

Vol 5. No. 5

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

HIRE

the best concreting equipment comes from **COATES**



If you want concreting equipment, Coates have the best . . . equipment like the highly efficient Coatesflex screed and rugged, reliable Liner Roughrider dumpers including the great new 2-ton 4 wheel drive Super 2.

And then there's the Coates trowelling finishing machine which can finish up to 10,000 sq. ft. of concrete in one day, Coatesflex immersion vibrators and a big range of skips and hoppers.

For sales, hire, service, spares, literature . . .

 **COATES & CO. LTD.**

Melbourne: 82 Virginia Street, Springvale, 3171
Phone: 546 8844

Sydney: 15-17 Kumalla Road, Miranda, 2228
Phone: 525 3333

Brisbane: 816 Beaudesert Rd., Coopers Plains, 4107
Phone: 46 3011



The Hire Association of N.S.W.

President: BARRY McDONALD
(MacBro Plant Hire Pty. Ltd.)

Vice-President: DES WHELAN
(Wreckair Pty. Ltd.)

Treasurer: GREG PAGE
(Page's Hiring Service Pty. Ltd.)

Secretary: ROLF SCHUFFT

Committee:

NEVILLE KENNARD
(Kennard's Hire Service Pty. Ltd.)

PEGGY LEVY
(Formal Wear Hire Service Pty. Ltd.)

JOHN MASON
(Walco Industries Pty. Ltd.)

BARRY NEWTON
(Newton Plant Hire)

G. NOLAN
(Handymans Hire Service)

R. WALLIS
(St. George Plant Hire Pty. Ltd.)

Hire

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

Editor: WYN REID, 923514

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

Advertising: For all enquiries phone
SYDNEY 221-2272
MELBOURNE 42-6510 Jim Willis

Printers: KEITH BREUSCH PTY. LTD.

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

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 ASSOCIATIONS OF N.S.W.,
VICTORIA OR QUEENSLAND.

The Hire Association of VICTORIA

President: STAN JESSUP
(U-Hire Pty. Ltd.)

Vice-President: PETER SMITH
(Coates & Co. Ltd.)

Secretary: J. KLEMMER
(Metal Trades Assoc.)

Committee:

ERIC ARCHIBALD
(A & N Plant Hire Pty. Ltd.)

ERN. TURNER
(Nosedra Hire Service Pty. Ltd.)

A. WILSON
(Formal Wear Pty. Ltd.)

JIM WHITEHEAD
(Ingersoll Rand Pty. Ltd.)

PETER BURNE
(Burnson Plant Hire Pty. Ltd.)

DON McCONNELL
(W. H. Wright Pty. Ltd.)

RAY KELSEY
(Wreckair Pty. Ltd.)

BRIAN ELMS
(Builders Aids Pty. Ltd.)

KEITH OLVER
(Moorland Plant Hire Pty. Ltd.)

The Hire Association of QUEENSLAND

President: R. WYATT
(Flextool)

Vice-President: A. STAINES
(All Hire & Trading)

Secretary & Treasurer: R. LAWLER
(Brisbane Hire Service)



Contract hunting?

Capture the big game with the amazing

NEW

SAFARI 2000

THE ONE GUN
PORTABLE ELECTRIC
AIRLESS SPRAY
PAINTER THAT'LL
COAT 100 SQ. YDS. IN
15 MINUTES!



- Over \$100 worth of *FREE* accessories! ■ Trouble-free twist top nozzle cleaner!
- Only 5 moving parts in contact with paint! ■ Extra tough, compact and reliable!
- Full range of optional extras!

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.

Binks-Bullows (Aust.) Pty. Ltd.
NSW Ethel Avenue, Brookvale 2100. Tel: 930348
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"

	Binks-	NAME
	Bullows	COMPANY
		ADDRESS
		PHONE

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

BS3133

President's Message



**BARRY McDONALD, President,
Hire Association of N.S.W.**

A happy New Year to you all—
with prosperity, industrial peace,
plenty of happy customers and no
bad cheques!

I hope that business goes so well
that members will be able to devote
some time to building up their State
Associations.

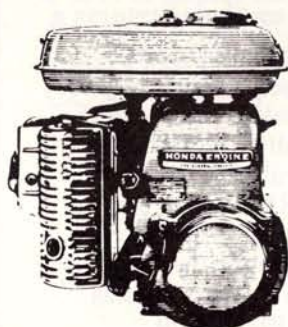
Mention of the Associations brings
me to an announcement of such signi-
ficance that it is virtually a milestone
in the history of Australian Hiring.
In the last issue of HIRE I predicted
that 1973 could be the year of the
National Association. I am now able
to tell you that this national body has
been constituted, and that it will
hold its first official meeting in Sydney
on the 21st February, 1973. Office
bearers will be elected at this meeting,
which will be attended by delegates
from all States.

At the beginning of a new year
it is heartening to reflect that every
member of every Association is now
linked to a Federal body.



HONDA

stationary engines for absolute dependability



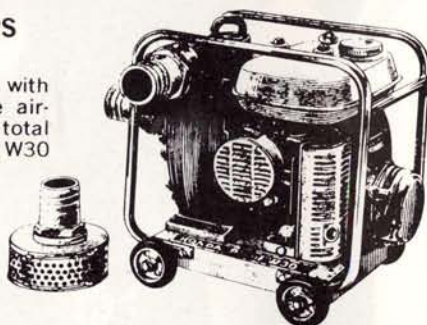
G40 and G65. The G40 has a constant vacuum carburettor for easier starting, increased power and improved acceleration. Delivers a maximum output of 1.5 hp at 4,000 rpm. Reduction gears are available. High torque. Weighs 48.7 lbs.

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.

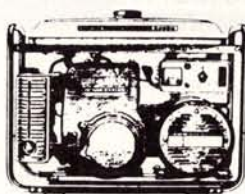
Four of the finest general purpose engines in the world. Honda's vast experience and 4-stroke quality engine-building techniques mean more power, versatility, safety and dependability, less fuel and maintenance costs.

HONDA WATER PUMPS W20, W30, WL20

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



HONDA GENERATORS E300, EC1500, E2500, E4000



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

Manufactured by

HONDA TOKYO JAPAN

Imported and Distributed by

BENNETT HONDA PTY. LTD.

665 Gardeners Road, Mascot, N.S.W. 2020

Telephone: 67 2517, 67 5722

Editorial

If you hire a better mousetrap...

The New Year wishes which appear almost as an afterthought on countless Christmas cards have become a seasonal cliché. Yet who can say that they have lost any of their validity? We do genuinely wish each other — and of course ourselves — a happy and prosperous New Year; and we still illogically believe that the calendar can usher in good fortune.

Even for those who put some faith in astrology or prognostication, 1973 is a hard year to predict. The crystal ball is clouded by so many salient issues: the repercussions, both good and bad, resulting from a dramatic change in government . . . wage demands and industrial unrest . . . cantering — if not galloping — inflation . . . constantly shifting patterns in our lifestyle.

These and other issues will inevitably affect the hire industry throughout

1973. The formula which worked in 1972 may be obsolescent already. Almost certainly we will have to rethink situations, re-examine procedures, front up to new challenges.

If you hire a better mousetrap the world will beat a track to your door.

Or will it? Only if you've merchandised your mousetrap. Only if the world still wants mousetraps. The chances are now it wants something else. This year, more than ever, we must be sensitive to change. We may have to tap new markets, break new ground.

If nothing else, we can at least predict with certainty that 1973 is going to present us with more challenges than its predecessors did. How we meet these challenges and, happily, turn them to our own advantage is very largely up to us.

Delivery charges crisis:

\$9 Pay Rise for N.S.W. Truck Drivers

Fair go...or unfair impost?

A delivery and pick-up service is an integral part of the hire business, and the majority of companies have truck drivers on the payroll. In New South Wales a new industrial award has granted truckies a pay rise of \$9.00 a week. How is this going to affect hire companies throughout the State?

All agree that it will affect them seriously, although some businesses will be hit harder than others. Even among those most involved there are different reactions to the pay rise and different approaches to the problem. In an attempt to clear the air and, hopefully, assist readers who are confronted with a reassessment of delivery charges, we sought the viewpoints of a number of hire company directors.

The cost of deliveries has always been a major source of overhead, and delivery rates have long been a vexed question in the industry. Policies range from using under-cost deliveries as a market lever to recouping the full cost by charging standard rates. The new award is virtually forcing companies to re-examine these policies and find a practical solution.

Wage bill up \$50,000

The spokesman for one large Sydney operation told HIRE that the new award is going to add \$50,000 a year to his company's wage bill.

It is no longer, he said, a question of the extent to which profit will be cut. The issue now is whether they will make a profit or a loss.

Not everyone will feel the impact to such an extent, but there can be few if any hire people who are not perturbed about the implications — even those who use carriers irregularly and on a casual basis.

Some are also concerned about the possibility of an across-the-yard flow-on. If the truck drivers get an extra \$9, will other employees in the business demand "wage justice" too? If so the cost of operating a hire company could become astronomical.

(Conversely, some managements believe that this will happen anyway, irrespective of the possible flow-on, so the whole question becomes academic, like the chicken-or-the-egg controversy. In the final shakedown it isn't going to matter which came first).

Some possible solutions

What is the solution? To cut out deliveries altogether? Attractive, but out of the question. In

a competitive service industry like hiring it simply wouldn't work. How many of your customers would stick around if they had to engage transport operators to collect and return hired equipment?

How about absorbing the cost? Ideal — but impracticable, according to most people. Over and above the approximately 15% increase in the truck drivers' wages there are the substantial rises in registration and insurance rates with which they have been slugged during the past twelve months.

One director of a multi-outlet company summed it up: "A rise of 50% in delivery charges is needed to keep us where we are now. Any hire company which hopes to stay in business is going to have to look at its rates and increase them pretty substantially."

He went on to make the prediction that some firms which have been operating on low delivery rates will now have to increase them 100%.

Remedy — or last resort

Is a rate rise the right solution? No! Says the Director of one of Sydney's major hire companies. His operation — and it's one which has been heavily hit by the new award — may have to consider increasing delivery charges, but they hope to avoid this altogether. Instead, they're treating the situation as an opportunity to have a good, hard, searching look at their own internal economy. They're taking up the slack, increasing their efficiency all round. Nor is that all they are doing. In addition, they are getting themselves geared for a more aggressive marketing policy.

All the ramifications appear to have been thrashed out by management, and this company,

for one, is approaching the situation constructively — if not, in a sense, welcoming the challenge!

Whether yours is a large or small operation, if you live in the State of New South Wales you are almost/certainly/fronting up to the same problem. We have outlined these divergent approaches to provide you with some useful food for thought. Or, to change the metaphor, to demonstrate that there is more than one way of skinning a cat — or of NOT skinning a customer! You may of course have found a

good solution already. If so, why not drop us a line and tell us about it? We'd like to publish your letter in our next (April) issue.

A tribute to the T.W.U.

While some hire managements have criticised the truck drivers — or their union — not everybody shares their point of view. "We have been getting their labour cheaply by today's standards," one Director commented. He went on to say that he would like to commend the Transport

Workers' Union on the way they had gone about obtaining their wage rise. Instead of calling nation-wide or State-wide stoppages and holding the public to ransom, they had sought it through the proper channels.

Dismissing people who are now voicing their objections, he said: "They had plenty of time to protest and put their side of the case. We've known for a year that the Transport Workers' Union had applied for this new award?"

Stranger than fiction —

The story of the stolen Marquee

It would be safe to say that everyone who attended the combined Hire Associations' first National Convention came away rewarded in one way or another. But no one can have benefited in a more unique or material fashion than Bob and Verna Hill, the proprietors of Alora Party Hire, Cheltenham, Victoria.

The story began back in July 1972, when a man giving what was later found to be a false name and address hired an 18-foot x 24-foot marquee. There appeared to be no means or hope of tracking it down, so the marquee was written off as lost.

And so it would have remained — indefinitely — if the

Hills had not attended the September/October Hire Convention.

By a curious quirk of fate and a chance conversation in the bar of the Broadbeach Hotel, they learned that a similar marquee had been advertised for sale in one of the Brisbane newspapers. The advertiser had given a Gold Coast phone number.

Investigation revealed that he was a well-known Victorian criminal who had already attracted the hostile attention of the Surfers Paradise police. They had, in fact, given him a week to get out of town for allegedly conducting a brothel at Burleigh Heads.

By this time the marquee had changed hands. Unfortunately, the thief had sold it to a Gold

Coast Hire Company, a member of the Queensland Hirers' Association. It was on this company's premises that the Hills located and identified their stolen marquee. They handed it over to astonished Gold Coast detectives only minutes before their plane was due to take off on the return flight to Melbourne.

A story with a moral

This is more than just an interesting story. It has a built-in moral, which we bring you in the Hills' own words... "Alora would like to put forward the suggestion that all stolen articles be listed in HIRE magazine, in an attempt to help members to recognise stolen goods being offered for sale."

HIRE considers this an excellent idea and would be happy to run a regular 'Lost, Stolen or Strayed' column as a service to Hire Companies in all States. Let us have details of any stolen equipment so that other companies can be on the look out for it. As well as getting your equipment back, you could help to apprehend the thief.

Fletcher Industries buys Hire Pool

Fletcher Industries Limited has purchased the entire shareholding of the Auckland-based company, Hire Pool Limited.

Hire Pool, with nine branches in Auckland and Wellington, offers more than 3000 rental items — probably the widest hire range in the country. Items available range from a teaspoon to a television set, but most emphasis is on tools or equipment suitable for tradesmen, home handymen, party givers and campers. For several years the company has manufactured



Peter Brookfield

and hired Jumbo waste disposal bins which are in common use by industries and householders.

Peter Brookfield, who founded the company in 1956, will continue to lead Hire Pool's activities. No staffing changes are planned and the company will preserve its autonomy. Mr. Brookfield commented that the sale to Fletcher Industries would enable Hire Pool to considerably expand its range of services.

The Hire Pool purchase was forecast by a statement early in August at the annual meeting of Fletcher Holdings Limited by the chairman of directors and managing director, Mr. J.C. Fletcher. He told shareholders then that the group planned major developments of not only its business in New Zealand, but also in new markets and new operations in the Pacific Basin.

Uninterrupted vision, easy customer attention and efficient layout. . .

How Kennard's Hire came to Moorebank

It doesn't happen very often that a hire company gets the chance to acquire more than an acre of land with industrial zoning, in a growing residential and industrial area. Such an opportunity is still more unique when the company concerned is able to plan the development of a complete operational complex from the ground up.

When this fortunate combination of circumstances came up for Kennard's Hire it was hardly surprising that the company decided to open yet another Sydney facility, bringing the total to four.

Situated on busy Newbridge Road, this depot is two miles from Liverpool and four miles from Bankstown. When the company took it over there was a cottage standing on the land and — with a view to speeding up

the operation — this was utilised as the first store and office. Other basic essentials were a chain-wire fence, a guard dog, a telephone and some \$50,000 worth of new equipment. As from the 18th October, 1970, Kennard's were in business at Moorebank.

Inches deep in mud

The going was by no means easy. Manager Blain Cavill, who had been with the company for about a year, recalls that first wet winter when the unpaved yard was six inches deep in mud. Every customer got bogged — and had to be pulled out with a tractor! His uniform consisted of overalls and wading boots.

In an effort to drain the yard he dug a large hole from which

to pump the accumulated water. One memorable morning he misjudged the edge of the hole. Before he knew what had happened he was up to his chest in icy water — on a 30 degrees Fahrenheit Liverpool morning!

Sustained by the vision of a comfortable new building, paved yard and air-conditioned office, he stuck it out and even managed to keep a couple of employees on the job.

The dream came true

The construction of the new store/office/workshop complex began in October 1971, twelve months after the branch had

opened for business. Because of the long, narrow dimensions of the 100ft. x 600ft. block, only half the area was utilised initially, and the other half held in reserve for future development.

A 4000 sq. ft. building was constructed on the left hand side, about 60 feet from the front fence, after the council insisted on a 60 foot setback. The yard was completely sealed, the office air-conditioned. The store was set up for maximum display, as well as storage of equipment. Other facilities include 2,000 gallon underground diesel and petrol tanks, a 10,000 lb. hydraulic loading platform, and

a washdown area complete with high pressure washer and grease/dirt separator. The yard has white lines to facilitate traffic flow and define the storage area.

Planned as the ultimate hire facility, the complex is now proving itself in operation. The design allows full vision and easy customer attention; the layout is streamlined and efficient. Perfection? Not quite, the directors say. There are a few minor things that could be improved, but these will have to wait until next time — if and when there is a next time.

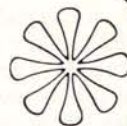
Anybody like to bet that there won't be?



From muddy yard to streamlined complex — Kennard's Moorebank branch.



HIREOSCOPE



CIVIC GESTURE: FREE TIP TRUCKS

A long-term community aid service to help clean up the environment will be launched within the next few weeks by one of Sydney's leading hire companies.

Sporting groups and other organisations are being invited to apply for the free use of a tip truck to help carry out community projects.

The offer is being made by Kennard's Hire Service Pty. Ltd., which will lend out one tip truck each week from each of the four Sydney depots. Kennard's say the offer will stand as long as organisations apply for the use of the trucks.

The company's managing director, Neville Kennard, says the idea is to encourage community groups to organise clean-ups of beaches, parklands and other areas. Any organisation may apply, including student groups, community and service clubs, sporting and surf clubs, Boy Scouts, Girl Guides and others.

Kennard's four Sydney depots, at St. Leonards, Rydalmere, Alexandria and Moorebank, will lend out one truck each week, normally on a Saturday.

Application forms can be obtained from the depot managers. These require the signature of a person over 25 years, and information regarding the area to be cleaned, the number of people taking part and the times during which the trucks would be needed. Applicants must also make provision

for the disposal of rubbish collected.

Priority will be given to the most worthwhile projects. However it is hoped that even the smallest organisation will be able to take advantage of the plan.

The trucks to be used will come from Kennard's fleet of two-ton vehicles, which require only a Class 1 (car) licence, and Kennard's will provide a full tank of petrol with each truck.

TOO MANY DIESEL DUMPERS?

At a recent meeting of the Hire Association of New South Wales members decided to send a letter to the Department of Motor Transport protesting against the recent increase in the registration of diesel dumpers. It was felt that the increase was unwarranted and undesirable. An appropriate letter was despatched on behalf of the Association, and a copy of this letter was sent to individual members along with the suggestion that they should protest strongly to their local members about the increase in registrations.

PROPORTIONATE MEMBERSHIP FEES

Should a new member of a Hire Association be required to pay the full year's subscription fee, irrespective of the month in which he joins? This vexed

question was exhaustively debated at an Association meeting in Sydney after a prospective member had raised the issue with the Secretary. Following the discussion Des Whelan suggested the following rates:

1 January to 30 June — full subscription
1 July to 30 September — half subscription
1 October to 31 December — full subscription & credit for the following year.

He added, however, that this is a matter for the Annual General Meeting, and said that he would give suitable notice of motion.

HELP US TO HELP YOU!

This is HIRE's first issue for 1973, and because of holiday shutdowns and other seasonal problems it isn't quite as plump and packed with good things as we hope the other five issues are going to be. When this reaches you we will already be collecting material for the April issue — so please let us have stories, news items, photographs, letters or whatever as soon as you can. We hope to make this the year when HIRE gets off the ground as a national publication, providing effective communication between hire operators in all States. We believe this can be done — but it will only happen if you who are reading this paragraph help to make it possible. If you're in the hire business, HIRE needs

you and, we venture to suggest, you need HIRE.

Don't leave it all to the other fellow. Help us to help you and we promise you a lively, representative, dynamic, magazine!

Deadline for the April issue is the 7th of March.

MERRY CHRISTMAS ... SILVERWATER STYLE

Silverwater Plant Hire donated and erected this Christmas tree as a contribution to the children's party arranged by the Art Gallery Society of N.S.W. at Sydney's Luna Park on December 13th.

Each year the Society takes over the fun park for a day and throws it open to the children.

Silverwater Hire, which offers plant and services to aid many worthy causes, provided a special footing for the tree because it was not possible to excavate on the concrete concourse at the entrance to the Park.



8 ways to protect yourself against

Misappropriation and Fraud

It's good, even necessary, to trust people, but this shouldn't involve becoming a sitting shot for the con artist. There is quite a lot you can do to check out the bona fides of a customer without getting his back up. HIRE is indebted to a large Sydney hire company for the following check list...

1. Mark and engrave your equipment clearly and indelibly.
2. Insist on identification, plus deposit.
3. Beware of flat and apartment addresses — particularly in areas where these abound.
4. Look at the 'date of birth' on a driver's licence. If he was born in 1950 he shouldn't have grey hair!
5. Ask for the home telephone number. If there isn't one, be careful. Prefix numbers should correspond with the address. For example (in Sydney) Chatswood numbers should start 41, Bankstown numbers should start 707 or 709.
6. If you are suspicious, check car numberplate against registration sticker. A stolen car usually has swapped number plates which won't correspond with the sticker.
7. Check signature on contract against signature on licence.
8. Record car registration number. If the equipment doesn't come back, you at least know the vehicle in which it went away.

HIRE FLEET INSURANCE

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

ARMITH PTY. LTD.

18 BERRY STREET, NORTH SYDNEY. N.S.W. 2060

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

Under-The-Road Drill

Mole Engineering Pty. Ltd., an Australian manufacturer and supplier of civil engineering, mining and industrial equipment, has released details of the latest mole "under-the-road" drill to be made available for drilling under prepared surfaces, railway embankments, airstrips and other structures where conventional excavation would incur heavy expense and inconvenience.

The manufacturer claims that the "under-the-road" drill provides an economic and efficient method of installing services under existing road surfaces or rail tracks. Water, gas, electricity, sewerage or traffic signal cables

may be placed without disturbing the normal flow of traffic, and without the added costs associated with open cuts such as warning lights, barricades, flag-men, and the necessity of backfilling and repair.

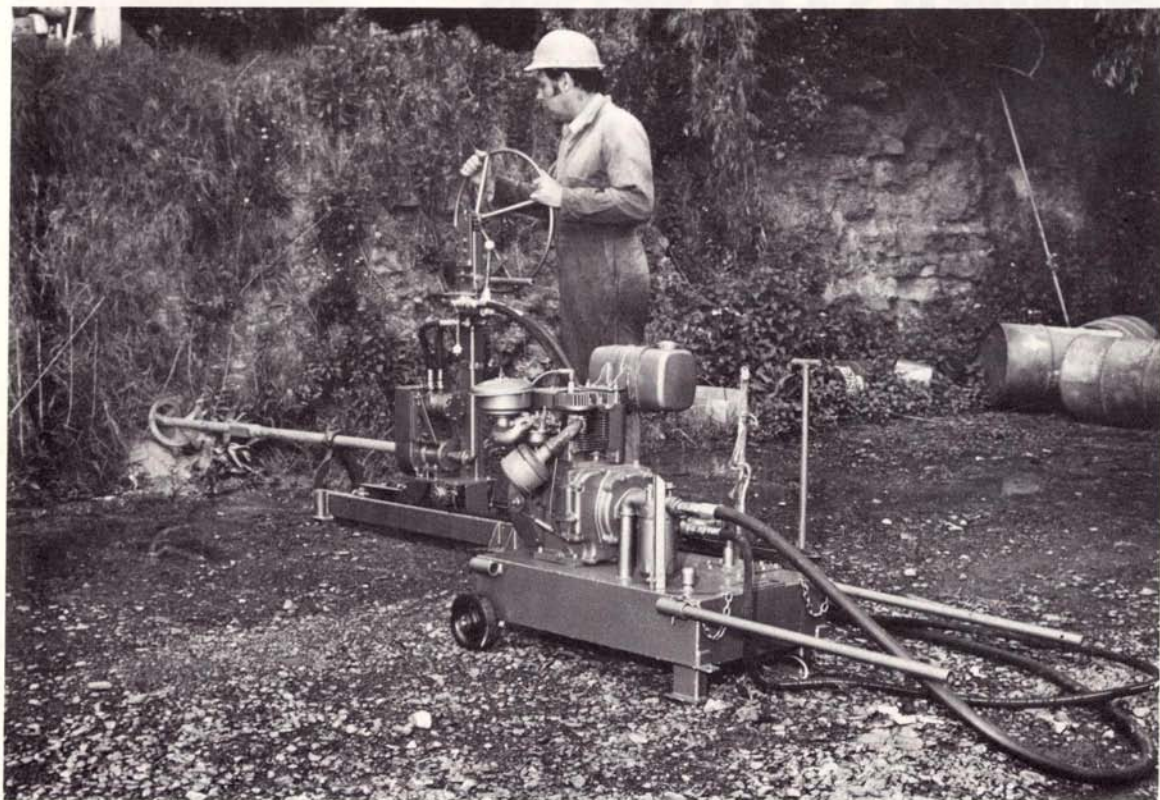
A feature highlighted by the manufacturer is the ease with which the Mole "under-the-road" drill may be set up, aligned and operated. It is simple to dismantle and fit into the back of a utility or the special trailer which is supplied on request, and is light enough to be handled by only two men.

According to the manufacturer, the Mole Drill is capable

of boring, by the "wet" method, through a wide range of materials, from hard rock to soft earth, and will operate successfully in comparatively inaccessible areas. Two basic designs are available the pneumatically-operated Air-Mole, and the hydraulically-operated Hydra-Mole.

The Air-Mole, claimed capable of drilling holes from 3" to 16½" diameter may be powered from any 200c.f.m. air compressor, and is fitted with a ¾" air hose connection. The drilling unit needs a trench only 8ft. long by 15" wide and to the depth required.

The Hydra-Mole is a smaller unit, requiring a trench only 7ft. long and 15" wide. Designed to drill holes of 2¼" to 10" diameter, it is normally supplied complete with the Mole hydraulic "Power Pack". This includes a



The Hydra-Mole Under The Road Drill with Power Pak, showing Reamer in use.

bigger Wisconsin single cylinder petrol engine (now 12½ h.p.), a 10 gallon hydraulic tank, a gear type hydraulic pump rated at 7 U.S. g.p.m. at 1000 p.s.i., and Pioneer quick-connect couplings for hydraulic hoses which are now 15 ft. long. The hydraulic circuit has been redesigned for easier maintenance and now includes an improved type of replaceable cartridge hydraulic filter, and a strainer in the reservoir.

A pneumatic version of the Hydra-Mole, known as the Junior

Air-Mole, is also available. This unit has the same specifications as the Hydra-Mole but is operated from a 100 c.f.m. air compressor.

All models feature manual feed, latch type replaceable rod guides and mains pressure water cooling. Standard carriage travel is 5 ft.

A complete range of drilling tools is available, including standard and special size drill rods, drill bits in all sizes for every type of ground condition, and

reaming augers up to 24" for large holes.

Further information is available from Mole Engineering Pty. Ltd., Rodborough Road, French's Forest. N.S.W. 2068.

Could it happen here?

Women's Lib versus the Hire Industry

Bill Grasse of Acme Rents sent this intriguing story of sex-discrimination in the U.S. Rental industry to Neville Kennard, who passed it on to HIRE. The story originally appeared in the Los Angeles 'Times'.

Can women run a high-powered plow? Rental Firm says No; Lawyer Files Suit

by Bella Stumbo

A Roto-tiller is a piece of equipment which looks and acts something like a high-powered plow. It normally comes in three sizes. The smallest version

weighs 644 pounds, has a nine horsepower engine and a blade expanse of 20 inches.

Roto-tillers are commonly used by professional gardeners and ambitious homeowners for cultivating yards for lawn seedlings.

That is what Mary Anna Anderson had in mind last November when she entered Northridge Equipment Rentals 18251 Napa St., Northridge. Her yard in Van Nuys was filled with rocks and hard soil and nothing would grow. She asked to rent the small red Roto-tiller sitting out front for the afternoon.

Northridge Equipment Rentals declined. They told Mary Anna Anderson that only men over 21 might rent the Roto-

tiller. Women, they said, tend to get hurt using such heavy equipment. Company insurance considerations, they said, prohibited the rental.

She Didn't Forget

Ms. Anderson, 28, a graduate of Hastings Law School, had just finished taking the California Bar exam. She promised to sue the company as soon as she became a lawyer, if she didn't get the Roto-tiller.

Northridge Equipment Rentals was unimpressed.

So Ms. Anderson, fuming but helpless, went to Balboa Equipment Rentals, which rented her a Roto-tiller.

But she didn't forget.

Last week, Mary Anna Anderson, now a criminal Lawyer in

Pasadena, made good on her promise. She filed a suit in Van Nuys Superior Court demanding punitive damages of \$10,000 for humiliation suffered, plus actual damages of \$15 for travel expenses, plus another \$250 in penalties for violation of Section 52 of the California Penal Code, which prohibits discrimination by business establishments on the basis of race, color and creed. But not sex.

Hence, as an added bonus, Mary Anna Anderson says that if she wins her case she also will be making new law by extending the protection of Section 52 to women, too.

"I've never even considered myself a women's liberationist before," she says. "I've always thought that some of the braburners and militants did women more damage than good. But this is a simple matter of equal rights for women.

"If I think I can handle a Roto-tiller, who are they to tell me that I can't just because I'm female?"

And there were the anger and shock she felt at the rental office that day, she recalls. "I was humiliated in front of several customers. They laughed at me for even presuming to rent a Roto-tiller."

Hopefully Northridge Equipment Rentals "will become an example" for other sexist-minded rental companies around town, she concludes.

Northridge Rentals remains unimpressed.

The owners, M.R. Groff and his wife Helen, have been sued before. They've won some and lost some. They responded to Ms. Anderson's suit by going on vacation. Meantime, their employees are willing to discuss

the case but not to reveal their names.

A silver-haired woman who says she's been office manager at the company for 20 of its 25 years, serves as the semi-anonymous spokesman for the absent Groffs. Her name, she says, is Helen.

The Groffs definitely will fight the suit, says Helen, "because we don't think it's discrimination to refuse to rent a Roto-tiller to a woman."

And never in her 20-year memory has the company rented a Roto-tiller to a woman, she says.

"It's for the customer's own good, as well as ours. If they get hurt, they'll just try to sue us." And Roto-tillers, she believes, are among the most dangerous machines in the lot. Blades can fly off. Rocks can fly into the air. Gears are complicated. Even unloading is tricky.

The customer's size has no bearing on the company's policy either. "Even a 200-pound woman probably wouldn't have the same mechanical aptitude to operate a Roto-tiller as a man, even if he's much smaller," says Helen.

Gardener Killed

(Sometimes even men can't handle the machines. Ten years ago, she points out, a professional gardener was killed by mis-managing a Northridge Rental Roto-tiller. The family sued for \$1 million and ultimately collected \$250,000 from the manufacturer.)

There are other pieces of equipment the company won't rent to women, too, says Helen. Power lawn aerators, air compressors and jackhammers, chain saws and cement finishers, among other items.

Once the company rented a woman a Ford tractor "because she had driven a tractor on a farm since she was 7 years old and she convinced Mr. Groff she could handle it." But such exceptions are extremely rare, she adds.

"Primarily, we only rent non-powered hand tools to women. Usually that's all they ask for, so we don't have any trouble." Lately, however, she's noticed more women requesting power tools. "I guess it's all this liberation," she shrugs.

At least two other equipment rental companies are less cautious than Northridge Rentals.

"If they want a fork lift from us and they can operate it, they can rent it," says Marky Moore, credit manager for Acme Rentals. Bill Branch, manager of A-1 Rentals in Alhambra, says the same. "I've been in this business for 15 years and we've never refused to rent anything to a woman because of her sex. We'll rent anything to anybody who can operate it," he says.

Meantime, Mary Anna Anderson is waiting for the Groff's next move. They have 30 days to respond to her suit and she expects a courtroom battle. She will argue her own case. Her husband, William Henley, also an attorney in Pasadena, will probably help her, she adds. But she suspects he thinks the whole episode a little silly.

"At first he didn't think I was serious. He thought I was making a big fuss over nothing. I think he's only starting to realise that I'm really in earnest about this, that it's more than just a simple matter of a Roto-tiller."

If you hire power tools and equipment

You're in the safety business!

Power tools are only safe when they are checked, properly serviced and treated with respect. The hazards are very real when this type of equipment is being constantly hired out to members of the public who can — through ignorance or irresponsibility — abuse and damage it. In fact the dangers are so considerable that the American Rental Association has compiled a list of check-out procedures for its members. The procedures — and the dangers — know no national boundaries, so we are reproducing them for the use and protection of Australian hire companies...

A.R.A.'s Proposed Check List for Portable Power Tools

The following check-out procedures shall be followed to improve the safety of portable electric tools which are utilized by members of the American Rental Association.

1. When a tool and/or accessories are received from user:

A. CORD SETS AND EXTENSION CORDS

Visually check cords for cuts and/or other obvious damage and replace if necessary. Examine plugs for damage to ground terminal. If ground blade has been removed, the plug or cord shall be replaced.

B. SWITCH

Check mechanical operations of switch. It should be free to excessive drag and binding. Also, check for secure mounting and any other obvious defects.

C. CHUCKS, COLLETS OR OTHER TOOL HOLDING DEVICES

Check that parts are in good

functional condition.

Also check that proper size wrenches and keys are available. Attach chuck keys to the power cord with rubber type holders.

D. GUARDS

Check guard for proper installation. Movable guards shall function smoothly.

E. HOUSINGS AND GENERAL HARDWARE

Check general condition of housings for defects or damage. Replace missing hardware and tighten all loose bolts and/or fittings. Any illegible nameplates, caution or warning tags or markers shall be replaced according to the manufacturer's specifications.

F. BLADES AND BITS

Check for any damage or defects. Resharpener as required and reinstall in accordance with manufacturer's recommendation.

G. ADJUSTMENTS

Make any necessary adjustments per manufacturer's recommendations.

H. MECHANICAL OPERATION

If possible, the tool should be rotated by hand to assure that all parts are operating freely and no internal damage to drive train can be noted.

I. LEAKAGE CURRENT TEST

This test shall be performed using an approved ground fault interrupter (GFI); reference, Model GFA-100 manufactured by Harvey Hubbell, Inc. or equivalent. The test procedure shall be performed per the manufacturer's instructions with the tool being operated in each of its modes of operation (i.e., forward, reverse, etc.) The tool should be operated at no load to check commutation and listen for unusual noise which might indicate mechanical trouble in drive train, bearings, etc.

Any tools which trip the GFI should be immediately identified with a red tag as unsafe and be repaired by qualified personnel in accordance with the manufacturer's recommendations prior to returning to service.

2. When tool is given to user:

The following procedure shall be followed by counterman when issuing a tool to a user:

A. Instruct the user on the proper operations and safety aspects of the tool. Include caution on the use of (1) proper accessories which are recommended by the manufacturer; (2) other related safety devices such as goggles, gloves, mask, etc.; (3) review general A.R.A. safety rules with user and give him a copy.

Continued Next Page

You're in the safety business!

B. LEAKAGE CURRENT TEST

Perform a leakage current test in the presence of the user so that he can verify that the tool is electrically safe. Explain to the user what the test accomplishes. Have the user sign on the rental contract that he witnessed that the tool successfully passed the test.

3. Periodic Inspections

A complete, up-to-date set of instruction manuals, parts lists and wiring diagrams should be maintained for all tools handled by each Association member.

This procedure should be followed to improve the service life of the tool and thereby indirectly improve user safety.

A. BRUSHES

Examine for breakage or wear. Replace brushes when worn to $\frac{1}{4}$ " in length. (Note: After inspection, return brushes to their original position.)

B. LUBRICATION

Check grease and oil levels and replenish with amount and type recommended by the manufacturer.

C. CLEANING

Remove vent covers and blow out dust from the brush holder and commutator area. Clean out any build up of chips or dust which may affect ventilation or operation of guards.

ARMSTRONG-HOLLAND-JAEGER

ACTIVE AIR-Plus

- 1 Jaeger compressor 'know-how'
- 2 All Australian manufacture
- 3 Reliability proven for Australian conditions
- 4 Unequalled spares backing
- 5 Rotary design — giving cooler operation — lower maintenance costs — economical operation —

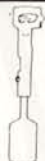


ACTIVE AIR — From 125-600 C.F.M.
ACTIVE SERVICE — Australia wide

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

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

**N.S.W. AND N.T. DISTRIBUTORS OF
THOR CONTRACTORS AIR TOOLS**



CLAY DIGGER,



DEMOLITION TOOL,



ROCK DRILL,



BREAKER,

Pre-fab Promotionals



The Hire Association of New South Wales has advised members that there is now a good range of stickers, transfers and other promotional material available on order. Promote the Hire concept — help the industry and help yourself by making full use of these 'instant' business aids.

Place your order with:

**The Secretary,
Hire Association of N.S.W.,
6 O'Connell Street,
Sydney 2000.**

"Need it? Hire it!" Stickers
@ 10 cents ea.

"Why. Hire?" Cards @ \$1.50
per 100

"Check Oil Transfers Daily"
@ \$1.00 per 100 (minimum 25)

"Please clean after use"
Transfers at \$1.00 per 100
(minimum 25)

"Petrol/Oil Mix Only"
Transfers @ \$1.00 per 100
(minimum 25)

H.A. Stickers — FREE

WHY HIRE ?

1. To avoid tying up your valuable capital.
2. To eliminate storage costs and problems.
3. To try out new ideas and equipment.
4. To eliminate maintenance problems.
5. To take advantage of the tax situation — hire charges are fully deductible in business.
6. To get the latest in design and fashion.
7. To save registration and licencing fees.
8. To avoid obsolescence and disposal problems.
9. To get the right tool or machine for the job and save manpower.
10. To fill in at peak periods.
11. To fix your costing exactly.
12. To avoid breakdown panic.

HIRE — The means by which you can have the use of goods without the burdens of ownership.



Whither the Hire Industry?

While this journal endeavours to concentrate on the local hire scene, we are not so chauvenistic as to ignore some of the excellent and challenging material in overseas publications. As a case in point, we bring you this condensation of an article, *What Does the Future Hold for Us?*, written by KEN COOK, Chairman of the Construction and Industrial Equipment Council, for RENTAL AGE...

If there is one constant thread running throughout the fabric of life in this century, it is the element of change, and in today's complex civilization, that change is occurring at a fast pace.

Progress comes when education creates both new wants and the ability to satisfy them. Change does not necessarily assure progress, but progress requires change.

No great advance has ever been made in science, politics, business or religion without controversy. Any change, even one for the better is accompanied by drawbacks and discomforts, and most of us resist change while standing for progress.

Look around you. Change... it is symbolic of our time — change in clothes, change in

architecture, change in transportation, change in equipment, change in communications.

A not-so-quiet revolution is taking place in the business world with new concepts, ideas and techniques. The tempo of American business is rapidly picking up. And those who don't believe it and don't keep the pace are falling by the wayside. Are we keeping pace?

While we within the rental industry know where we are, what about our customers and the general public? How many people outside our industry are really familiar with our progress? Is the way we now communicate a true reflection of what we are and what the future holds for us?

Ask yourself:

Does the general public recognize and accept the rental industry as a professional and sophisticated business?

Are we assuming our full responsibility in the development of our industry?

Are we prepared to meet the demands of the '70's? Do we have a full understanding of our responsibility to the full rental-service concept?

Are we building an industry, or are we inviting the manufacturers to assume the leadership? We must answer these questions in the next decade if we are to communicate and effectively create a vibrant and strong rental industry. All of these



Ken Cook

facts contribute to the total impression, and from this impression an image is created. We must be responsible to our customer and future prospects, to our present and prospective employees, to the equipment manufacturers and financial community, to our shareholders and, even more important to ourselves.

Each of us should ask ourselves what we have contributed. We should ask ourselves what we can contribute and, above all, each of us **should** contribute. Opportunity is often missed because we are broadcasting when we should be tuning in. To be capable of respect in our industry is almost as rare as to be worthy of it. It is usually easy to tell whether we will be right or wrong in our decisions related to our industry by merely observing those who think we are wrong. Let us unite and stand together to build a strong rental industry for the future.

Are We Getting Away with Murder?

asks **BILL GRASSE** of Acme Rents, Glendale, California.

I've said this before, and I'm going to say it again and again: your rental company is going to grow, and it will be almost impossible to hold back this growth. But — and it's a big but — if our first battle line is not drawn up to properly maintain our equipment, then the opposite just may take place.

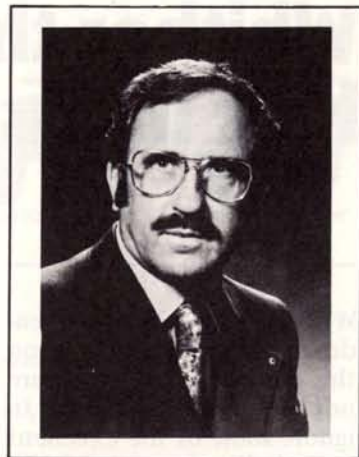
Everywhere I go, most meetings I attend, most of the conversation and discussion is on every subject except proper equipment maintenance. It seems to me that most of us have gotten away with murder, and consequently just go on hiding our heads in the sand when the subject of maintenance comes up.

Frankly, I'm just going on record once again to say that unless this turns around, with more and more consideration given to equipment maintenance, we are not going to be in

business. The good days will come to a halt. The public will no longer accept poorly maintained equipment, and the contractors are already becoming pretty nasty about having downtime on rented equipment.

We are all faced with many factors which will force us to maintain our equipment — not just the demands of our customers, but of our insurance companies as well, and of the government. New standards of all types — pollution, noise and safety — will be put into law, and we haven't seen anything yet if we don't start preparing our shops and our mechanics for the workload that's coming up in the future.

Everywhere I go, I see rental owners talking about buying this, adding this, adding that — very seldom do they tell me how much time and effort they're putting into the maintenance



of their equipment. They seldom even mention the shop, or the efficiency of the shop crew.

If shop work gets behind, they say "patch it up" — if this keeps up, there will never be enough time or money to get equipment back into good running order.

I may be a voice crying out in the dark, but I contend that as your equipment maintenance goes so goes your business. Your business will grow only if you give more thought and consideration to a good shop, a good maintenance crew and properly maintained equipment.

—**Rental Equipment Register**

FROM OUR READING...

SAFETY

A few months ago, we fell behind in our safety meetings. Our company paper, which pushes safety, was not printed. Old safety information was left too long on the bulletin boards. Because of this, our employee accidents climbed.

After we got back on the safety kick, our accidents backed off. And not only does the safety kick help at work, but

also wherever else we are — at home, in school, while shopping, etc. Like it's said: "Safety just doesn't happen... it's brought about."

— **Bill Grasse, California**

PROMOTION

In contrast to a Grand Opening, you can stage an Open House almost any time you wish. You can send out invitations to special folks you want to see, or you can play it by ear and let

the public wander in. It's a good opportunity to invite the public to see the rental business. You can offer coffee and cookies, have a special product demonstration, or pass out simple giveaway items like matchbooks and balloons or low cost pencils with your firm name. You can have an Open House at a minimum cost, and it could introduce you to some valuable new customers.

— **Ken Warren, A.R.A.**
Advertising Consultant.

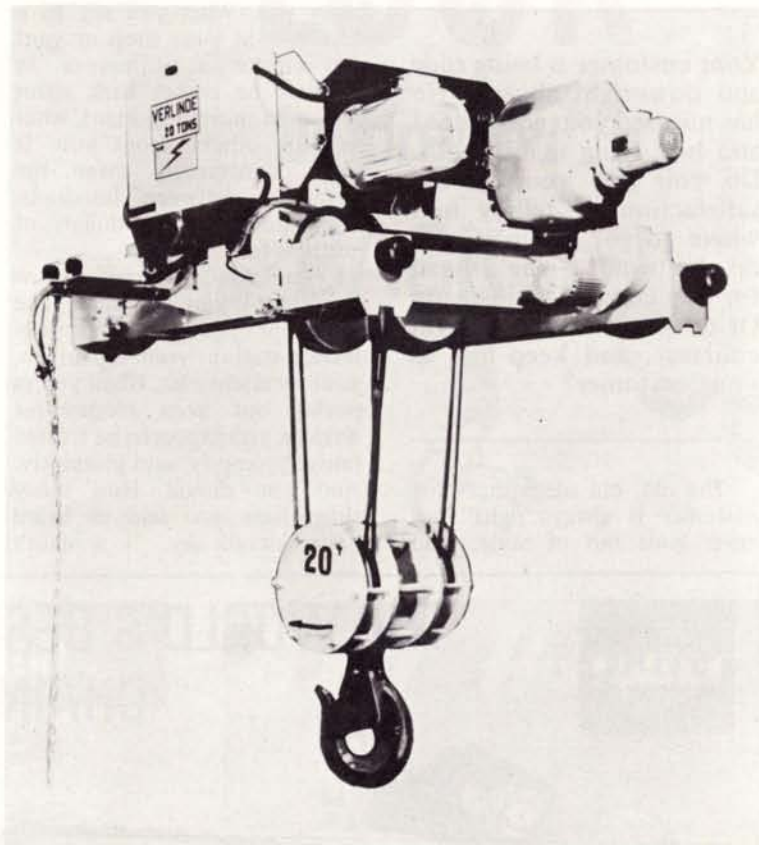
Extension to "Eurobloc" Electric Hoists

The "Eurobloc" range of electric hoists available from Lindquip Pty. Ltd. has recently been extended to include hoists of from 10 tons to 20 tons load capacity. Lindquip is a based supplier of hoists, winches and associated materials handling equipment.

As with others in the range, the major components of these new "Eurobloc" hoists are manufactured in France. They are subsequently assembled in Australia incorporating 30% local content, and are tested to ensure conformity to Australian standards and specifications.

According to the company, the extended range of from $\frac{1}{4}$ ton to 20 tons load capacity, all individually rated to types of duty, will allow economical selection to meet virtually any industrial need. The new hoists are available with one or two lifting speeds, and can be supplied in various mounting configurations, with various trolleys, and also double rail crane crabs. Suggested applications include automotive and other assembly work, metal fabrication, light or heavy engineering and in-plant materials handling.

Technical features are said to be similar to those in the rest of the range, and include a



This 20 ton electric hoist is now the largest of the "Eurobloc" range assembled and marketed in Australia.

totally enclosed fan-cooled motor with patented electro-magnetic disc brakes mounted at opposite ends of the hoist; a re-designed triple reduction gear unit housed in a sealed oil bath; and nylon rope guides and pressure rings which eliminate rope damage otherwise created by side-pulling situations. The new disc braking system is said to minimise gear train stresses and shock loadings and to

provide additional safety without jerking either the ropes or the load.

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

Keep Your Cool AND Your Customer

Your customer is being rude and downright abusive. He has misused your equipment and he's lying in his teeth. Do you give yourself the satisfaction of telling him where to go? (Even if you do, he won't — he'll head for your competitor instead.) Or do you cool his ire with courtesy, and keep him as your customer?

The old, old adage that "the customer is always right" has never gone out of style. And

never will. What you say to a customer in your shop or yard may make a difference in whether he comes back again and, even more important, what he tells others about you. It could conceivably mean the difference between hundreds, even thousands, of dollars of business for you.

You know yourself how important you consider the treatment you get from your service station, your repairmen, your local chemist. When you're paying out your money for services, you expect to be treated fairly, promptly, and pleasantly. And you should. How many times have you said, or heard your friends say, "I wouldn't

go back to that **** place, the way they treated me."

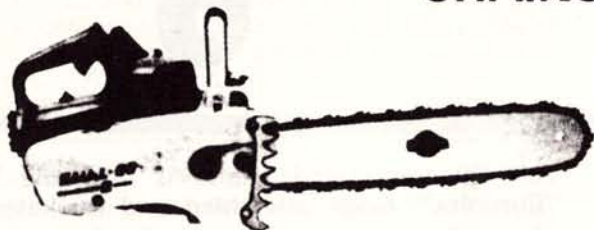
Force yourself to be nice, if necessary. It could well pay dividends for you.

Some customers are born complainers. Some have good reason, to voice complaints. Regardless, you owe it to your customers to show your listening prowess. Listen intently, and offer helpful comments if and when you can. Stiffly inclinations to interrupt and argue, especially if other customers are about. In fact, if you have a more private place to go, better suggest that you and your upset customer talk about it in private.

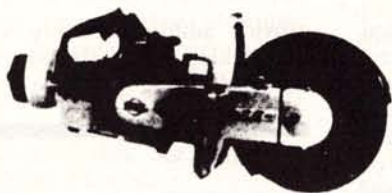
Lost tempers and lost customers go together.



THE WORLD'S BEST CHAINSAW TO HIRE



FITTED WITH
THE WORLD'S BEST
SAW-CHAIN



Stihl "Cut-Quik". Abrasive
cutting machine
Cuts — Steel Masonary
Fitted with Micronic Filter
For Engine protection.



State Distributors.
HERBERT OSBORNE

Division of ALDUS LTD.

N.S.W. 100 Chalmers Street, Sydney. 69-6053
S.A. 1 Maple Ave., Forestville. 97-1366

Worth 1,000 Words -or \$1,000

It's an old precept that a picture is worth 1,000 words, but when the picture happens to be a down-to-earth safety poster it could be worth \$1,000 — or much more.

Here are some examples of the safety posters issued by the Kemper Insurance Company in Chicago. Each poster bears the admonition: **Cut out and display on bulletin board.**

LOOK

before you

BACK



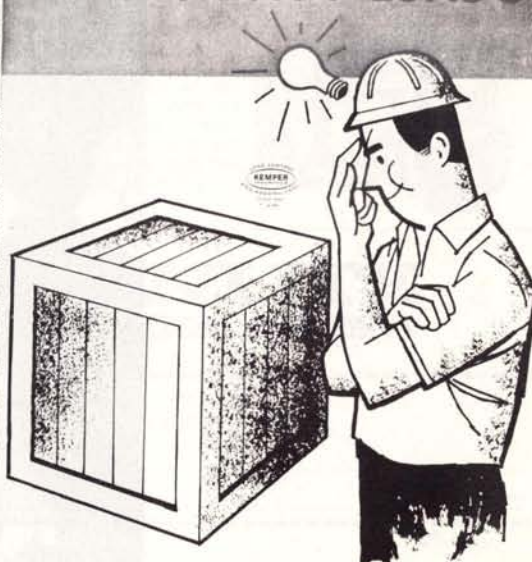
whatever your job...



cleanup for SAFETY!

GET HELP

WITH HEAVY LOADS



Convention Flashback

It wasn't a case of all work and no play at the 1972 Hire Convention. Sounds of revelry by night, not to mention the occasional sore head next morning, testified to the Associations' zest for relaxing when the day's work was done. Remember these moments captured by the camera...?

Applause for Casanova...



... And for
Mike Duck

Davey~Dunlite products guarantee continual Hire ~Company profits because they're always in demand.

The way to make big profits in any Hire-Company is to offer equipment which is so efficient that customers will rent it on sight. Davey pumping equipment and Dunlite generating sets are recognized throughout Australia as being leaders in their field. This means that your Davey-Dunlite equipment won't lie around idle in your headquarters — it'll constantly be out in the field earning you profits because their rugged design and construction cuts maintenance to an absolute minimum. Get details of the wide selection of Davey-Dunlite products.
Fill in the coupon below and mail it to us today!

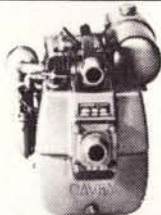
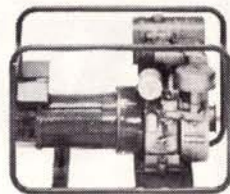


Mudflo Diaphragm Pumps for those Tough Contracting Jobs

Simple design, ruggedly built Mudflo Pumps can be run all day. Runs dry without damage!

Dunlite Portable Power Packs

These lightweight 240 volt A.C. Portable Generating Sets are available in 2.5, 4 and 5 K.V.A. sizes, powered by either Briggs & Stratton or Honda petrol engines, or by Honda and Petter diesel engines.

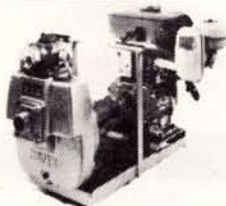
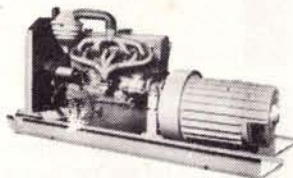


Davey Portable Self Priming Pumps

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.

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.



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.

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.



**DAVEY
PUMP COMPANY**



**DUNLITE
ELECTRICAL COMPANY**

DIVISION OF PYE INDUSTRIES

TO: DAVEY-DUNLITE, 2-22 HARGREAVES ST., HUNTINGDALE, VIC., 3166.
Please post me details on: () Davey Pumps () Dunlite Generating Sets

NAME _____

ADDRESS _____

DP1172

the Sullair 17,520 hour warranty (that's 2 years)

Sullair's unconditional warranty period.
It's a 'no-nonsense warranty'.
And we're the only manufacturer in the
compressed air business to give it.
Along with a 24-hour service programme.

An Australia-wide dealer network.
A range of machines from 85-1600 c.f.m.
Including the largest mobile air
compressor in Australia—the 'Sully 1600'.
With the 'Sulliscrew' air end in all units.

**Solve your air compressor needs.
Get in touch with the 'real' air force.**



SULLAIR

the compressed air force

SULLAIR AUSTRALIA LIMITED.

3206 Australia Square, Sydney 2000.

Telex: 24844. Phone: 241 3131

W.A. T. W. Crommelin & Co. Pty. Ltd. Phone: Perth 28 8344 ■ Vic. Goldfields Mining & Pneumatic Tools Pty. Ltd.
Phone: Melbourne 95 4877 ■ N.S.W. Morgan Equipment (Aust) Pty. Ltd. Phone: Sydney 604 6444 ■ N.T. Blackwood
Hodge (Aust) Pty. Ltd. Phone: Darwin 84 3166 ■ Qld. Morgan Equipment (Aust) Pty. Ltd. Phone: Brisbane 70 5552.

SULL/D4/7338