

Vol 6, No.2

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

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Hire

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

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
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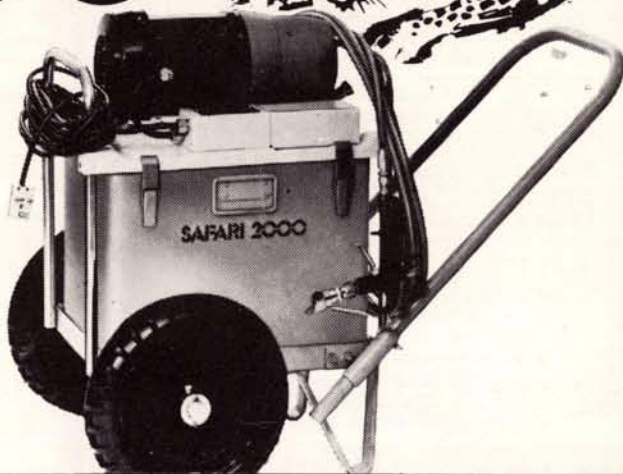
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President's Message



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

With stocktaking behind us and a new year ahead of us, I believe that we should all be thinking about our responsibility to the Hire Association and to the industry as a whole.

Now that more and more members are publicly identifying with the Association – displaying its insignia in their advertising and on their stationery – we have an increasing responsibility to keep its image bright.

Every instance of inefficiency or poor service, every suggestion of less-than-fair play, reflects not only on the

individual concerned but on all the other members of the Association. Worse still, it influences the acceptance of the total hire concept in our community.

If, as seems to be the case, we have entered a period of industrial unrest, we must look at it as an opportunity to provide new types and avenues of service to help the public overcome their difficulties. The recent power strike and the unprecedented rush to hire generators illustrates the way that hire companies can give service and build future custom.

But responsibility is implicit here, too. Many of the people who hire equipment during an emergency are first-time hirers. If they get poor service, if they are taken for any kind of ride (and there is always a temptation to take people for a ride when demand exceeds supply) they won't give us a second chance. They will be lost to the industry forever.

The kind of service we provide in times of crisis could put us years ahead – or years behind.

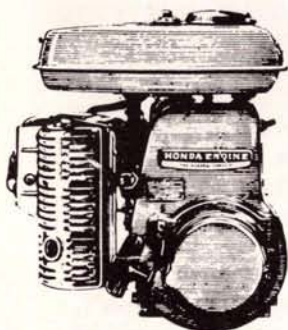
If you align yourself under the banner of the Hire Association, make sure that all your actions reflect what it stands for. Remember that it is your responsibility to keep its image bright.

HIRE is indebted to N.S.W. Association President Barry McDonald for stepping into the breach and providing us with this thought-provoking message. The National President, Neville Kennard, was overseas, following the death of his father covered elsewhere in this issue.



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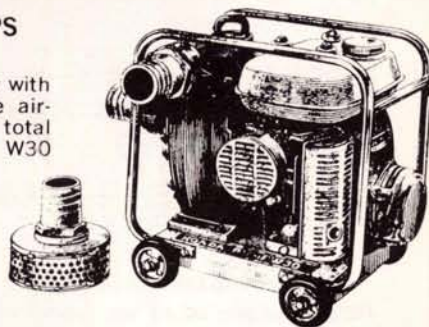


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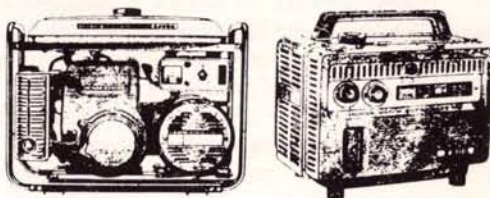
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Editorial

Are conventions really necessary?

A good question. Especially right now when some people are probably still debating the pros and cons of attending the 1973 National Hire Convention.

Is there any real justification for outlaying the money, perhaps traveling interstate, taking time off from your business? To put it bluntly, what's in it for you?

The answer is a complex one, because many of the benefits which hire people will take home from the Convention this year will be intangibles. A sense of problems shared, for example, and possibly solutions to some of them. A clarification of objectives. Stimulating discussion with people who speak your language, who are going your way. The rare opportunity to stand back and really look at your own business, objectively and in context with the industry as a whole.

You'll take home some other things that won't be any load to carry. Things like inside information and expert advice. The good word from the Victorian Association President, Stan Jessup, is that this

year's Convention will cover a wider field and get closer to industry themes. Closer, that is, to the issues great and small affecting your own business today.

But suppose you're doing very nicely thank you, suppose you've got this hire game sewn up. Is there any point in going to the Convention?

There is a great deal of point, because it is the one opportunity in the entire busy year for hire people all over Australia to consolidate and take action for the betterment of everyone in the industry. It turns the virtually powerless individual into part of an effective force.

See you in Melbourne in September?

Announcing the event of 1973

The 2nd Annual Convention of the Hire Association of Australia

organised and hosted by The Hire Association of Victoria

**To be held at
Noah's Hotel Melbourne
Friday 28th Sept to Sunday 30th Sept**

- * A great lineup of distinguished guest speakers
- * plus stimulating discussion
- * plus rewarding fellowship with people who share your goals and problems
- * plus a full programme of entertainment

The Hire-world and his wife will be there!
Resolve NOW to keep the date free.

A new concept in Australia —

MANUFACTURING for the Hire Industry

In the United States it is not uncommon for a manufacturer to gear his production to the requirements of a specific segment of the hire industry. But in Australia these requirements have been largely — or entirely — overlooked.

So at a time when hire is forging ahead in this country as never before, it is good to know that a manufacturing company has finally been formed to design and develop equipment for the hire industry — equipment of the right type, at the right price, for any practical requirement.

The company is Pannell Plant Pty. Ltd., which opened a 1½-acre factory-office complex at Peakhurst, Sydney, during May. Powering the operation is a human dynamo named Chris Pannell, supported by two co-directors, Peter Willoughby and

Ken Yates.

To anyone in the civil engineering, building construction and plant hire fields, Chris Pannell is a name to conjure with. His drive, vision and expertise are widely recognised. An Associate Member of the Institute of Plant Engineers, London, he is a creative and versatile designer. The equipment Pannell Plant is marketing emanates from Chris Pannell's drawing board and his in-depth knowledge of the market.

While he stresses the fact that his business is to supply the hire industry, not compete in it, it is probably a fact that his hire background is one of his greatest assets. Only a man who had been actively involved in the hire industry for more than twenty years could have such practical insight into the real needs and problems of hire companies. He

is aware, for example, that equipment intended for a hire operation has to be husky enough to stand up to rough and constant use — that it should, in fact, be specifically designed to do so.

This, too, is his terrain. Chris Pannell has been involved in the development of vibratory compaction equipment for more than two decades.

Six weeks after Pannell Plant Pty. Ltd. opened its doors it had ten people on the payroll, orders exceeding \$100,000 — and unlimited growth potential. A number of well-known hire companies were already taking delivery of equipment. Early orders included pedestrian and tandem self-propelling vibrating rollers, trailer-type vibrating rollers and hoist towers.

The advent of a manufacturing company specialising in the requirements of the hire industry is good news in anybody's language for companies contemplating the purchase or replacement of equipment. Pannell Plant — still too newly on the scene to be listed in the telephone directory — is located at 713 Forest Road, Peakhurst, postcode 2210, and the phone number is 534-1400.

Convention preview:

Getting down to the nitty-gritty

It will be welcome news to most people that the 1973 Convention of the Hire Association of Australia will be coming to grips with a wide range of industry issues.

The first all-States convention

since the National body was formally constituted, as well as the first to be held in Victoria, it could well prove a pace-setter for conventions in future years.

Clearly, a function of this type is a difficult thing to organ-

ise, with — among other problems — attendance figures being unpredictable until late in the planning period, but our information is that the Hire Association of Victoria has everything beautifully under control. It even seems likely that the committee will succeed in plugging up the holes which normally creep into the organisational fabric.

CLARIFICATION

In the past — to take just one example — a certain amount of confusion has arisen over the registration fee and precisely what it covers. This year our

Victorian hosts have redrafted the registration form in order to specify, clearly and unequivocally, what you are going to get for your money. This must obviate some of the minor disputes and dissatisfactions which can mar the overall success of a convention

WIVES' LIB

Then there is the question of providing entertainment for wives. A well-run convention caters for the wives who don't wish to attend the lectures and discussion groups, as well as for those who do. Last year, it may be recalled, quite a number took their bikinis and resort wear to Broadbeach, planning to relax on the beach and work on their suntans. But — and this was no fault of the organisers, or at least not of the terrestrial ones — the heavens opened in a deluge and the whole weekend was cold and wet.

Melbourne, on the other hand, isn't gambling on good weather. (Anyone on the point of making

a crack about Melbourne weather is herewith advised that it is frequently quite beautiful in late September, with blue skies and gardens gay with flowers.) Take the arrangement for Saturday. Wives who prefer to bypass the afternoon session can enjoy a tour of Melbourne's famed Botanical Gardens, Como (an old home of great historic interest) and the Southern capital's extremely fine Art Gallery.

LOCATION

The choice of location is always an important one, and this year the Victorian Association decided to break new ground. Instead of choosing a resort — such as Terrigal in N.S.W. or Broadbeach in Queensland — it settled on a spacious modern hotel in the very heart of the city. This is the Hotel Melbourne, latest in the luxurious chain of Noah hotel-motels. The accommodation, convention area and equipment available are believed to be outstanding. Many convention-goers

will appreciate the convenience of the central location, as well as the comforts and facilities of the hotel itself.

FUNDAMENTALS

Although the social events and hours of relaxation are being planned in fine detail, this isn't going to be a showy American-style convention. No fireworks or big guns or names in coloured lights. Essentially, it will be a wide-spectrum congregation of hire people from all over Australia and beyond, getting down to tors and thrashing out the issues affecting every aspect of their business. Because hire is becoming more and more spectacularly a growth industry, it will probably be the most important, rewarding and far-reaching convention yet.

The non-to-be-missed date on your calendar: the 28th, 29th and 30th of September.

Have you registered yet? Better not let too much grass grow underfoot!



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The following short article is reprinted by courtesy of STOWAWAY, a quarterly published by Henley Forklift (Australia) Pty. Ltd. Henley's hire subsidiary, Liftruck Hire Pty. Ltd., is a newcomer to the hire scene.

Hiring has many advantages

There's more to buying a new car than just selecting the size and colour. How well it suits the owner's requirements, how maintenance-free it will be, and how much it will cost to operate are all prime considerations.

And the same considerations apply when a company is making a major purchase such as forklift equipment.

With the establishment recently of a new Henley subsidiary, Liftruck Hire Pty. Ltd., prospective customers can now 'try before they buy'.

"By hiring a company can try out new equipment and new ideas and then select the machine best suited to its requirements," says Ted North, head of the hire subsidiary.

But in addition to the "try before you buy" approach, many companies are hiring because it's simply more efficient and economical, he notes.

A recent example is the Precast Concrete Division of Melocco Bros. Pty. Ltd., which has put into operation an 18,000 lb. capacity Henley Hercules at its Gladesville (Sydney) facility.

In addition to solving Melocco's problem of moving and stacking the precast concrete and architectural panels it makes for the building industry, the hire of the Hercules had other

Responsible for the new subsidiary in New South Wales and Victoria is Ted North, who came to Henley with an impressive record which includes 22 years in the Australian materials handling field.

advantages.

"Hiring means we are not involved with maintenance and repair costs, and we realise a further saving by not having to stock spare parts, keep records or hire service personnel," said Don Bath, Melocco's production manager.

"Obsolescence and disposal problems are also overcome, and we have the right machine for the job at the right time," he added.

As in the case of Melocco Bros., hiring materials handling equipment can prove helpful to firms of any size. Small or medium size companies find it advantageous to hire rather than invest capital and interest in equipment that may be used only part of the year. Large firms would benefit from hiring extra equipment for peak periods or to avoid costly delays in case of breakdown.

By hiring the equipment, costing can be calculated exactly. Moreover, firms can take advantage of tax benefits since hire charges are fully deductible as a business expense.

In the few months since Liftruck was formed, it has acquired a fleet of 60 Henley trucks, and every one of them is out on hire!

Sudden passing of Hire Industry Identity

A father's death is a very personal anguish to his sons, but there must have been many people outside the family circle who shared a little of Neville and Andrew Kennard's sense of loss at the news of their father's sudden passing.

Walter Edward Kennard, who died at sea on July the 1st, 1973, was one of the creators and identities of the Australian hire industry. He was an inventor as well as an innovator, a founder of companies: Kennard Brothers Limited in 1932, Kennard's Hire Service (now directed by his sons) in 1951. He had ideas and the talent to implement them and turn them to profit. Long before he entered the hire business he invented and marketed roof racks; long after he left it — he retired 15 years ago — he invented a windscreen protector and a hose-holder, marketing them successfully.

He died on the Oronsay, bound for England. He was seventy years old.

Rather than offering the conventional words of sympathy we would say: in the achievements and memories he left behind him, Walter Edward Kennard has the truest form of immortality.



HIRESCOPE



SILVERWATER MOVES IN BANKSTOWN

Because of increased demand for equipment hire in the Canterbury Bankstown area, Silverwater Hire has moved to larger premises in Canterbury Road. Complete with drive-in parking facilities, the new Silverwater Depot is located almost opposite Fairford Road on the corner of Warren Avenue. This makes it part of a builders' and contractors' complex, being situated within yards of Pauls Hardware and Chown Bros. timber centre. Over 8,000 sq. feet provides ideal accommodation for Silverwater's huge range of hire equipment.

WEIGHTY ACHIEVEMENT FOR COATES HIRE SERVICE

The newly-formed heavy equipment division of Coates Hire Service has got off to a most auspicious start. The month of June saw the biggest single hire in the history of the Company. Arranged by Pat Patterson of the Miranda Depot, it comprised a 78T Sheepsfoot Roller and a 96T Smooth Drum Roller in tandem, towed by a Caterpillar D8 dozer. The total deadweight of the combined rig was 70/75 tons. It was the first hire to be handled by the new division — surely a good omen for the future.

OVERSEAS RECOGNITION

We've made the big time! The

following paragraph appeared in the June issue of the American journal, RENTAL AGE . . .

The annual convention of the newly formed Hire Association of Australia is scheduled for Melbourne on Sept. 28 and Sept. 30, 1973. Those interested should contact: The Secretary Hire Association of Australia, 6 O'Connell St., Sydney, NSW., Australia 2000.

ACTIVITY ACROSS THE TASMAN

The Hire Association of Victoria, New South Wales and Queensland have received copies of the following letter from Peter Brookfield of Hire Pool Rental Centres, New Zealand . . .

Dear Sirs,

Last week we held a meeting of about twenty Hire Companies and it would appear that we will hold another meeting in a few weeks, with the objective of forming an association.

It would be appreciated if we could receive copies of recommended rules and procedures that the other associations have adopted and found to be most progressive with their members.

What "sessions" appear to have been most absorbing to the members?

I have enclosed four copies of this letter for forwarding to the current executives of the present Australasian Associations, which we trust will be interpreted as an appeal for assistance.

Also possibly there might be somebody amongst them who

(say in three or four months' time) could accept an invitation to attend an inaugural meeting.

It is to be hoped that this appeal for help will call forth the necessary information and constructive advice, and that the New Zealand Association will soon be a going concern.

PLANT DESIGNED WITH HIRE IN MIND

First of a projected series of value-engineered machines designed expressly for the hire industry is the Pannell Plant 36R Tandem Vibrating Edgeroll. Considered by experts to be the ultimate in vibrating rollers, the 36R is intended for use on roads, footpaths, car parks, building sites and all other projects where high densities are required. Tough, stable, comfortable to operate, it has minimal servicing requirements. Keep an eye on this new-to-the-market but highly-experienced manufacturer, Pannell Plant Pty. Ltd. Machines of such durability, specialisation and operational capacity could well constitute a new deal for the plant hire operator.

IT'S AN ILL WIND . . .

There can be few strikes so disruptive to the life of a community as a power strike, as the residents of Victoria and New South Wales know only too well. And yet there are always a few people who — quite fortuitously — benefit from almost any kind

of public predicament. When power restrictions were introduced in New South Wales during June, Sydney equipment hire companies reported that they were doing record business! Never had there been such a demand for generators and air compressors to keep the wheels of industry turning in small factories. Hiring, it has often been emphasised, is a service industry — and the service aspect is most evident in times of crisis.

47 CHILDREN CLOCK IN AT 4 P.M.

What happens when a busy hire company is run by women with school-age children? Do the children get neglected? Not at Patti's Hire Service, where children come aplenty. Patti herself has seven, and forty more belong to other members of her staff. Somewhere around 4 p.m. all forty-seven children clock in by phone, report on their school day, perhaps get instructions for any shopping that may need to be done. If a mother is unavailable, one of the other mothers stands in for her. The children don't feel like latch-key kids, the

mothers are relieved of the worry which normally besets a working mother. Perhaps there's an idea here for other women who would like to get into the hire business. Patti says the system works, adding that American hire people were most intrigued to hear about it during her recent U.S. tour. They were confounded by the fact that a successful company could be run by a group of women with forty-seven children!

ON THE BALL IN CANBERRA

A move to the National Capital for Coates & Company's Eric South, recently appointed Depot Supervisor in control of the Company's Fyshwick and Belconnen depots. His many years' experience in the hire industry stood him in good stead, and he had no difficulty settling into the Canberra scene. He reports that he's finding the weather somewhat colder there, and that — how's this for adaptability? — he's following Aussie Rules because his beloved Rugby League isn't played locally.

Don't consult your wife - take her with you!

Wives are traditionally opposed to business conventions, and regard them as a thin disguise for orgies. The big exception is the National Hire Convention which gives wives the orchid treatment and really makes them feel wanted and important. So give your spouse a break and take her with you on the 28th, 29th and 30th of September. She'll love the comfort of Noah's new Hotel Melbourne, not to mention the entertainment the Victorian Association is laying on this year. (They're so keen to make you feel welcome that they might even arrange an orgy for you, you're dead set on having one. This is only an idea, not a promise. You'd have to take up with the Committee.)

Keith Breusch Pty. Ltd., G.P.O. Box 268, Sydney, N.S.W. 2001.

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

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Sydney Cabinet Meeting for the Hire Association of Australia

You probably recognise some if not all — of these faces. They belong to office bearers and councillors of the Hire Association of Australia in this its

inaugural year. It is estimated that some 60% of all hire companies in Australia already belong to the H.A.A. This national body meets four times a

year, and the photograph was taken during a recent meeting held in Sydney.



Executive members of the new Hire Association of Australia; (standing, l to r) Arthur Staines, Queensland; Peter Burne, Victoria; Barry McDonald, N.S.W.; Tom Cioccarelli, Queensland; (seated) Ern Turner, Victoria; Neville Kennard, N.S.W.; Rolph Schufft, Association secretary.

The Silverwater slant :

New trends & New directions in the Hire Industry

The feasibility of builders and contractors investing in equipment as opposed to hiring it has never been under closer scrutiny than today.

Recent strikes within the industry, the current power strike, shipping disputes and a very real threat of many and perhaps more damaging strikes to come are prompting management to look hard and long at any proposals requiring heavy expenditure.

Contractors and builders in particular are re-evaluating the benefits of hiring equipment ranging from concrete mixers and power tools through to hoists, hoppers and cranes.

Commenting on this trend, Gordon Esden, Managing Director of multi-outlet Silverwater Hire, said that it had never been more evident than today. "We can quickly assess a trend through the turnover of new hire equipment marketed by our company," he added. "Our recently launched crane lifting cage for palletised bricks and blocks, our new mobile mortar skip and double discharge hopper and even our latest personnel hoists and circular rubbish chutes have taken off more quickly on the hire side of our business. Normally our straight out sales of items of this nature would achieve a far higher percentage during a product launch period."

Large building contractors who once purchased outright in preference to hiring have reversed their procedure.



Silverwater Hire's new mobile mortar skip has corner lugs for simple attachment to crane after direct filling from concrete transport.

"One very sizeable company averaged eight specially constructed landing stages from our fabrication division every two months," he said. "Today the same company hires either our standard or slotted stages and calls on us to guide them on site usage."

He pointed out that the Australian hire industry has never been stronger or enjoying a greater period of development. Although this pattern has emerged in the industry overseas, he believes it to be even more evident in this country.

Hiring organisations are pro-

viding services that are still relatively new to most Australians. For instance, Silverwater Hire recently introduced a "do-it-yourself" home carpet shampooing service, costing the housewife only \$17 including shampoo.

Ten years ago this idea would have been considered impractical. Now a growing acceptance of hiring makes it a feasible proposition. It is most evident that the housewife of today is looking at methods of saving money as closely as anyone engaged in the business of construction or contracting.

You can get Free Promotion by 'angling' information

It is easy to be so close to your own business that you fail to recognise its news potential. This is unfortunate, because if you angle some of your services or activities in the right way you can sometimes obtain valuable promotion without spending money. Large hire companies retain professional public relations people to do just that, but even if your business is a small one — a one-man show for example — you can still get publicity. Be your own PR man. Put yourself in the reader's place and then ask yourself what is interesting or newsworthy about your particular business. Start by sending little paragraphs and news stories and photographs to suburban papers and industrial journals. You have nothing to lose — and perhaps a lot of valuable publicity to gain. To see how it's done, study this 'moving story' about Kennard's Hire Service. Kennard's retains an expert PR firm, but if you can't afford one you can do your own thing. Think about it. What's interesting and newsworthy about YOUR particular operation? All promotion is worth having — especially when it's free!

HIRING CAN MAKE THAT MOVING SO MUCH EASIER

People are always on the move — into new houses, new localities, new business premises.

But moving these days need not be the major operation it once was — and certainly not the headache.

An increasing number of people have found the advantages of hiring equipment for that moving job.

Given the right equipment and one or two friends, moving can be done with a minimum of fuss, while the mover knows that his Edwardian chair or his wife's favorite vase, are in the best of hands.

One of Sydney's biggest hirers, Kennard's Hire Service Pty. Ltd., with four

metropolitan depots, at St. Leonards, Rydalmere, Alexandria and Moorebank, is helping dozens of people move each day.

The cost of hiring equipment is surprisingly low and the saving can be considerable.

For all jobs

For a small job, the man who owns a car fitted with a tow-bar need only hire a box trailer.

But there are larger fur-

niture trailers and, for the bigger job, a wide variety of trucks, utes and vans.

Then there is the handling of all moving equipment, the hand truck and lifting straps, tie ropes and furniture pads.

To aid in the selection of equipment needed, Kennard's have printed a 56-page catalogue which has photographs of each piece of equipment and a short explanation of its function (interesting reading for anyone).



One of the furniture trailers and a hand truck available for hire.

HIRING IS A WAY OF LIFE

As the concept of hiring becomes more and more generally accepted, it is gratifying to see an increasing number of references to it in the press. All publicity is

helpful even when it is couched in light-hearted vein like this editorial which appeared in the SYDNEY MORNING HERALD on the 23rd of June. . .

For let or hire

A FAMOUS London shop used to boast that it would sell anything from a needle to an elephant. A story arising from this (it is a favourite with tourist guides) concerns a male customer who asked for an elephant sandwich in the snack bar. The waitress took the order without blinking, but returned later to report that unfortunately the kitchen had run out of bread, so was there, perhaps, something else the gentleman might fancy? This incident obviously occurred some time ago because no big store keeps elephants in stock today — they rent them as required, alive or deep-frozen, and it would obviously take quite a while to knock-up an elephant sandwich, whatever the state of the bread supply.

Modern economic thought (or a section of it) holds that elephants and other luxury items should always be rented and not bought. This, we are told, saves the lessor taxation (in a mysterious way that cannot be explained in the space available) as well as relieving him of the burden of a wasting asset. Even elephants waste away in time. On the other hand,

the lessor is in business because he knows that many people — in fact most people — cannot afford to buy such things as elephants, even by hire purchase, whereas they hardly seem to notice the steady outflow of capital represented by a modest rent, even if the final bill is much bigger than it would otherwise have been.

Thus everybody is happy, including the relevant economic theorists. Elephants, of course, may be an extreme case, but it is a fact that in the United States and, to a degree, in Australia, practically anything may be rented. This enables members of an "average family" (whatever that may be) to pretend they are not an average family, by wearing diamonds, mink coats and model gowns, driving Rolls-Royces or becoming the rulers, for a few days, of a tropic isle. It is even possible, in Chicago, to hire one of the sub-machine-guns used effectively by a member of the Al Capone mob in the historic St Valentine's Day massacre. This ensures an evening's fun, and doubtless comes in handy when the rent falls due.

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!

	<p>Mudflo Diaphragm Pumps for those Tough Contracting Jobs Simple design, ruggedly built Mudflo Pumps can be run all day. Runs dry without damage!</p>	<p>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.</p>	
	<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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DIVISION OF PYE INDUSTRIES

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Please post me details on: () Davey Pumps () Dunlite Generating Sets

NAME

ADDRESS

DP1172

Anywhere the action is - look for Silverwater!



The company's focus on industrial problem-solving is one of the secrets of its success. This Silverwater Hire landing stage is cantilevered for adjustment to the builder's requirements.

Following our reflections on the need for advertising and promotion in the hire industry, we were interested to come upon an article on the same subject in the June issue of the American journal, RENTAL AGE. It is our practice to occasionally pass on some relevant piece of material culled from an overseas publication, and this seemed worth sharing. . .

ADVERTISING & PROMOTION

By Conway "Red" Keenan

The automobile industry, the beauty products industry, and even food packaging and processing companies — whose products are a necessity to life itself — recognize the need for advertising. How much more important, then, is advertising to the rental industry, who in comparison is in its infancy?

Assuming that advertising is necessary for our future growth and positive development, how should we go about using it to remain "one step ahead?"

We should approach advertising from a professional viewpoint. Every rental operator has certain knowledge and expertise he brings into our industry from previous occupations and business endeavours. But, unless his background includes experience in the advertising field, he would certainly be well-advised to approach the professional agency for the help he needs. After all, few can perform their own surgery, cut their own hair or be their own legal counsel. "A man who is his own attorney has a fool for a client."

Why should we use a professional advertising agency?

1. Because they are professionals. This is all they do. They do not fix roto tillers; they do not collect bad accounts. Their approach toward your business and your customers is 100 percent positive.
2. You pay for this profession-

alism only as you use it. Their talent is available to you on a rental basis. When your promotion for a season or event is over, they are no longer on the payroll.

What can they do?

1. **Plan the marketing approach.** The advertising agency can plan our campaign or promotion with a definite goal in mind, knowing full well from experience which results can be achieved and how best to achieve them.

2. **Organize a campaign.** The advertising agency can decide which medium or media best suits our customers, type of business and location.

3. **Determine the cost.** Everything must operate within a budget and your advertising funds are no exception. Research into the cost of using various media is very time-consuming, and your agent's efforts in this area are well worth the cost.

4. **Establish the timing.** A comedian will tell you that timing is essential for getting laughs. Even the best written and best produced ad or commercial is of little consequence if it is presented at a time customers do not need the product.

5. **Place the advertising.** I can best explain this with an example. This spring our company's agency placed two one-minute radio commercials per week on our city's number one station. Since the commercial carried my voice, I received reactions from my

friends and acquaintances. In every case, customers and friends insisted that they heard me every morning, although the commercial was on two days out of the week. Its placement was obviously effective.

6. **Evaluate and insure the promotion.** Your agency can give you a third-party evaluation of what your marketing approach is accomplishing. Also, the agent acts as a go-between for you and the media. He verifies billings, making certain you receive what you are paying for, and assists in managing co-op billings where available.

Many people think that professional advertising is too expensive, since there is a markup for everything done and all ads placed. Others think that advertising fees are all paid for by the media and the rental operator pays nothing for the ad placement. Neither is completely true.

When you purchase radio or TV time, the cost to you is the same, whether you pay for it yourself or through an agency. The agency receives its income from the media (approximately 15 percent). Consequently, the only additional cost you might incur would be production costs for art work, taping or filming.

Newspaper space is usually purchased by the column inch, and the agency receives no discount from the newspaper. In this case, you would have a markup charge of approximately

17 percent. It can cost more to have advertising done by an agency, but the benefits are much greater.

Will your interests be served?

If you decide to use an agency, you must build a rapport with its account executive. You must train him as you would any other employee to learn the ins and outs of the rental business. He must in return inform you of all options available whereby your interests can be best served at a reasonable cost.

Advertising is not a cure for

business management. It will not by itself save a financially troubled company; nor will it bankrupt a sound, profitable company if used in excess. Rather, advertising is one leg of a three-legged platform on which a good business can be built. The other two legs are **PRODUCT AND PRODUCT KNOWLEDGE**, which assists you in your day-to-day, over-the-counter rental operations, and **SERVICE**, which is the act of providing the customer with what he wants, when he wants it, at a price he is willing to pay.

EVER KICK YOURSELF BLACK AND BLUE?

No, of course you haven't. But don't be too sure that you won't if you miss the Hire Association of Australia Convention in Melbourne on the 28th, 29th and 30th September. It's the event of the year for on-the-ball hire people.

Roving report:

Party Hire in the U.S.

The hire scene in Chicago and Los Angeles gave Patti and her sister Pauline, directors of Patti's Hire Service, considerable food for thought. They took it in in large chunks during their recent visit to the U.S. Hotel-Motel Catering Trades Convention, at which they represented the Australian catering trades.

700,000 delegates attended the huge convention, which ran for five days.

Needless to say, party hire — very big in the United States — was their focal point of interest. However, they themselves attracted interest too. As representatives of a thriving hire company run and staffed by women — working mothers with a combined total of 47 children — they had clearly broken new ground as far as their American counterparts were concerned. So much so, in fact, that they are to be the

subject of a story being written for **FORECASTER**, the Rental Association journal devoted exclusively to medical and party hire.

They brought back a kaleidoscope of impressions, some good and some not quite so good.

Americans are far ahead of us in the manufacture of plastics and disposables, Patti told **HIRE**, and their frozen foods are superior to ours. On the other hand, their organisation and packing methods appeared to be less efficient. For instance, they are still using open crates and heavy wooden boxes to transport equipment, in contrast to the hygienic lidded plastic containers in use in this country. Deliveries are made in vans rather than the manoeuvrable flat-top trucks which have replaced them here.

Curiously, in the jobs where Australians employ women,

Americans tend to employ men, and this, in Patti's opinion, slows up the whole operation. Men are not such good housekeepers as women, she puts it succinctly.

At least as far as party hire is concerned, the rates are staggering by Australian standards — approximately triple what companies charge here.

Everything — lavish brochures, huge conventions — is on the grand scale. Competition is too fierce to permit anything so friendly as reciprocal trading between hire people, but many companies have permanent links with a wide range of suppliers so that — for example — a customer who engages a top class hire company can always be certain of top class equipment in any category. This creates a chain of people, many of them outside the hire industry, working smoothly together and relying on each other.

Did they bring back any useful new ideas? Yes indeed! Ideas have a way of taking root and thriving at Patti's Hire Service, so we'll see them put to good use before long.

Impact Wrenches from Japan's largest Manufacturer

Metters Grimwood Trading Company have announced the release of TOKU impact wrenches in Australia.

The TOKU wrenches range from 3/8" sw. to 1" sq. drive and have a bolt capacity up to 1 1/2". All models feature a built-in power regulator and are noise-reduced.

They are considered most suitable for use in the automotive and industrial fields.

TOKU is claimed to be Japan's largest specialty manufacturer of air tools, having its own processes of forging, machining and plating.

TOKU impact wrenches are now used throughout the world and the makers maintain that their quality and performance are unmatched.

They also manufacture a wide range of other types of air tools suitable for most industries in Australia.

For further information contact Mr. S. P. Bristow at 599-4677.



Impact Wrench

New Vibrating Roller for the Hire Industry

The fact that the Pannell Plant 36R Tandem Vibrating Edgeroll is the first machine of its kind to be specifically designed for the Australian hire industry is news enough in itself.

But the 36R is newsworthy in other respects as well. Over twenty years' experience in the design and development of vibratory compaction equipment has gone into the production of

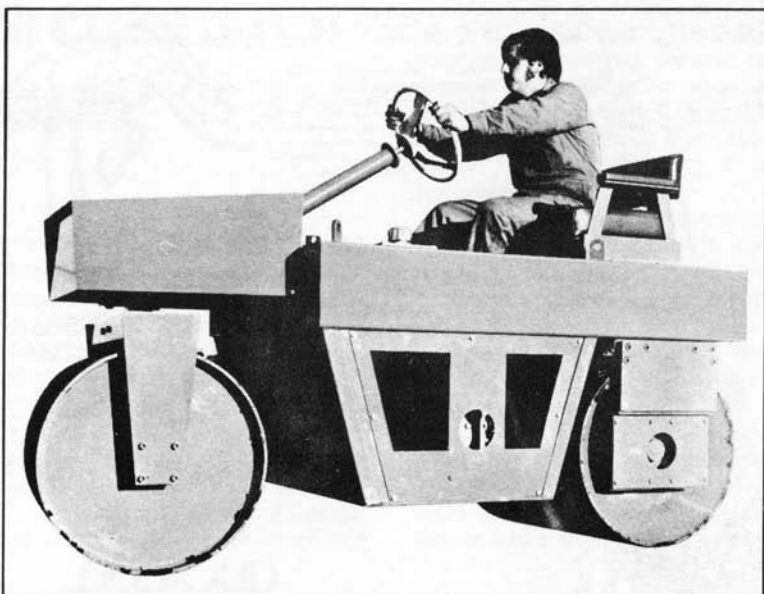
a machine which updates the whole concept of vibrating rollers — particularly as far as the hire industry is concerned.

Features include: Full hydrostatic transmission with Vickers Piston Pump and Motor Drive, infinitely variable speed for shock-free direction changes and dynamic engine braking (no more expensive custom-built gear box repairs!); 36" rolling width for maximum compaction output; 16.5 horse power Petter air-cooled diesel engine with A.N.I.

Australia-wide service; electric starting and idling control for engine speed as standard fitting; vibration-free transmission – by the use of a flexibly mounted roll and rigidly mounted drive disc, all vibration is contained in the roll and does not vibrate the sealed chain drive or transmission.

Also noteworthy are: lowest centre of gravity for maximum stability, sealed bearings throughout – all tanks built in frame; full operator comfort, full width upholstered seat, back and arm rests, with large lock-up tool box underneath; minimum servicing requirements and complete accessibility for all service points.

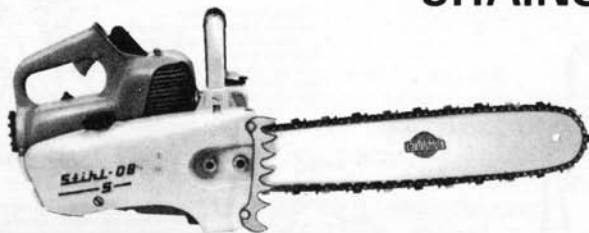
Technical specifications and other details are available from the manufacturer, Pannell Plant Pty. Ltd., 713 Forest Road, Peakhurst 2210, Tel. 534-1400.



The Pannell Plant 36R Tandem Vibrating Edgeroll



THE WORLD'S BEST CHAINSAW TO HIRE



FITTED WITH
THE WORLD'S BEST
SAW-CHAIN



Stihl "Cut-Quik". Abrasive cutting machine
Cuts – Steel Masonry
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"Allo? ... Wreckingair? ... You are claimink to be hiring anythink for everythink? ... I am needink a self-ignitink, slow-fusink, self-destructink H-Bomb, for immediate use! ... You are sayink that you deliver? ... Then the addressing is ..."



"Wreckair? ... HELP!!!"

"Sir, good afternoon! ... I know you're very busy, hiring equipment and plant to large manufacturing companies, construction engineers, government departments and councils, but I was wondering ... Would it be too much trouble to hire an electric tool to me? ... You'd be delighted? ... Well, bless my sou! ... I'm gratified ... Most gratified!"



"Hello! ... Wreckair? ... I've been thinking Mister, that Wreckair is a funny name for people to have, 'specially since they hire all kinds of equipment! ... What did you say Mister? ... You think that with a name like that you've got to have something going for you? ... Well, I suppose that's one way of looking at it! ..."



Wreckair
has one answer
to any
question
on plant or
equipment hire...
Yes!

"Wreckair? ... I vant to hire un brick elevator, ze chain block un der veider! ... Schnell! ... Vat you mean, vere do I vant them delivered? ... It izz for me to ask ze question!"



Listen, at 7.30 I ordered da welder, da mobile hoist, da pumps, da wackers, and da 250 compressor and jacks and you said that they would be on the site immediately! ... Well, it's now 7.43, so where the hell? ... Hold it a minute! ... They're just coming through da gate! ... Wreckair, you're a bloody beauty!

"And so gentlemen, in order to save on totally unnecessary and ridiculous over-capitalisation, we will hire compressors, pneumatic drills, hoists, pumps, welders, and would you believe, site offices and toilets from Wreckair? ... Any questions? ... Thank you!"



"The wife sez you hire concrete mixers—is that right? ... Oh, just a small one that I can work myself! ... I'm going to lay down a drive, this week-end! ... Yeah, that sounds about right! ... Hey, one other thing, do you deliver? ... That's great!"



"Wreckair Hire? ... Oh, good! My name is Mrs. Harrington Smythe and I am the president of the Every Other Thursday Woman's Club ... And what we require ... What's that young man? ... The Every Other Thursday Woman's Club! ... We have decided to hire two chain saws, some pneumatic tools, a small compressor and a vibrating roller ... I beg your pardon? ... Oh, we're having a ladies' day soon and the girls have decided to landscape round our clubhouse! ..."



Wreckair Hire
"The hire-of-everything-for-anything people"

Melbourne / Sydney / Adelaide / Brisbane / Hobart

The Wreckair Hotline
937011

Powersnake cuts plumbing costs

An American invention which could mean large savings on plumbing costs to the homeowner is now available for hire from Kennard's Hire Service Pty. Ltd.

The invention is the Burton Powersnake, an ingenious device similar to that used by plumbers to clean out blocked drains.

As suggested by its name, the powersnake incorporates a long

flexible cable which is inserted into the drain and driven by an electric motor. As the cable rotates inside the drain a special head attachment cuts its way through the obstruction.

Different heads can be used to cut, saw or chew through tree roots, chemicals, scale, sand and other blockages.

However the main advantage of the powersnake is its ability

to turn corners. This allows it to be used under just about any conditions, without having to dismantle or dig up the pipes. A special reverse switch on the electric motor allows the cable to be easily withdrawn if it becomes lodged.

The powersnake available from Kennard's has a cable diameter of 3/4-inch, suitable for all drains and sewers from 3-inch to 8-inch diameter. Features of the unit include: one-man operation, a handy foot switch and easy cleaning.

The powersnake is available from Kennard's branches at St. Leonards, Alexandria, Rydalmere and Moorebank for \$10 a day or \$40 a week.

Carpet cleaning made cheap & easy

Until now the job of shampooing carpets has not only been expensive, it has also been bothersome and time-consuming.

Whether it was a living room carpet or an entire office block, hotel or club, you've probably had to call the experts in and suffer great inconvenience.

However it's now possible to hire a professional-type carpet shampooer that does not require professional skills to operate, and allows you to walk on the carpet only 30 minutes after cleaning.

An American invention, the Clark Micro Master has recently been added to the long list of equipment available from Kennard's Hire Service. It's ideal for all types of carpet shampooing

and can be used by anyone.

The Micro Master uses tiny droplets of mist instead of liquid or foam, so that only about half the normal amount of moisture reaches the carpet.

Since dirt is trapped inside hardened crystals, you can vacuum whenever convenient without having to worry about the carpet backing getting soaked and shrunken. This makes the operation a one-man job and eliminates the need for a second man with a vacuum cleaner.

The Micro Master has a two and a half gallon solution tank which enables the operator to shampoo 400 square feet of carpet in one go. Special controls adjust the brushes to any pile

height, while the 12-inch brushes double scrub the nap.

The shampooer is available from Kennard's depots at St. Leonards, Rydalmere, Moorebank and Newcastle for \$14 a day or \$56 a week.

WHAT TO DO ABOUT INFLATION, DEBTS, OVERHEADS?

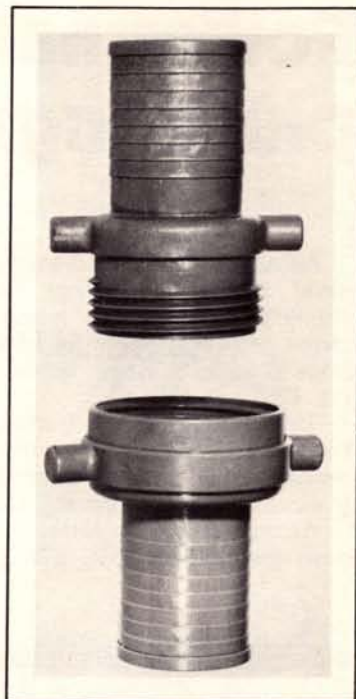
You won't find ALL the answers to your problems at the 1973 National Hire Convention, but we guarantee you'll come home with some of them, at least. You'll be stimulated, refreshed, recharged with new ideas. Discuss the vital issues affecting your own industry, make friends, have fun! Everyone who is anyone — industrywise — will be in Melbourne on the 28th, 29th and 30th September. Surely this includes you?

Moulded Hydrant Coupling, lighter and tougher

A Melbourne industrial hose and fittings specialist, Stuart Fell & Co. Pty. Ltd., has now developed a plastic coupling for use on standard 2" water hydrants. Entirely moulded — including threads — from corrosion resistant plastic, the unit boasts a number of significant benefits: far lighter weight, lower cost, and ability to withstand abuse are claimed by the manufacturer. These benefits in turn contribute to easier, faster handling in

situations where speed may be vital.

The unit is supplied as a loose nut and tail combination for normal hose-to-hydrant connection, and an additional male section is available for hose-to-hose connection. Water supply authorities and plant hire companies, where resistance to abuse is essential, have already tested the new couplings and proved their performance.



Air Line Safety Valve Range Expanded

Stuart Fell & Co. Pty. Ltd., Melbourne industrial hose and fittings specialists, have now increased their range of Barfell 'anti-whiplash' safety valves to include a 2" unit, and a 3/8" size which is adaptable to most small-bore compressed air installations.

As with the initial valve, the new series can still be fitted to compressor outlets or manifolds, on fixed or flexible air lines. In the event of a ruptured line or dislodged fittings, the valves instantly cut off the air supply, eliminating the risk of damage or injury from hose whip.



**COME ON, NOW —
JOIN THE HIRE
BRIGADE!**

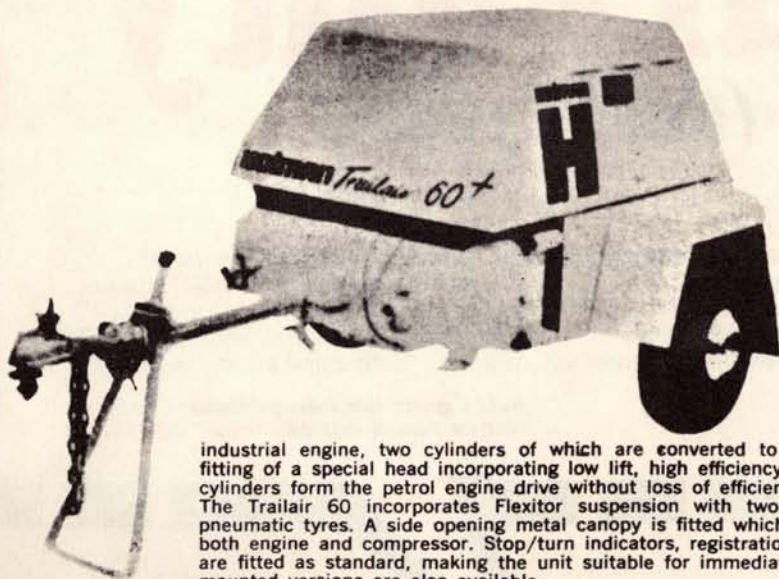
You know where the hire brigade's going, don't you? To a man, its members are heading for Noah's Hotel Melbourne for the three-day Convention of the Hire Association of Australia. If you really know what's good for you (and your business) you'll set aside the 28th, 29th and 30th of September for the most stimulating, rewarding, idea-studded event of the year. The 1973 Convention promises to be the best yet. You'll hate yourself if you miss it.

HOLMAN

TRAILAIR 60

PORTABLE COMPRESSOR

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



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

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

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

industrial engine, two cylinders of which are converted to provide compressed air by the fitting of a special head incorporating low lift, high efficiency plate valves. The remaining two cylinders form the petrol engine drive without loss of efficiency and no engine overload. The Trailair 60 incorporates Flexitor suspension with two 10" wheels and 5.20 x 4-ply pneumatic tyres. A side opening metal canopy is fitted which allows complete accessibility to both engine and compressor. Stop/turn indicators, registration plate illuminator and mudflaps are fitted as standard, making the unit suitable for immediate registration. Silenced and skid mounted versions are also available.

Compare these advantages with other compressors:—

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

HOLMAN

A COMPAIR COMPANY

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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

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