

hire

JOURNAL OF THE HIRE INDUSTRY
VOL. 7, NO. 1



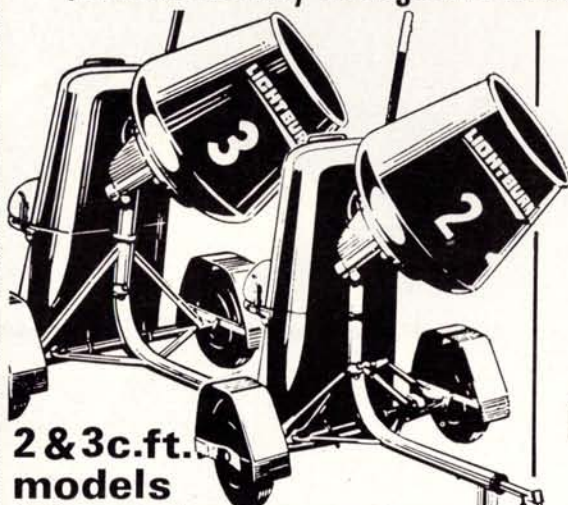
Canvas hire: new horizons

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industry.

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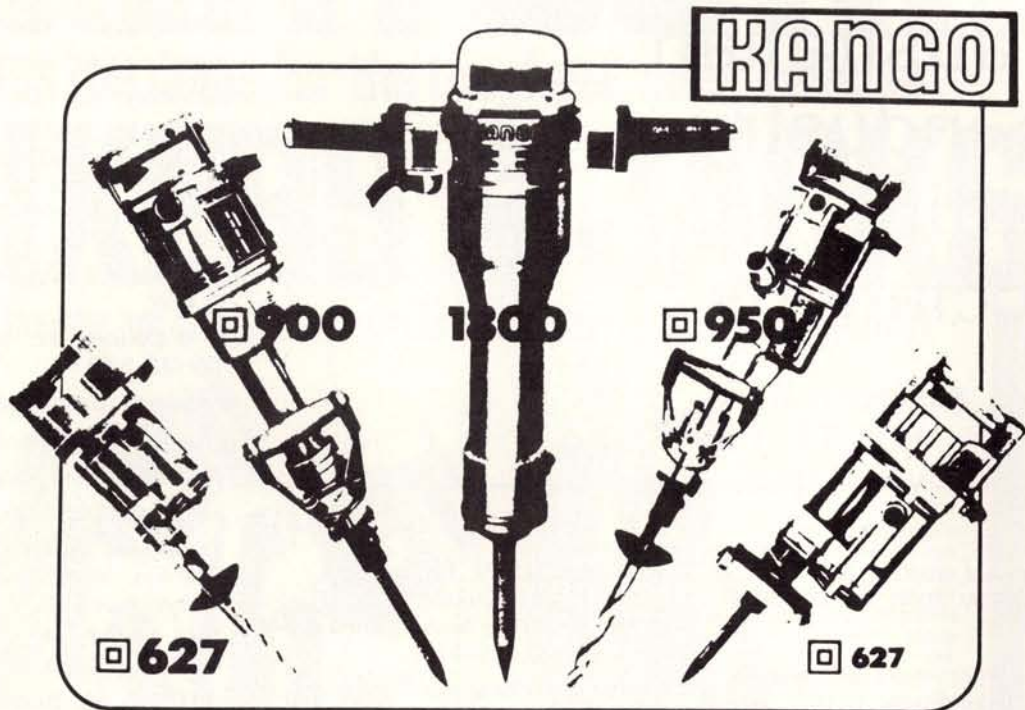
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COVER PHOTO

Space Age canvas! Walder balloon
house in Hyde Park, Sydney, during a
recent Waratah Festival. See story in
this issue.



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president's message



Neville Kennard,
President H.A.A.

editorial

INFLATION CATCHES UP WITH *HIRE* TOO

Publishing, like hiring is bedeviled by shortages and rising costs. The President of the Hire Association of Australia summed up the situation when he said: *"There is no choice but to play the inflation game."*

HIRE's new annual subscription rate of \$5 is far from excessive by today's standards, especially as the size of the journal has already been increased, and new features are being added and planned.

What are some of these features?

Recently you were sent a questionnaire (if you didn't receive yours, please let us know) asking you, among other things, what you want to read in your own industry journal. Your answers will help to shape the future directions and content of *HIRE*.

INFLATE OR PERISH

This is not exactly what the politicians would like to be hearing, but with costs going up everywhere there is nothing that any businessman can do but ride with the wave and increase his prices along with everybody else.

Any thoughts of setting an example by not increasing prices are commendable but naive.

Inflation is a world-wide situation and it is no one's fault — except that of the governments of all the countries which are printing more money than can be backed by gold.

With Australia's gold backing at around 4% of issued currency, the true value of our dollar may be only 5-10 cents.

To stay in business is every businessman's responsibility, so while inflation continues there is no choice but to play the inflation game.

At the same time, we are coming to grips with the communication problem. Surely no other industry devised by man is as broadly-based as the hire industry, covering as it does every consumer durable on the market, and every type of operation from the national corporation to the one-man business.

To focus attention on these many and diverse groups we are going to survey a different facet of the industry in every issue, commencing this month with Canvas Hire.

In the August issue we intend to turn the spotlight on Party Hire — hopefully, and with your help, on a nation-wide basis.

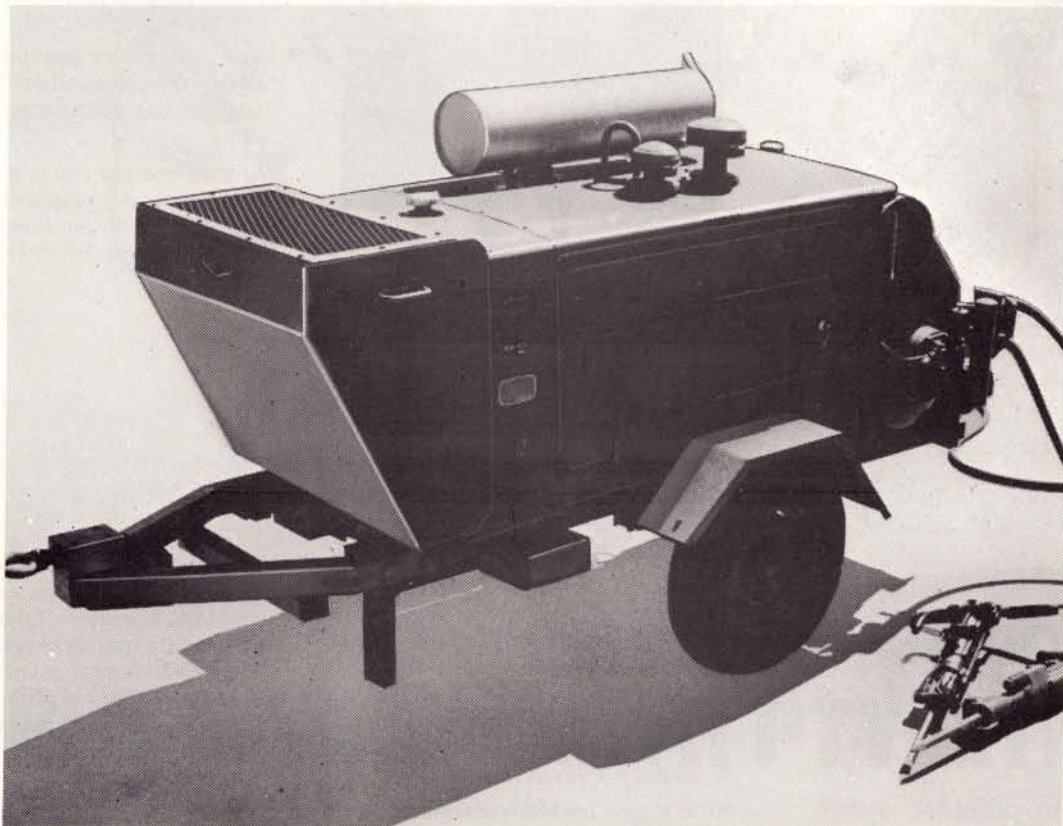
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Neville Kennard reports from Hirex '74

The Excelsior Hotel at London's Heathrow Airport was the venue for Hirex '74, the Convention of the European Hire Association. It incorporated the first general meeting of this newly-formed Association, and the election of its office bearers and committee.

The Chairman was John Rodgers of Hire Technicians Group, a firm with eight branches around London. Some 250 people attended, including a North American contingent of A.R.A. members. Among them were A.R.A. President Jim Keenan, Vice-President Ray Burns and Executive Secretary Ziggy Siegfried.

It was a three day affair from February the 26th to the 28th, followed by a Hire Store Tour.

As well as a full programme of

meetings and seminars, there was a trade show in which some forty exhibitors offered a good range of tools and equipment. Invitations to the trade show were sent to building contractors, as well as to hire operators and other likely prospects, and approximately 2,000 people paid it a visit.

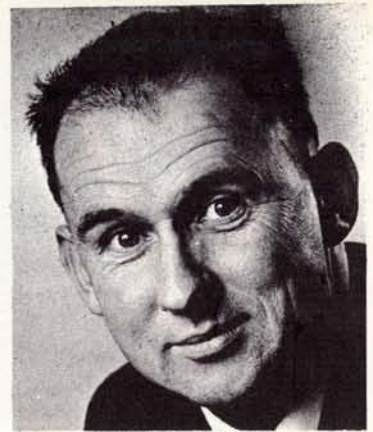
The European Hire Association has about forty members already, including some from Ireland, Belgium and France.

FOOTNOTE: Other reports on H.A.A. President Neville Kennard's 5-months overseas tour were mailed to HIRE after his return to Sydney and became casualties of the mail strike. We are still hoping that they will turn up — eventually, in which case they will appear in June issue. Ed.



Hire V.I.P.s at Hirex '74:

L to R — Chairman of European Hire Association John Rodgers; H.A.A. President Neville Kennard; A.R.A. President Jim Keenan; Director of Hire Technicians Ltd. George Newman.



GREG PAGE

PARTY HIRE ON TV

It's nice to be moving out of the dark ages when mention of the hire industry brought a blank look to people's faces. Hire's getting so much welcome exposure in the media these days that the public is becoming informed. Latest H.A.N.S.W. member to star on TV was Greg Page (Page's Hire Centre) who was invited to appear on the A.B.C. TV programme 'Checkout' to talk about party hire. The opportunity gave a real boost to this growing and important segment of the industry which has sometimes had less than its rightful share of publicity.

MEMO TO STATE ASSOCIATIONS: We feel sure that the media's interest in the industry isn't confined to N.S.W. When free promotion's being handed out in your State, drop a line to HIRE so that we can spread the good news.

NEWS FROM ALORA PARTY HIRE

In the last mail before HIRE went to press we were very pleased to receive this news despatch from Bob and Verna Hill of Alora Party Hire, Cheltenham, Victoria. Needless to say, we will be keenly looking forward to the promised full report on their return

"We will be leaving for the U.S. on July 22nd this year, and will attend the Annual Convention of the Rental Services Association to be held in Fort Worth, Texas, 11th to 15th August, convening again in Mexico City for a further few days.

Prior to the Convention we will be visiting Honolulu, Los Angeles, Las Vegas, Chicago, Buffalo, New York City, Washington D.C., and New Orleans, calling in on as many Party Hire Establishments as our limited time in each place will allow.

We promise a full account of our activities plus, we hope, some pictures, when we return."



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The Kingdom of Brookfield

Any time you're over Liverpool (N.S.W.) way, drop in at Hire Kingdom and probably the first things to impress you will be the company symbol — a crowned lion, king of beasts — and the royal treatment being meted out to customers. No run-of-the-mill operation this. A kingdom indeed.

The lion, we should add, is depicted on the logo in a very striking shade of cerise, the company colour, and was especially drawn for Hire Kingdom by a former employee of Walt Disney.

Hire Kingdom is a very new company still short of its first birthday, but already it has made an impact on the area and is showing all the earmarks of success.

John Brookfield likes to introduce his dynamic four-men-and-a-girl team as 'hire technicians'. No one has a stuffy, restrictive title like Driver or Service Manager because everybody wears a whole range of hats — sometimes several at the same time! In addition to John himself, the team consists of Garry Huon, Brian Kingston, Allan Rutherford and Geraldine.

Everyone is a specialists hire technician, and everyone is on his (or her) toes to make every transaction a profitable one, with repeat business in sight.

Look around and you will see — as well as a great deal of high-powered activity — a big range of new, latest-model equipment, all kept in showroom condition by Garry Huon. He'll pause in servicing a piece of machinery to tell you that preventive maintenance keeps repair bills way down and profits up.

The equipment attracts attention in another way, too. Prominent areas (which, John Brookfield points out, can be touched up much more quickly than overall surface areas) are painted a bright, distinctive shade of cerise. It catches the eye everywhere, even on the hub caps and fenders of delivery trucks. All part of the presentation, John says, watching Brian Kingston organising a new shipment of concrete mixers, pressure washers, welders and floor sanders imported for Hire Kingdom's sales operation.

(A 7-day working week is just routine to Brian, who is also kept busy by one of the company's most successful hire lines, fully serviced fibreglass toilets.)

In any company, large or small, even drive and imagination can be cancelled out by lack of efficiency, but this is not the case at Hire Kingdom where efficiency is very big indeed. Take their almost instant method of processing hire contracts. All items are set out on Addressograph plates listing prices, accessories and



Brian Kingston with his modified Holden one-tonner which carries 6 toilets and tows 6 more. Slide rails enable single-handed loading and unloading.

instructions for use or maintenance. There could hardly be a more idiotproof way of scheduling correct prices and the accessories to be delivered and returned.

Anywhere you care to go around Liverpool and its environs you will see a variety of projects sporting signs: HIRE KINGDOM IS ON THE JOB. This is visible evidence of a promotional drive spearheaded by Allan Rutherford and directed at companies working

either temporarily or permanently in the area.

Have they attracted business away from other hire companies? Allan is firmly convinced that they haven't. Rather, he contends, they have created new business for their competitors as well as for themselves, because the area has been blitzed by such an unprecedented volume of hire advertising. What benefits one benefits all. In fact, he suggests, not

entirely tongue in cheek, other companies should persuade Hire Kingdom to open up in their area too, in order to share in some of the extra business generated by their high-voltage promotion!

While that may sound a little fanciful, there can be no doubt that the Disneyland lion will roar into other territories, and Hire Kingdom acquire new and loyal subjects.



Hire Kingdom to the rescue at Oran Park Raceway. To overcome facility shortages, 36 toilets were supplied at each of the three meetings.



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VIEWPOINT

A new regular feature in which HIRE invites readers to put both sides of a controversial issue. What's YOUR viewpoint on this and other topics relevant to the industry? We'd like to hear from you.

WHY I'M NOT A MEMBER OF THE HIRE ASSOCIATION

by

Bruce D. Whitefield
Abalon Hirings Pty. Ltd.

We have, as a business, been associated with the Hire Association right from its inception. Right from a rather turbulent first meeting at the Brighton-le-Sands Hotel.

The idea of such an Association appealed to us, and the advantages to be gained were apparent. Then we attended the Terrigal Convention, and the glow started to fade.

At meetings, and at the Convention, conversation, speeches, and articles tended to deal almost exclusively with the hiring of machinery and plant. Fair enough, because 90% or more of the members are in that line of hiring. A further meeting, one on Bad Debts, we also attended, and found again that

members were there more to exchange lists of nasty sub-contractors than anything else. Enlightening, even bewildering in the way these nasty people were getting away with it, but useless to our type of business. I recall that a representative of a clothing hire company was also at that meeting, and that he came away equally mystified.

Was it surprising that we felt the Association was not much help to us? We proposed that separate groups within the Association might be workable, but nothing came of it. So, reluctantly, we decided not to renew our membership. We continued to receive, rather sporadically, the HIRE

Magazine, but generally have lost touch with the Association. For all I know now, at this time, things may have changed, but if so, we haven't heard about it.

It was later proved that a need did exist for sub-sections such as party hire (or soft hire, as I believe the Americans call it) because several informal and disorganised — though immensely enjoyable — meetings were put on by various firms. Nothing came of this. So that's the picture. We joined, we enjoyed, and we were prepared to put time and effort into it, but surely only if we were getting something back in terms of information and discussion that bore some relation to our own line of business.

WHY I AM A MEMBER OF THE HIRE ASSOCIATION

by

Jeff Marsh
Toongabbie Hire Service Pty. Ltd.

I am a member of my State Hire Association and, by virtue of this, a member of the Hire Association of Australia. Having experienced the benefits of membership, I look on my annual subscription as money well spent.

When I hear people expressing disappointment in their Association, I always suspect that this is because they are not prepared to contribute. What we get out of anything is pretty closely related to what we put into it.

Let me list some of the good things that have come my way as a result of joining the H.A.N.S.W. . . .

DELINQUENT DEBTOR

PROTECTION. The con man is always with us, and hire companies

are vulnerable. The confidential lists of delinquent debtors which are circulated among Association members alert me — and every one of us — to bad risk customers.

WORKSHOP MEETINGS. I find these meetings of real practical value. My only criticism is that they aren't held more frequently.

HIRE CONVENTIONS. The National Hire Association Convention is the highlight of the year. People in the industry who have never attended one of these Conventions have no idea how much they are missing.

FELLOWSHIP. Wherever I travel I find myself among friends. Hire Association members go to great lengths to make visitors feel at home.

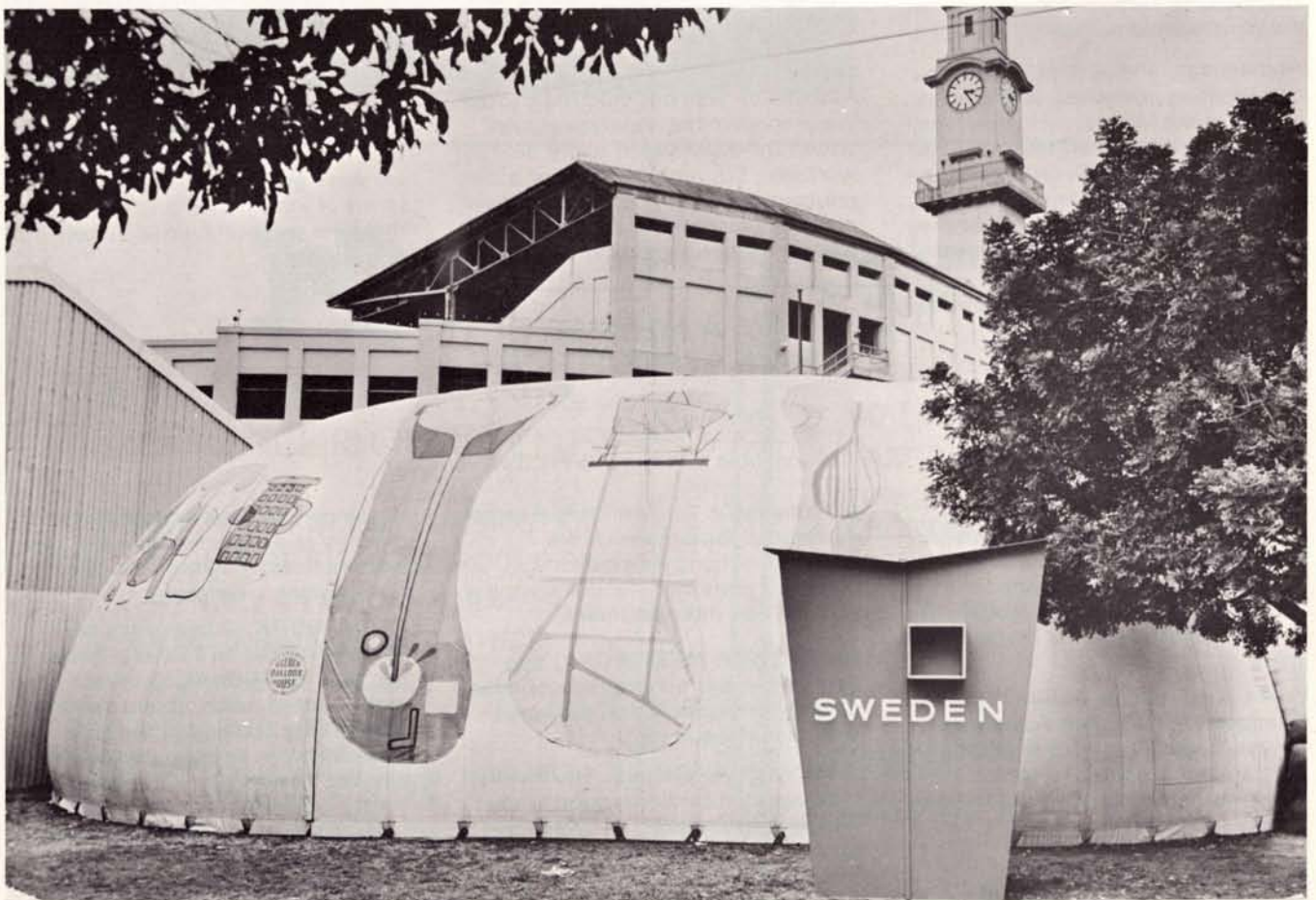
When my son was in New Zealand recently and I was in the A.C.T., we were both looked after and made to feel genuinely welcome.

TEAM WORK. A lone voice crying in the wilderness isn't likely to be heard, but 100 voices crying in unison can make a lot of noise. That's another reason why I belong to the Hire Association — to add my voice and my support. Our industry is relatively young and there are many things still to be achieved. I don't believe that we can do much without organised, concerted action.

I suppose I could sum it all up by saying that as a member of the Australian hire industry I consider it a privilege and an obligation to pull my weight in that industry's official Association.

FOCUS

This is the first in a continuing series taking a closeup look at different segments of the hire industry in Australia. HIRE seeks the co-operation of companies in compiling and presenting the series, and looks to them for information and, where possible, photographs to bring their own section of the industry into focus. Our next issue will look at Party Hire around Australia.



Canvas Hire: New Horizons

Because it is so closely bound up with the day-to-day needs of the community, the hire industry is a barometer of what researchers call socio-economic trends. Many of today's trends — for example, the trend to shorter working hours, longer annual leave and increased leisure — can already be seen operating in favour of the hire industry. One section of the industry which clearly stands to benefit is the wide and diverse world of Canvas Hire.

At the same time, another quite different trend is having its effect. This is the steady escalation of prices in motels, guest houses and holiday flats. Faced with the cost of accommodation this coming summer, an increasing number of families will be thinking in terms of tents, tarpaulins, caravan annexes and camping gear.

As the pressures of city living build up, there is inevitably a trend to back-to-nature holidays, touring, fishing, camping, bush walking, fossicking and seeing Australia — again with the help of hired canvas.

RECEPTIONS

Anyone who has attempted to book an attractive location for a wedding reception, special party or other important function will be all too familiar with the current situation: an interminable wait for the first available date, skyrocket prices, take it or leave it, mate, we don't need your business. It's hardly surprising that there's an increasing bias in favour of the home function and the marquee in the garden. A number of commercial companies are also hiring marquees. And, in keeping with the times the marquees themselves have changed. They are decorative as well as functional, they have linings, floors and in some cases heating.

Taking all these factors into account, winter 1974 could be a strategic time to get ready — not necessarily for a bonanza but for a climate of opportunity. It seems safe to predict increasing business for canvas hirers and manufacturers in the coming months. The more forcibly and imaginatively they go after that business, the better are they likely to fare.

CLARIFICATION

For the purpose of this survey, the work 'canvas' is being used in its



Spacious S. Walder marquee hired for opening of new chemical plant.

broadest sense. No longer are canvas goods invariably made from natural fibres such as flax and hemp. There are the infinitely lighter and more durable blends of terylene and cotton often preferred for tarpaulins. There are the modern p.v.c.-coated nylons which can be repaired on the spot with contact adhesive. Synthetics co-exist with natural fibres under the canvas classification, and each has its protagonists. Some extol the ability of synthetics to resist rot and mildew, others claim that some users have returned to natural fibres because synthetics tend to sweat and cause damage to the very things they are supposed to be protecting. Each, it would seem, has its particular place and function, and a number of companies carry both.

While canvas lines are essential to all party equipment hirers (at least one N.S.W. party hire company has its own canvas-manufacturing setup), and while canvas goods are prominent in the inventories of numerous other categories of hire, it is with the company that derives its basic income from canvas hire that this survey is concerned.

S. WALDER & COMPANY

S. Walder & Company (until recently S. Walder Pty. Ltd.) is almost certainly the oldest of the traditional canvas companies in Australia. Now in its 118th year, it entered the hire

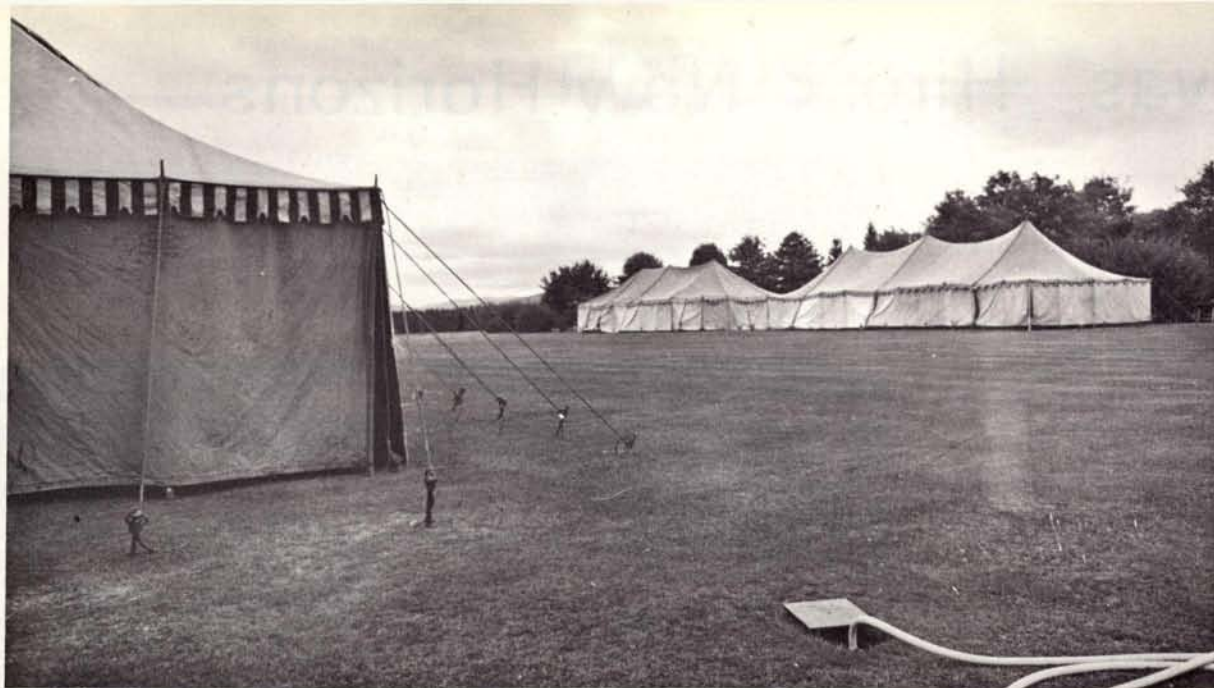
business as early as the turn of the Century, and for generations the name S. Walder was synonymous with canvas throughout N.S.W.

For many years the company had three spheres of operation: canvas manufacturing, canvas hiring and Venetian blind laundering. Then, during a period of internal difficulties, it retracted its operation to the most profitable of the three activities — hiring. At the end of April 1974 the company was reborn under new ownership, and there is already indication of a vigorous resurgence. Now located in Cleveland Street, Chippendale, its operation has been restructured and its equipment upgraded.

S. Walder marquees, complete with pleated nylon linings, flooring and Grecian columns, are in regular demand for weddings (sometimes a whole succession of weddings in the one family, until all the daughters are married off). These capacious marquees are also popular with large companies for official openings and functions.

100 FLAGS

The S. Walder range is extensive and includes: awnings, chairs, tables, dance floors, catwalks, fete stalls, blinds, annexes and a number of canvas covers for use in agriculture and industry as well those designed



Marquees come in many sizes. Photo courtesy S. Walder & Company.

for boats and pools. With approximately 100 national flags available for hire, S. Walder has also cornered the market in flagpole hire.

But by far the most unusual line is the celebrated 'balloon house' pictured on our cover. This remarkable structure has no poles or pegs, yet it can withstand a gale of up to 70 miles an hour. Made of a special breathing fabric, it is clamped into position before air is pumped into it. During the War the U.S. Air Force was using similar structures in Alaska, staking them into the solid ice. A prototype attracted a great deal of attention at the Tokio World Fair in 1970. S. Walder's balloon houses have been hired as far afield as Brisbane, Adelaide, Melbourne, Hobart, Perth and Fiji. The Snowy Mountains Authority maintained one on top of a mountain for six or seven years to store its equipment. This will give some idea of the balloon house's extraordinary durability. At a recent trade fair vandals who slashed one with a knife, hoping to see it collapse, were puzzled as well as disappointed. Its secret is not, as some suppose, a second skin but a massive air lock.

B.H. BRETT

Another long-established canvas company — "one of the oldest in the business" — is B.H. Brett & Son Pty. Ltd., with its 13-14-year old hire subsidiary, Bretts' Hire & Repair Service. They supply the market including hire companies, as well as manufacturing canvas goods for their own hire operation. B.H. Brett's

business comes predominantly from heavy industry and the waterfront, and has achieved its maximum growth on the industrial and construction fronts. However, in lighter vein, the company also does a brisk business in hiring out cricket matting during the summer, not to mention autotents and tarps. Uncompromising traditionalists, they have a low opinion of synthetic fabrics and are not at all concerned about any threat such fabrics may pose to natural fibres.

ALDEX INDUSTRIES

By contrast, Aldex Industries Pty. Ltd. use only the p.v.c.-coated nylons. This 7-year-old company believes that the popularity of its tarpaulins is at least partly due to their resistance to rot and mildew. Builders and carrying companies hire them extensively. Aldex Industries also supplies covers and tarps to some of the largest hire companies in the State.

CARLTON CANVAS

Carlton Canvas is the still youthful spinoff (it is 5 years old) of the much older St. George Canvas Co. which has been in existence for half a century. It concentrates on tarpaulins, which are much in demand during the summer months, and tents, which reach their peak at Christmas and Easter. Carlton Canvas not only hires to the general public but sometimes to other hire companies too. Small but registering growth, it is perhaps typical of the numerous canvas hire companies which make up so much of the canvas hire scene.

COLOURFUL CANVAS

22-year-old Colourful Canvas Co. Pty., Ltd. introduced its hire service about twelve years ago, and the manufacturing and hiring operations are still complementary. It specialises in camping tents and tarpaulins, but canvas awnings are also in lively demand, as are its caravan annexes and curtains for small campavans. This company believes that the current trends to increased leisure and high accommodation costs augur well for the future, and it is already deriving benefit from them.

TARPAULIN HIRE & LEASING SERVICE

This company operates in conjunction with the Eagle Canvas Co which supplies a number of hire companies with industrial tarpaulins, covers, tents, awnings and a wide range of camping requisites and party lines. Synthetic and natural fibres are both utilised. The hire subsidiary was formed 10 years ago, several years later than the parent manufacturing company.

POTENTIAL

The foregoing represents no more than a sampling of the many companies, large and small, which make up the canvas segment of the N.S.W. hire industry. We would like to receive reports, viewpoints and company data from others — particularly those operating in other States.

It would seem that, as in other sections of the hire industry, there are good prospects for the future and a genuine growth potential.

CROMMELIN CLOSEUPS No. 1 Bob Hayes

Mention his name in Western Australia, in Queensland, in South Australia, in New South Wales, in Victoria — and chances are you'll strike someone who knows him. For during his eight eventful years with T.W. Crommelin, Bob Hayes has been making friends as well as sales in five States. He's a doer, an achiever, a good man in a tough spot — and the driving force behind Crommelin's successful penetration of the Eastern States.

He paused just long enough in his incredibly busy round to sketch in a little of his background for HIRE . . .

I've been associated with the building construction field since 1951, but I didn't get into the plant hire industry until 1956. I was managing Kay's Hire Service (it was Kay's Hardware then) for Ken Sims, and the hire operation outgrew our premises. We took over a disused picture theatre so large that our entire range of equipment only filled one corner. Business was so good that within 12 months it filled the entire theatre and we needed more space.

After 8½ years with Kays I accepted an offer from Crommelins, and things began to happen fast. Three months after I joined them their Freemantle Branch Manager resigned — and I took his place. I made a few changes, and before long the figures were on the way up. Twelve months later I faced another challenge: I was appointed Manager of the Victoria Park Branch. Things went well here too, I'm glad to say.



My next move was over to the Sales operation, which includes Hire promotion, ending up in charge of Head Office Showroom Sales. During that couple of years the figures shot up 130%.

All this time Crommelins had been growing rapidly in Western Australia, and the time had now come to expand interstate. So in 1971 I was transferred to Melbourne to take charge of the new Eastern States operation. It was rough going at first, but gradually the Crommelin range was accepted on its merits and the company won a healthy share of the market. I made some good friends among the plant hire companies — but fate had another move in store. This time it was to N.S.W. to help

establish T.W. Crommelin's first Sydney Branch. Again it hasn't been easy, but considering that we only started negotiating office and warehouse space last October we haven't wasted too much time getting off the ground. By the end of 1974 I anticipate that we'll have established our relationship with plant hire companies and the construction industry right throughout N.S.W. And that will mean another move for me — full circle this time, back to Western Australia!

My wife Hazel deserves a share of the credit for whatever I have managed to achieve. In fact, you could say that she has contributed in no small way to the establishment of T.W. Crommelin & Co. in the Eastern States of Australia.

The Case for Hiring CASES

The ad in the Pink Pages of the telephone directory has a border in the shape of a suitcase, and the copy lined up inside it appeals to some of our fundamental drives. "Arrive in style with luxury Samsonite luggage." (*Make an impression, let them see you're somebody!*) "We deliver to your door and pick up on your return." (*Save your time and energy for things you like to do.*) "The hiring fee is very moderate . . . a quote will surprise you." (*Have more ready cash to spend on fun, food, booze — or whatever it is that turns you on.*)

Great idea, great psychology — but could it work in practice? If large awkward objects like pieces of construction equipment can go off from time to time, wouldn't anything as portable and as unidentifiable as a suitcase have a record disappearing rate? There was only one way to find out.

The company — Travel-in-Case (Hire) Pty. Ltd. — turned out to be brain child of Alf Dean of Lugarno, N.S.W. He started it some eighteen months ago in the face of a certain amount of family scepticism, and it has never looked back. Originally envisaged as a sideline, it is rapidly developing into a full-time commitment.



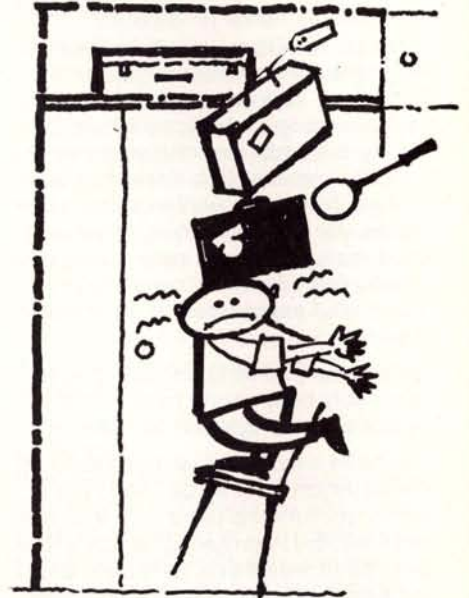
The idea might never have occurred to him if his two sons hadn't been planning a holiday at the Snowy. Out of retirement came the family suitcases — old, too-large, heavy, out-of-date and shabby. The boys rejected them on sight. But enquiries soon revealed that the price of luggage had been rising astronomically over the years, to the point where it had become a singularly poor investment for occasional — perhaps once a year — use.

It was reasonable to suppose that this was a common situation. Conspicuously good luggage — like conspicuously good cars and clothes — is very much a status thing. It boosts the ego, reinforces confidence and self-esteem. In our materialistic society it may not be disgraceful to be poor, but it is certainly disgraceful to **look** poor. Alf Dean recalled an occasion when he had felt it necessary to slip unobtrusively out of a motel by the back entrance — not because he hadn't paid his bill but because he was ashamed to be seen with shabby luggage.

(We are probably all snobs at heart. A Sydney company, Prestige Rent-A-Car, is reported to be besieged by customers wanting short-term rentals of such status cars as Rolls Royce Silver Shadows, Mercedes Benzes and Ferraris for the purpose of impressing other people.)

Alf Dean's first obstacle was a big one: he had to find a way to make the public aware that cases could be hired, and then promote the advantages of hiring them. A hoped-for linkup with travel organisations didn't eventuate. The manufacturer wasn't interested in sharing the cost of promotion. It was coming on to the Christmas and holiday season, so the Deans decided to sink some capital in press and radio promotion. With the help of a friend in the advertising business they also got some leaflets printed.

Business began to come in, first from advertising, then from word-of-mouth. Soon there was repeat business. The new idea caught on: office workers would admire a colleague's luggage when he was going on holiday, learn that it had been hired from Travel-in-Case, and then *become* customers themselves.



Alf Dean believes that people no longer want to tie up money in something that's only used occasionally, and in today's unit living there isn't room to store cases anyway. Even those who are quite satisfied with the appearance of the luggage they already own are often glad to hire an extra case or two, or perhaps to hire one in a different size.

We came to the inevitable question: what about theft? Surely the default rate must be high? Surprisingly, he said that it is in fact unusually low. The only defaulter he could recall was a man who had produced the most impeccable references and credentials.

What makes this even more remarkable is the fact that the company's suitcases are sometimes hired for up to twelve months at a time and taken from one end of the Continent to the other. Business executives make up a lot of repeat business (their hiring expenditure is tax deductible), and a fashion magazine recently hired a clutch of suitcases to take to Bangkok on an eight-weeks photographic junket.

Obviously, the cases have to be able to stand up to constant rough treatment on planes, trains and ships, but this aspect is under control, too. The Deans

have found that Samsonite cases are the only ones tough enough to survive the most savage manhandling without losing their handsome, sleek appearance. They are sanitized after every hire and sent out again as fresh and clean as new.

We got the impression that Alf Dean is a shrewd judge of character (which probably accounts for his low default rate) and that he is a good businessman who has been able to recognise an opportunity and make a calculated risk pay off.

He appears to have the game sewn up and in the bag. Or in the suitcase.



Wacoh - what a rammer



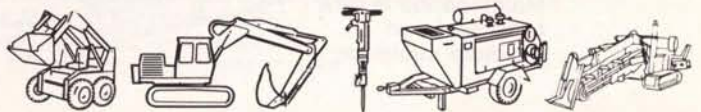
"Wacoh", the 200 lb rammer that delivers between 500-700 blows per minute through a rugged 12½" x 13" shoe. Ideal for trench work or compaction jobs in confined spaces. Wacoh's major feature is the low rear mounting of its 4 hp motor giving a uniquely low centre of gravity that guarantees stability. The low mounting protects the engine against damaging vibration and ensures smooth operation which in turn reduces operator fatigue to a minimum. You benefit from long service life with less maintenance costs. Wacoh comes complete with front mounted shock absorber, wheeling frame, water proof cover and tool box with kit. Items not standard on other machines. Wacoh means more rammer for your money.

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Tutt Bryant



For further information contact Tutt Bryant Ltd., 2-8 South Street, Rydalmere, N.S.W. 2116, or call your local Tutt Bryant Sales and Service Centre in: Melbourne, Brisbane, Rockhampton, Cairns, Townsville, Hobart, Devonport, Adelaide, Darwin, Perth, Port Moresby.



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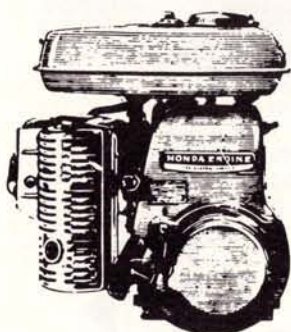


N.S.W. Ring Bob Hayes, Alan Mountain, C/o Crommelins 827 3806
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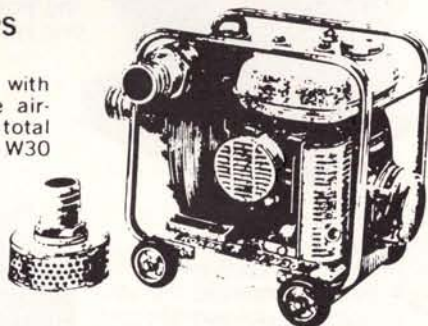
G40 and G65. The G40 has a constant vacuum carburettor for easier starting, increased power and improved acceleration. Delivers a maximum output of 1.5 hp at 4,000 rpm. Reduction gears are available. High torque. Weighs 48.7 lbs.

The G65 delivers a full 6.8 hp at 4,000 rpm and is similar in general design to the G40. Weighs 64.2 lbs.

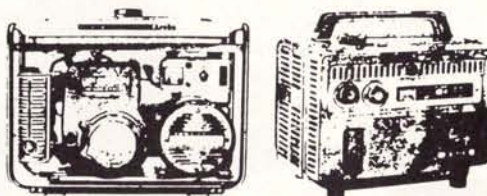
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HIRE'S IMPORTANT PART IN homebush market development



The inner city area is not the only place where the skyline is changing almost daily — out Homebush way big changes are taking place as the new City Market development begins to take shape.

Huge buildings are nearing completion ready for the big move, roads are taking shape and shop and office accommodation is almost ready for occupation. Equipment on site during the erection programme is valued at many hundreds of thousands of dollars, and the hire industry is well represented in this area.

Silverwater Hire in particular has been extremely active on site, and with a heavy equipment depot only minutes away, has been able to offer super fast delivery. One building of interest is now at the roofing stage and covers a floor area of over 250,000 sq. ft. — and not a pillar to be seen! Built of pre-fabricated steel, its erection has been somewhat of a pioneering effort, as it is by far the largest structure of its type in the Southern Hemisphere.

The size of the structure can be judged from the photograph — the Silverwater Site Accommodation and J. & L. Constructions' Crane are dwarfed by the mass of steel overhead.

Once again the hire industry has proved invaluable to big construction projects.



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tear out this ad, attach it to your
 letterhead and you'll be one
 of the first invited to
 see the Bobcat
 in a corner
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The Crowds came to see Coates Hire Stand . . .

but the sea lion just came for the ride

For the second year in succession Coates Hire Service took a stand at the Sydney Royal Easter Show which attracted record crowds between the 5th and the 14th of April. (The Company's participation in the 1973 Easter Show was a hire industry first.)

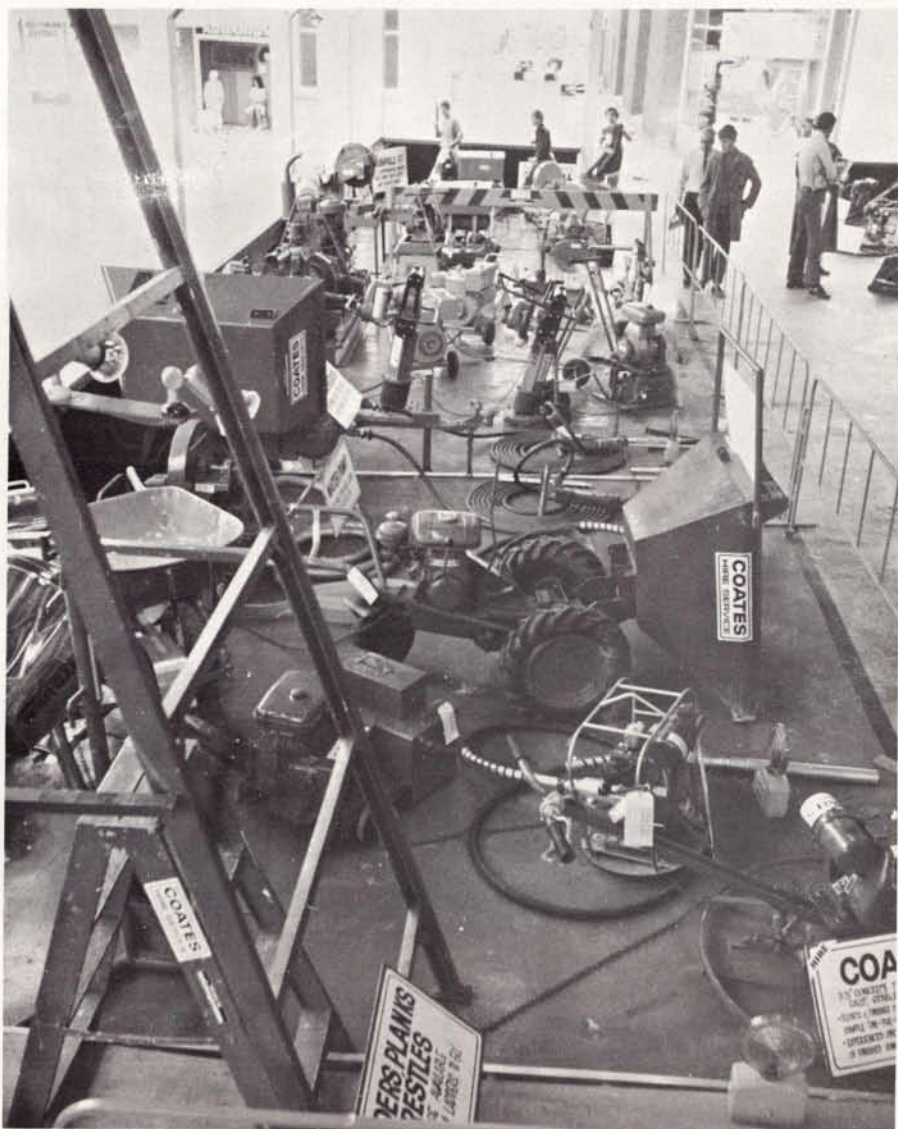
Located off Machinery Drive, the stand drew a constant stream of show-goers representing a wide cross-section of the metropolitan and rural community. But not all the faces in the crowd were unfamiliar: some of them were identified as belonging to Coates' 'friendly' competitors, as well as to other segments of the hire industry.

The dreadful weather which marred the first few days of the Show turned out to be a blessing in disguise, for it provided an unexpected opportunity to demonstrate the company's special kind of service. A number of exhibitors saved their valuable displays from ruin by hiring pumps and tarpaulins from Coates.

After this promising start the whole enterprise became a far-reaching exercise in public relations. The rostered staff spent their time talking to members of the public, answering their questions and — in the case of items not included in the Coates range — directing them to other hire companies.

They admit to having been stumped only once, although not for very long, when someone wanted to hire a pair of poodle clippers. This was a little out of their line (and everybody else's, it seemed,) but service is the name of the game at Coates, so clippers were procured for the customer. As a result Coates Hire Service is probably the only hire company in the State which includes poodle clippers in its inventory.

But by far the most unusual customer — and a free loader at that — was a performing sea lion named Tommy. In the role of official ambassador from Queensland (his credentials, it appears, were all in order) Tommy gave daily performances at a free show for children.



A close-up of part of the large range of equipment on display.

Proving that it takes more than the transport problems of a visiting sea lion to faze a service-minded hire company, Coates supplied a dumper, complete with sand and water in its bucket. So Tommy rode each day in state, with obvious enjoyment, to the huge delight of thousands of children. Operation Royal Easter Show was

voted a triumph of public relations and company team work, while a special tribute must be paid to dedicated Coates man Pat Adams who did so much to make it an unqualified success.

State Manager Garry Butler summed it up. "There are two reasons why we exhibit at the Show," he said.

"Primarily, of course, we do it to display our range of equipment for hire. But we also see the Show as an opportunity to help educate the general public in acceptance of the total hire concept. This, as we all know, is one of the major challenges facing the hire industry today."

This photo gives some idea of the vast range of Coates Hire Equipment



Hang onto your Power Tools

says Don Brereton, Alltools, Victoria, in some timely advice to HIRE readers . . .

I've been trying to buy Power Tools and I mean *trying*, for hiring and our sales section. In the last six months I've encountered the worst shortage in my five years of trading, and some of the old-timers tell me they haven't seen it as bad since the war years.

The manufacturers and importers of Power Tools — and I've contacted all of them — give much the same reasons for present conditions: the shortage of component parts; the oil embargo; increased world demand; etc. When they are asked about delivery dates, I am told "They're held up at the docks"; "They're on the water"; or "We can't give you a delivery date" (which, being

translated, means, "You've got no hope, Mate").

So take note all you hirers of power tools, and don't sell off those old tools. If they're repairable, keep them, even if you think the cost is too great.

Why? Because the shortage is going to get worse, and if builders and contractors can't buy enough power tools for their needs, what are they going to do? — That's right, if you CAN'T buy it, hire it and the smart cookies who keep all their old antiques will cash in on some nice long term hires. Remember, if the trade can't buy power tools, neither can we!

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Instant Board Room

by
Bruce Whitefield
Abalon Hirings Pty. Ltd.

Recently a large city advertising agency was forced to vacate its offices temporarily, at short notice, and take over a vast empty floor in one of the older city buildings in the Kent Street area of town.

Desks, filing cabinets and staff sat or stood around this big area with no privacy whatsoever. No doubt productivity shot up because there was no way anyone could read a magazine or put feet up on the desk without fifty other people looking on.

This may have been O.K. for the hoi-polloi, but hardly the thing for the top brass. The best they could do was to move the Boardroom table as far as possible from the clatter of machines, where they were able to talk in private although still in full view of their staff.

At this point Abalon Hirings came to the rescue with their unique Constructa Panels, and while the Board members sat bored, we constructed a temporary Board Room around them. Size was some 20' by 30' and, impossible as it may sound, we had it up in about fifteen minutes. The sight of the Board members, bored no longer completely abandoning their agenda to discover how the system worked, was something that had to be seen to be believed.

A contributing factor could have been the fact that our task force on this job consisted solely of a driver and an attractive girl!

Parking wasn't a problem, because the entire Board Room fitted into the back of our tiny Honda van.

Anyone sceptical of these facts and figures is more than welcome to drop in on Abalon Hirings for a personal demonstration.

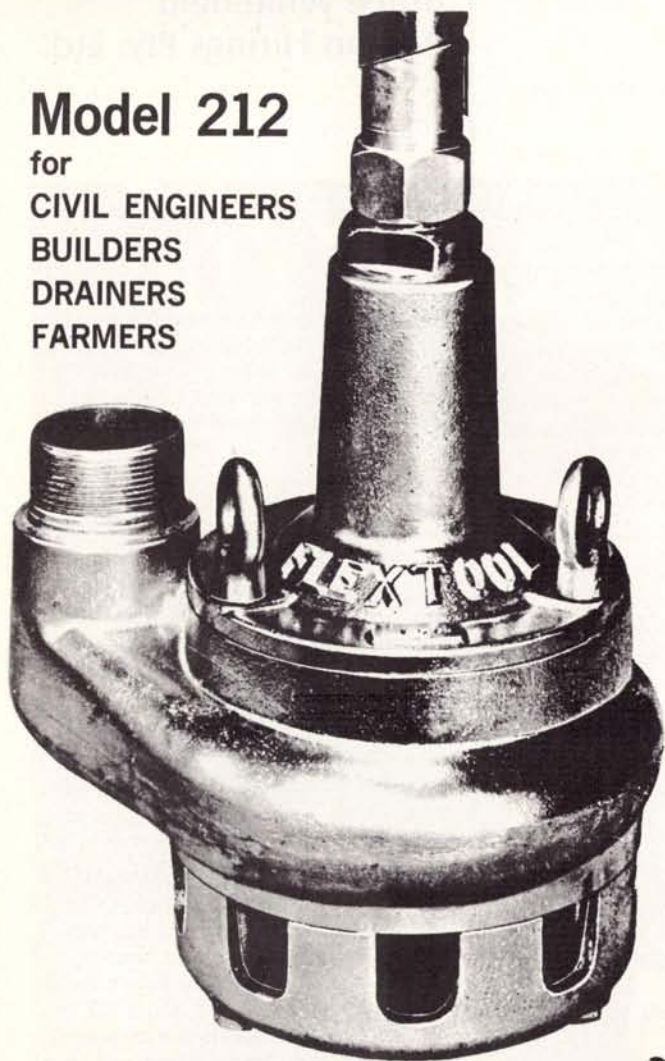


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Are you getting the silence you paid for

written especially for HIRE by R. LeGear, General Sales Manager, CompAir (Australasia) Ltd.

Man, in his endeavour to improve living standards, often creates ecological problems which offset to a degree the advantages he had hoped to achieve. One of the most obvious of these problems is noise.

Sound is the vibration of matter to which the ear responds. Some sound is agreeable. Disagreeable sound we call noise, and the effects of its intensity on the individual can vary between annoyance and what can become a permanent impairment of hearing.

The use of compressed air equipment continues to grow because it alleviates fatigue and manual effort and sharply increases productivity. For many years the annoyance factor of pneumatic equipment in the street tended to be tolerated because of the speed with which it helped to overcome even greater problems to the community, such as the laying and repair of pipelines and cables. Only three years ago there was virtually no legal restraint on noise, but there have recently been governmental moves in Australia and elsewhere.

The compressed air industry may fairly claim that in recent years it has not only invested vast resources in the study of acoustics, but has achieved considerable success in reducing the noise level in air tools, actuators and compressors.

The approach to the problem has involved practical considerations such as:

1. How much can be spent?
2. How much space is available?
3. How much weight can be added to the unit?

The decision, particularly the cost aspect, has to be a marketing decision if the machine is to go into large-scale production.

As the state of the art in contractors' percussive tools and portable compressors is of major importance to readers of HIRE Magazine, I will deal specifically with these machines.

The main sources of noise in percussive tools are:

- a. The impulsive exhaust noise due to shock wave generation at the exhaust ports.
- b. The noise generated by the machine itself and radiated from the surface.
- c. The impact noise of the steel on concrete or rock, which is at its greatest before the penetration of the tool point.
- d. The harsh ring of the tool steel.

Silencing steps which have so far proved successful are:

- a. Designing to avoid sharp-fronted shock waves or to contain these in a volume or volumes so as not to let this impulse to atmosphere until it has been modified in amplitude and wave shape.
- b. Shrouding the machine with a suitable muffler.

- c. Very little can be done about this.
- d. Reducing the amplitude of the steel vibration (and hence the harsh ring) by fitting an elastomeric damping device located at a critical point on the steel which lessens the mechanical vibration and hence the noise radiated.

The comparison between using a standard concrete breaker with a standard steel and a silenced breaker with a muffled steel shows a reduction of 10 dB(A) — that is, half the noise level.

There has been a tendency on the part of some operators to believe the noisier the breaker, the more powerful the tool. Before the introduction of silencing measures it was certainly true that the more powerful breakers had higher noise levels, but impact tests on the modern silenced breaker remove any doubt that the silenced machines are less powerful.



Holman R060 Silenced Compressor (600 C.F.M.)

In silencing a portable compressor, the approach within the CompAir Group has been to establish the priority of noise sources and to reduce or eliminate each of these, and to develop a canopy which would give the final result, all within the context of the economic/space/weight problems previously referred to. It has been necessary to satisfy conflicting requirements of low noise level and efficient cooling, and the new concept in compressor silencing — "Total Tuning" — which has not only eliminated the use of any sound-absorbing foam lining but actually engineers silence into a portable compressor.

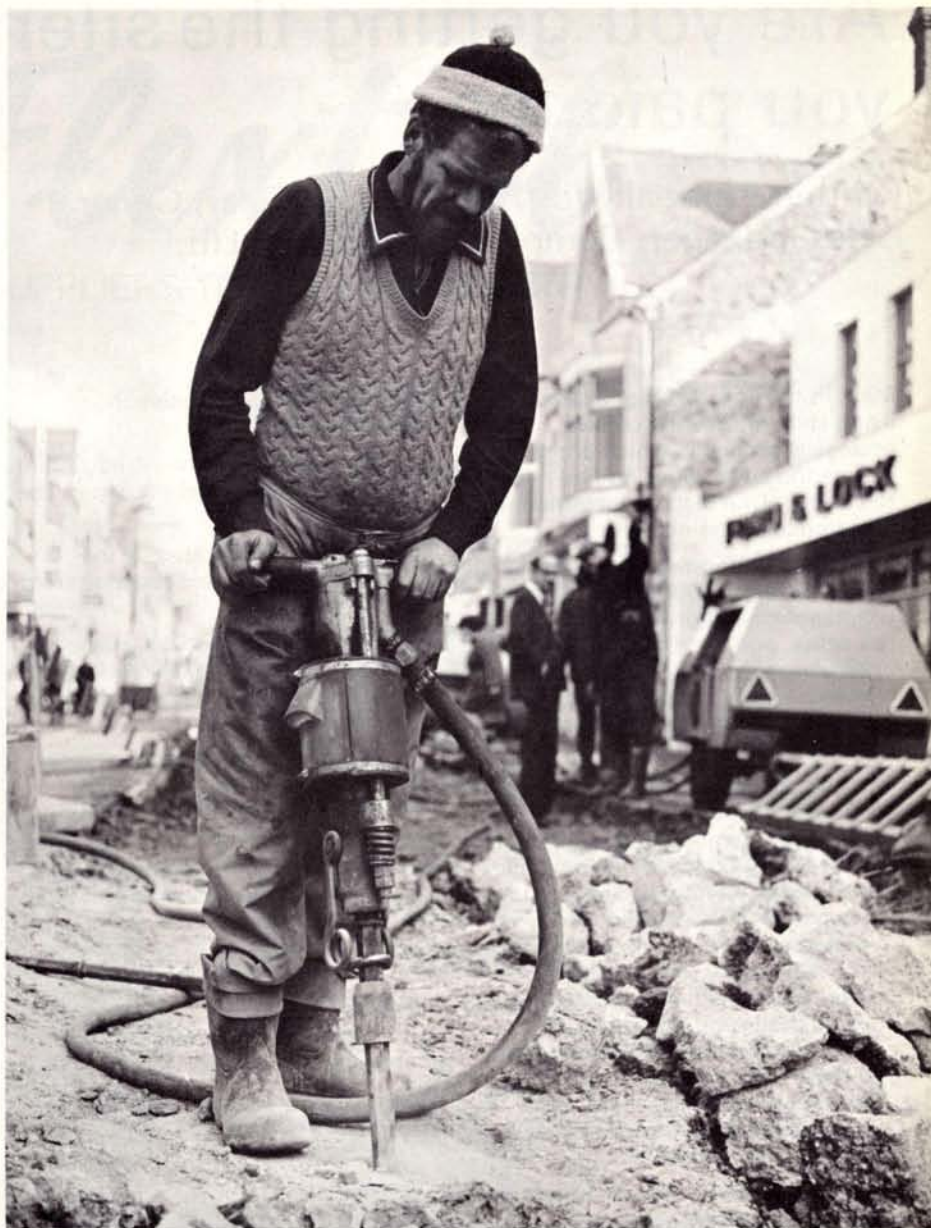
The principal steps resulting from an elaborate and sophisticated acoustics study were:

Main sources of noise in a portable compressor:

- a. Mechanical noise from engine.
- b. Exhaust noise transmitted both through the silencer surface and airborne in the exhaust gases.
- c. High frequency whine from the compressor and its coupling.
- d. Engine induction noise.
- e. Flow of cooling air.
- f. Reflected noise from a hard standing.
- g. Engine vibration transmitted to canopy.

Silencing steps:

- a. Choose the quietest possible engine and keep it to the lowest possible speed. The rate of increase of noise with speed is much greater than with load, so that higher compression ratios and better or forced aspiration help to contain noise.
- b. Use silencers designed to damp the engine fundamental, which are themselves so designed or mounted as not to radiate high frequency notes. In the event an effective two-stage system has been developed. As well as careful silencer selection, exhaust downpipe radiation may also be reduced by positioning the primary silencer close to the engine exhaust manifold.
- c. By local shrouding and canopy design, to aid the absorption of the high frequency noise produced.
- d. Choose and mount an intake silencer-filter system to give good attenuation of the low frequency engine fundamental and its harmonics.



Holman SS60 Breaker with Plastic Muffler and Mufflesteel.

- e. Using a plastic fan with aerofoil section blades pitched to obtain optimum air flow with low level noise.
- f. Sealing the chassis underside and areas around delivery cocks and pipes.
- g. Mount the engine on anti-vibration mounts.

Having identified and dealt with the major noise sources, an enclosure which itself embodies silencing features is essential; hence the design of a canopy that, though very simple, is quite new to portable compressors and obtains a balance between noise attenuation and cooling. This canopy

consists of a well-sealed main compressor/engine compartment which uses the natural depression in the canopy to suck inwards the walls of the canopy, thereby tightening them and minimising vibration.

Silencing a compressor is more an art than a science. Its implementation involves a weight/bulk problem, which in turn affects braking and other design features. For example, one of the biggest difficulties is to control under-canopy temperatures when mechanical equipment is fully enclosed. It is essential to:

- a. Allow for the greatest possible free space around the actual machinery;

- b. Arrange for unimpeded flow of cooling air through the enclosure; and
- c. Provide an efficient cooling fan system commensurate with the engine power available and allowing for the necessary altitude capability of the plant.

Throughout the world, Government instrumentalities and Councils have tended to settle on the figure of 75 dBA at 7 metres for compressors intended for urban use. This is a compromise between the desirable and the economically attainable.

For this reason CompAir Australasia have now introduced the new "C" series of portable air compressors

which replace the existing RO (Holman) and WR (BroomWade) types.

CompAir, in offering the "C" Range with silencing to 75 dBA as standard, is anticipating the time in the near future when legislation and customer demand will insist that all compressors are silenced.

Greater degrees of silencing can be attained but involve heavy cladding, greater bulk and more expensive braking systems. At this point, the hire plant operator has to consider carefully whether the increased capital investment can pay off, particularly as the modestly-priced plant silenced to 75 dBA is well below the noise levels prescribed for road transport in most countries.

Bearing in mind all the research which has gone into the development of today's silenced compressor in overcoming the knotty problem of how to silence without overheating, or too much bulk, and within an acceptable operating cost, it is shattering that one still sees these machines being operated in built-up areas with canopies opened. This practice of many years' standing may be helpful in keeping standard plants cool, but silenced compressors are designed to run with their canopies closed, and opening them not only defeats the silencing objective, but is most likely to have an adverse effect on the in-built cooling system.

Broomwade CV125S Silenced Compressor (125 C.F.M.)



the best concreting equipment comes from **COATES**



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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.

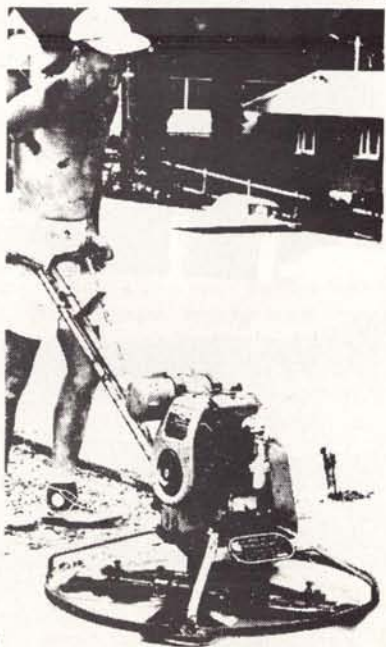
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COATES DOES IT AGAIN! new vibrating roller

Coates & Co. Ltd., pioneers of vibrating rollers in Australia, announce the release of a new 3 ton Tandem Vibrating Edge-Roller — THE 42RE VIBROLL.

This machine was designed and built by Coates & Co. at their Victorian Springvale works to meet the demand for a medium weight tandem vibrating roller. It is now in production after a two year test period. Prototype 42REs were thoroughly field-tested in three States of Australia in Coates' extensive hire fleet before production commenced at Springvale on this new machine.

The 42RE Vibroll, with an unballasted weight of 48½ cwt (2465 Kg), is small enough to be easily transported. Yet when vibrating and fully ballasted at 63 cwt. (3200 Kg) it obtains compact-

ion normally only achieved by large deadweight rollers. Powered by a 20 h.p. Deutz electric-start diesel engine and utilising a closed circuit hydrostatic transmission, the 42RE has an infinitely variable speed range of up to 5 mph forward or reverse. Interlocks are fitted to prevent the vibrator being engaged above 2 mph and the whole vibrating system is contained inside the rear drum and isolated from the drive by a unique system of flexible mountings.

This Tandem Edge-Roller has been particularly designed for local Government use and for street construction where edge-rolling is necessary. The operator has perfect vision and can look down on either side from a full width bench seat.

Protection against vandalism is

maintained by lockable engine compartment, instruments/controls, fuels and hydraulic oil fillers. Optional equipment available are mats for use with the built-in water sprinkler system and canopy and lights.

42RE VIBROLL SPECIFICATIONS:

(Non-Ballasted Machine)	
Total Weight	48½ cwt. — (2465 kg)
Maximum machine weight (water ballasted)	63 cwt. — (3200 kg)
Vibrating roll — width	3'6" (1067mm)
— diameter	2'6" (762mm)
Front roll — width	2'9" (838mm)
— diameter	2'2" (660mm)
Overall length	9'1" (2769mm)
Overall width	4'3" (1295mm)
Overall height	5'7½" (1715mm)
Turning circle	25'0" (7.6m) approx.
Ground clearance	9¾" (248mm)
Edge rolling	to 23"
Vibrator frequency	3400 vpm
Water spray capacity	32 gallons
Transmission speed	Fully hydrostatic
	0.5 mph forward & reverse
(with vibrator engaged)	0.2 mph forward & reverse
Power unit — Deutz	20 HP at 2500 rpm
F2L410 Diesel Engine	Electric start
Air Cleaner — Cyclopac	
Dry Type with Pre Cleaner	
	FWA 05-2526



HIRESCOPE

MAIL STRIKES

The prolonged series of industrial troubles in the Sydney G.P.O. which held up your April issue of HIRE also prevented us from receiving material sent to us from other States. (At least we HOPE this was the reason that very little arrived!) If you sent us a story or a news item which hasn't been included in this issue you can safely assume that it was gummed up somewhere in the mail strikes which — hopefully — now seem to be ending. Local contributors responded magnificently to the situation, getting their material to us by hand, by courier, by private or company car. Even in one case, we suspect, by carrier pigeon. Without the help of these good friends, the June issue could not have been produced.

COATES HIRE SERVICE NOW IN ORANGE, N.S.W.

In a continuing drive to serve the needs of the community in general and the building and construction industries in particular, Coates Hire Service recently opened an agency in Orange, in central New South Wales.

The new hire centre was officially opened in the middle of March under the command of local identity and long-term Orange resident John Wythes. (The word 'command' is used advisedly. His years spent at Duntroon and with the army are responsible for his nick-name — 'The Colonel'.)

An engineer by profession, John investigated the hire industry for two years before teaming up with the Coates organisation. The new company, ALL AIDS REGIONAL PLANT HIRE, in association with Coates Hire Service, has already shown tremendous growth. His popularity in the district, allied with Coates' high standards in equipment and customer service, clearly add up to an unbeatable combination.

Anyone passing through Orange with a few minutes to spare is guaranteed a real Coates-style welcome at All Aids Regional Plant Hire.

ALIVE AND WELL

In our February issue, under greater than usual provocation and duress, we ran an editorial asking readers "Should HIRE expire?" Well, guess who wrote to us and protested that HIRE should *not* expire? No, not members of the Australian hire industry but some of our readers overseas! Obviously, HIRE did not expire — it's alive and well and still being published in Sydney. Will you help us to keep it that way by sending us your company news, views and photographs? Material from States other than New South Wales will receive a double welcome — and, possibly, a fifteen-gun salute. The Editor would like to hear from you soon.

R.E.R. TO COVER OUR CONVENTION

This year, for the first time, a major American Rental publication will be covering the Australian National Hire Convention held in Sydney next September. The Editor of RENTAL EQUIPMENT REGISTER has commissioned the Editor of HIRE to supply material including appropriate photographs, for a two-page story. We were also pleased to note that the March issue of RENTAL AGE devoted a full column to our 1973 Convention in Melbourne, culling the information from HIRE's Convention issue. In recent months these top industry journals in the United States have made friendly contact with HIRE, and their interest and encouragement are greatly appreciated.

'OW TO 'IRE AN 'AMMER

Jeff Marsh was feeling pretty proud of Toongabbie Hire Service's new price list — until a customer rang up and complained. Why hadn't they listed any hammers? After a good deal of confused dialogue, light suddenly dawned. What the enquirer wanted was an 'ammer. He had been looking for it under 'A'.

THEY'RE TOUGH, MIGHTY TOUGH, IN THE WEST . . .

The old Country-&-Western ditty sprang to mind when we learned that all 23 members of the Hire Association of Western Australia are engaged in construction equipment hire. "So far we have not been able to interest other facets of the hire industry, such as party hire or vehicle rental companies," confesses Secretary Eddie Carss (Kays Hire Service Pty. Ltd.)

The H.A.W.A.'s address is: C/- Kays Hire Service Pty. Ltd., 88 Roberts Street, Osborne Park, W.A. 6017; Tel. 24 6966.

Office bearers are:

President:

Jim Brown, (Coates & Co. Ltd.)

Vice President:

Ken Sims, (Kays Hire Service Pty. Ltd.)

Secretary/Treasurer:

Eddie Carss, (Kays Hire Service Pty. Ltd.)

COMMITTEE:

Stan Day, (Broomhall's Ezy Hire Pty. Ltd.), Don Leunig, (Dalco Plant Hire.), Don Loxton, (Mayday Hire Service.), David Clark, (A-Z Hire Service.), Gordon Sanders, (T.W. Crommelin Ltd.), Vic Jones (Jones Hire Service.), Ken Phillips, (Beva Hire Pty. Ltd.), David Barrington, (Red Top Plant Hire.).

THE PLOT THICKENS

Greg Page (Page's Hire Centre) who challenged other Sydney hire companies to compete in the 1974 City-to-Surf Race, is being pretty tight-lipped about his plans. Will the companies chicken out when the big day arrives — or will they give the wiry athlete a run for his money? It's anybody's bet as things stand. But in a rare unguarded moment he did let one thing slip: he's proposing to enter two teams "to give Kennard's something to beat."

BREAKING DOWN THEIR INHIBITIONS

You would hardly expect to find a communication barrier among Party Equipment hirers, but perhaps they all work too hard to find the time to get together and talk shop. The chance to do just that is one of the fringe benefits that members of the recently formed N.S.W. Party Equipment Hire sub-group are enjoying. Like the Victorian party hirers, they have found that holding meetings in each other's business premises rather than in impersonal places like public halls, has a way of breaking down inhibitions and inducing mutual trust. Routinely, a social drink and a conducted tour of the host company's premises precedes the serious business session, which is followed by supper. The last meeting before HIRE went to press was held at Preston Bros. (Hirings) Pty. Ltd., St. Leonards. Two prospective new members were

present and a number of important issues discussed, including the proposed group participation in discount purchasing. H.A.N.S.W. party equipment hirers not yet affiliated should contact Secretary Harry Ford (533-4022) or President Greg Page (587-1755).

OTHER MEMBERS PLEASE COPY

Do you leave it to "them" to promote the National Hire Convention — or do you pitch in and do your bit to make it a success? H.A.N.S.W. member Jeff Marsh (Toongabbie Hire Service) told HIRE that he makes a point of talking to all the suppliers who call on him, and advising them to book display space at the 1974 Convention in September. What an impact it would make, he comments, if hire companies all over Australia were doing the same thing. And, while we're on the subject, here's another suggestion. How about talking to other hire people, too — particularly those who have never

made it to a Convention — and telling them what a great experience it can be? Membership, in the true sense of the word, consists of something more than just the payment of annual dues. It means getting into the act yourself and helping where you can.

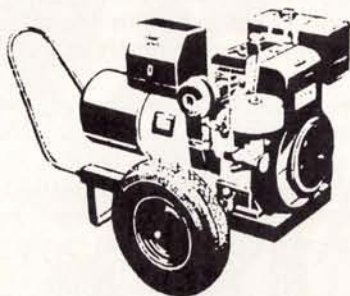
A TRIBUTE BY MAIL

The most gratifying letter we've received for many a long day arrived from Los Angeles, California recently. It was written by the Editor of RENTAL EQUIPMENT REGISTER to HIRE's Editor in Sydney. We would be less than human if we could resist quoting the opening paragraph . . .

"I've been reading your magazine for many months now, and am glad to have this opportunity to tell you what a beautiful job I think you do with it. It's visually stunning, and I always enjoy the flair of the articles and news. As you may have noticed, if you read our publication, we often obtain news from your magazine, especially news about those hire dealers familiar to the American rental scene . . ."

This would seem to indicate that a journal — like a prophet — is not without honour save in its own country.

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The Moving Story of Patti's Hire Service

Everyone expects a double dose of trouble when moving time arrives, but some people seem to collect more than their fair share of setbacks and frustrations.

When Patti's Hire Service outgrew its Kogarah (N.S.W.) premises, the company was very happy to acquire an ideal corner site at Campsie with a 70-foot frontage on two main roads. They had at least 10,000 square feet to play with, a building already in existence and almost unlimited provision for customer parking. The future looked bright. The opening date was set for September 1973.

Then their troubles began. The 50-

year-old building was so run down that part of it had to be razed to the ground by bulldozer before work could commence. At every turn they were hamstrung by industrial troubles. As one section of the work force returned, another section downed tools and went on strike. Progress was almost non-existent. The September opening date was postponed until some time in the New Year.

Worse was to come. They had reckoned without one of Sydney's wettest spells in living memory. Incessant rain not only held up the work but turned the site into a bog. The strikes went on and on. So did the rain.

The big move was postponed to June, but by present indications even this seems unduly optimistic.

There were numerous vexatious side effects, including prolonged disorganisation; regretful withdrawal from participation in the Trade Fair in anticipation of a move that didn't eventuate; the fact that the new address got into the Pink Pages before Patti's Hire Service got into the new address.

However, in spite of all the holdups progress is being made. The steel framework has been erected (with provision for a complete new mazzanine floor when space is at a premium again) and the facade has been painted a really stunning shade of chartreuse which makes the building visible for miles. Soon there will be decorative canvas awnings reminiscent of a Paris boulevard, and party settings in the big display windows.

Whatever the problems and delays, Patti's Hire Service can be expected to operate from its new address with the style and originality that have distinguished this company in the past.

'Before and after' photographs will be published in a future issue of HIRE.

Yamamoto—the Japanese art of breaking up the ground



Tutt Bryant

Yamamoto, Japan's biggest manufacturers of quality construction and mining air tools ranging from rock drills, leg drills and drifters through to concrete breakers, coal hammers and chipping hammers.

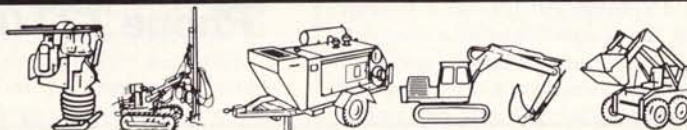
Yamamoto air tools are rugged and combine superior technology and craftsmanship giving greater working life and ensuring top production rates regardless of conditions.

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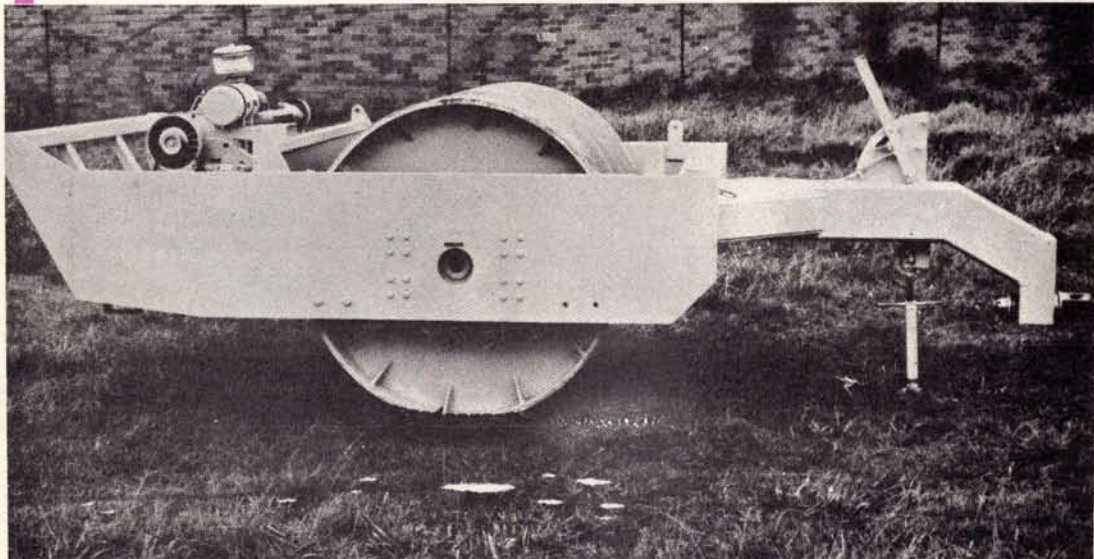


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