOUNT BIG PROMOTION

By far the most ambitious promotion ever undertaken by all sectors of the Australian hire industry is being planned for early 1975. It will take as its theme: **A HOIST TOWER FOR EVERY HOME.**

Since the outright purchase of a hoist tower is beyond the reach of the average wage and salary earner, and since it would also present a storage problem when not in use, the trend could well become a bonanza for equipment hire companies in all States. Of course, there is bound to be a time lag before sufficient hoist towers become available to meet the demand, but their mass production will give a tremendous boost to the economy, and will therefore receive the blessing of both State and Federal Governments. (Local government may be less enthusiastic, and obdurate councils will have to be won over — by fair means or foul.)

Several models are being featured in the promotion. The one expected to be the most popular with status-seekers and trend-setters rises to 380 feet, ensuring a harbour view practically anywhere, from back-of-Bourke to the border. Another highly desirable model, which

travels at 240 feet per minute, has a carrying capacity of 1 ton or 15 adults (only 13 adults if you and your friends are grossly overweight.)

People who are afraid of heights will probably prefer the 70-foot travel tower, which moves horizontally as well as vertically. Still lower in the scale will be a number of prefabricated models of varying dimensions for people with conservative tastes and restricted incomes.

It is predicted that hoist towers will become the status symbols of the Seventies, far eclipsing triple-garage homes, yachts and colour television. As a means of getting away from it all the hoist tower leaves cruising and jet travel for dead. Health problems will diminish for people who are able to spend their leisure hours 380 feet above the smog and pollution level. Family and social life will be revolutionised as the hoist tower creates a new life-style for us all, enabling us to experience the ultimate in high-rise living.

The campaign was especially dreamed up for the combined Hire Associations by one of our more avant-garde advertising agencies. The agency, which specialises in in-depth motivational research, came up with the discovery that 84.7 Australians have a sub-conscious desire to look down on their neighbours. (The rationale is rather compli-

cated, but it seems that this all goes back to pre-natal insecurity and post-natal sexual frustration.)

Based on such a rock-bottom premise, the campaign seems certain to succeed. Among other things, it will change the skyline of our major cities. Instead of the occasional tower crane or hoist atop some uncompleted building, we will see them in their thousands — exquisite as church spires, reaching for the stars. **A Hoist Tower For Every Home** — what an inspiration!

FOOTNOTE We asked a well-known financial prognosticator what this progressive step would mean for the hire industry in general. He replied: "If you're big in hoist towers you'll have an income in excess of seven figures. And if you're not — brother, you're dead!"

MAINTENANCE JOBS Made Easier

EZ-LIFT

REGD.

ALDEK

REGD.

Aluminum Work Platform



U.L. Listed in U.S.A.



MODEL No. 4102 (as shown)

SPECIFICATIONS

LENGTH	8 ft.
WIDTH	29 in.
HEIGHT	6 ft. 8 in.
adj. to	7 ft. 5 in.

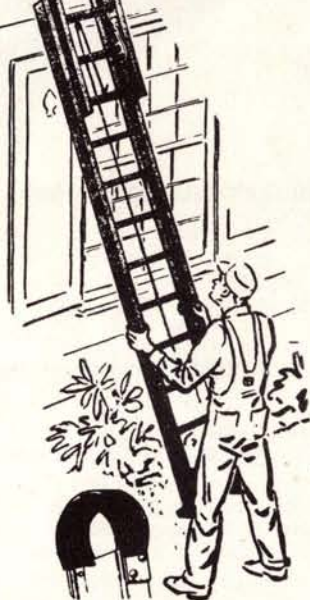


TESTED for SAFETY



EACH STEP DOUBLE-RIVETED

Assures maximum strength and longer life. Bottom step also features extra bracing for greater rigidity.



Protective end caps covered with red vinyl plastic provide convenient handles and eliminate the risk of marring walls and floors.

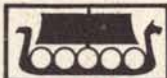
MANUFACTURED BY ...

BRADLEY BROS. LIMITED

(Under licence to R. D. Werner & Co., Inc. U.S.A.)
 Exclusively from ALCAN Guaranteed Specification Aluminium Extrusions

Manufacturing Division: 135-139 Parramatta Road, Five Dock. 747 2222
 Branches: Goulburn Wagga Tamworth Grafton Canberra Newcastle
 Parkes Gosford Nowra Five Dock

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

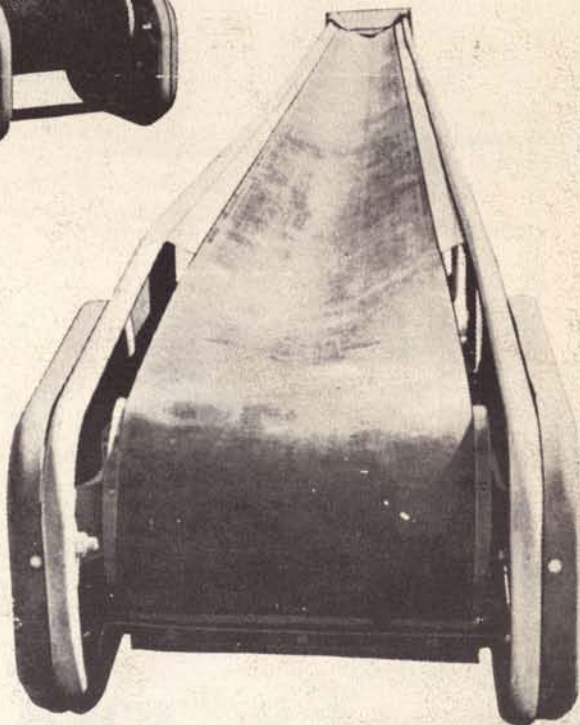
Designed for speedy loading of packages, cartons, boxes, etc., models are available with flush sides (as above) or with safety guard rails.

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.

TELEPHONE: NEWCASTLE (STD 049) 57-0351

TELEGRAMS: NAFINDUSTRY