

HIRE

AND RENTAL EQUIPMENT NEWS

VOL. 10 - No. 1

FEB. 1977



NATIONAL COMMITTEE MEETS
IN CANBERRA

Registered for
Posting as a
Periodical -
Category (B) -

A Fight Against Discrimination
Page 20

GET IT OFF WITH GERNI!

**GERNI
DIRT
FIGHTER**

**HIGH PRESSURE
2300 P.S.I. CLEANERS
PETROL/ELECTRIC**

**SANDBLASTING
UNTOLD USES!
UNTOLD RETURNS!**

Gerni
HIGH PRESSURE CLEANERS

**HIRE KINGDOM WHOLESALE
351 NEWBRIDGE RD.
MOOREBANK
601 1766
707 2655**

OFFICIAL JOURNAL OF THE HIRE ASSOCIATION OF AUSTRALIA

HIRE

AND RENTAL EQUIPMENT NEWS

Opinions expressed in HIRE and Rental Equipment News are not necessarily those of the Hire Associations.

- ★ **THE HIRE ASSOCIATION OF AUSTRALIA**
60-62 York St. Sydney. 2000
Tel. 290-0700

President: Peter Burne
Vice President: Tom Cioccarelli
Councillors: Gerry Nolan, Andrew Kennard, Ern Turner, Richard Olson, Moss Keller, Robert Stewart, Gary Lilleyman.
Secretary: Rolf Schufft.
- ★ **THE HIRE ASSOCIATION OF N.S.W.**
9 Zermatt Avenue, Seven Hills. 2147
Tel. 621-5323

President: Andrew Kennard
Vice President: Gary Butler
Secretary: Mrs. Denise Layton
- ★ **THE HIRE ASSOCIATION OF VICTORIA**
165 Eastern Road, South Melbourne. 3205
Tel. 699-1022

President: Peter Burne
Senior Vice President: Len Booth
Junior Vice President: Jim Brown
Secretary: Metal Trades
- ★ **THE HIRE ASSOCIATION OF QUEENSLAND**
24 Hayward St. Stafford. 4053
Tel. 356-9011

President: Richard Olson
Vice President: Tom Cioccarelli
Secretary: Robert Lawler
- ★ **THE HIRE ASSOCIATION OF SOUTH AUSTRALIA**
12 Pirie St. Adelaide. 5000
Tel. 87-4691

President: Robert Stewart
Vice President: Richard Stevens
Secretary: Ken Allen
- ★ **THE HIRE ASSOCIATION OF WESTERN AUSTRALIA**
18-22 Oxford St. Leederville. 6007
Tel. 81-4044

President: Gary Lilleyman
Vice President: Rick Turen
Secretary: Frank Calleja

PUBLISHER:

LEADER PUBLISHING HOUSE
2 Dale Street, Brookvale.
N.S.W. 2100

EDITORIAL:

PHILIP GEEVES
(All contributions and photographs welcome)

ADVERTISING:

LEADER PUBLISHING HOUSE
2 Dale Street, Brookvale. 2100
Telephone (02) 93-0351/2

Cover Photo:

Delegates at National Committee Meeting in Canberra in November 1976

Vaughan Douglas. Printers. 93-0351

THE EDITOR'S PAGE

Every industry worthy of the name needs an official journal to disseminate news and information to keep its members abreast of trends and, not least of all, to co-ordinate its activities on a national front.

This inaugural issue of HIRE and Rental Equipment News formalizes the determination of the Australian Hire Industry to have a national voice and a professional identity. To that end it has commissioned an experienced team to produce HIRE and Rental Equipment News.

The journal's name was not chosen lightly. It represents a serious attempt to finalize the

seemingly endless arguments as to whether the industry should be described as rental or hire.

Regardless of the name, the success or otherwise of your magazine is determined by the degree of participation of members and associates of the State Hire Associations.

It is supremely important that State Associations should gear themselves to the task of contributing their share of news and views to future issues. Indeed, the effectiveness and voice of State Associations might reasonably be judged by the stature of their involvement with this journal.



Thought for This Issue:

A ROSE BY ANY OTHER NAME STILL SMELLS THE SAME.



HIRE ASSOCIATION OF AUSTRALIA

CHAMBER OF MANUFACTURES OF NEW SOUTH WALES
60 YORK STREET, SYDNEY, N.S.W. ● 290 0700
LETTERS TO BOX 3968 G.P.O., SYDNEY, 2001

PRESIDENT'S REPORT

Peter Burne

As President of the Hire Association of Australia it gives me pleasure to welcome the new publication Hire and Rental Equipment News as the official hire journal of the Hire Association of Australia. I think it will be of great benefit to members and I sincerely hope that the news and information received through the forthcoming issues will be most helpful.

I would like to give a brief summary of the history of the Hire Association of Australia as no doubt quite a number of the newer members may not be fully aware of the work carried out by the national body. The first meeting of the Hire Association of Australia was held in Sydney in December 1972 with representatives from New South Wales, Queensland and Victoria, and it was from this meeting that led to the formation of the Hire Association of Australia. The first

President, Mr. Neville Kennard, was elected in February 1973. The aims of the Association are to promote and stabilise the image of the industry as a whole and to offer wider protection to all members industry wise, also to liaise between state associations so that any information received by the states can be made available nationally.

Another aim of the association is to formulate and arrange a general format for conventions to promote the hire industry

generally. Further, we aim to make available and strive to keep the standard of the hire magazine a first class publication and with this in view I feel most confident that the new publication Hire and Rental Equipment News will give us a journal which we have been endeavouring to obtain for sometime. The Association is also in touch with such organizations as the C.R.A., A.R.A. and the Hire Association of Europe where we are sure that a wealth of information will be obtained for members through communications.

We also wish to encourage and arrange for members to visit the C.R.A. and other overseas councils as they have been most beneficial to those who have attended previous conventions.

Through the national body a national logo was formed, a code of ethics and membership made available. Some of the activities carried out by the council in the past have been insurance, public relations, staff training and currently, probably the most important task taken on by the sub-committee, the Investment Allowance. The council meets regularly and every endeavour will be made to improve the national image and to obtain from members their co-operation in expanding the industry.

I would like to make mention of the last national convention held in Brisbane under the chairmanship of Tom Cioccarelli and his committee. Through these pages I would like to thank Tom and his wife especially and to all the other active members which made the convention such a great success.

Over the past year I feel the Industry's achievements have been good but as we are all aware the present times are not the best, but I have no doubt that in the following 12 months things must improve and with the co-operation of all members the industry can only surge ahead.

W&J Pacebraker

- POWERFUL
- PORTABLE
- PACEBRAKER

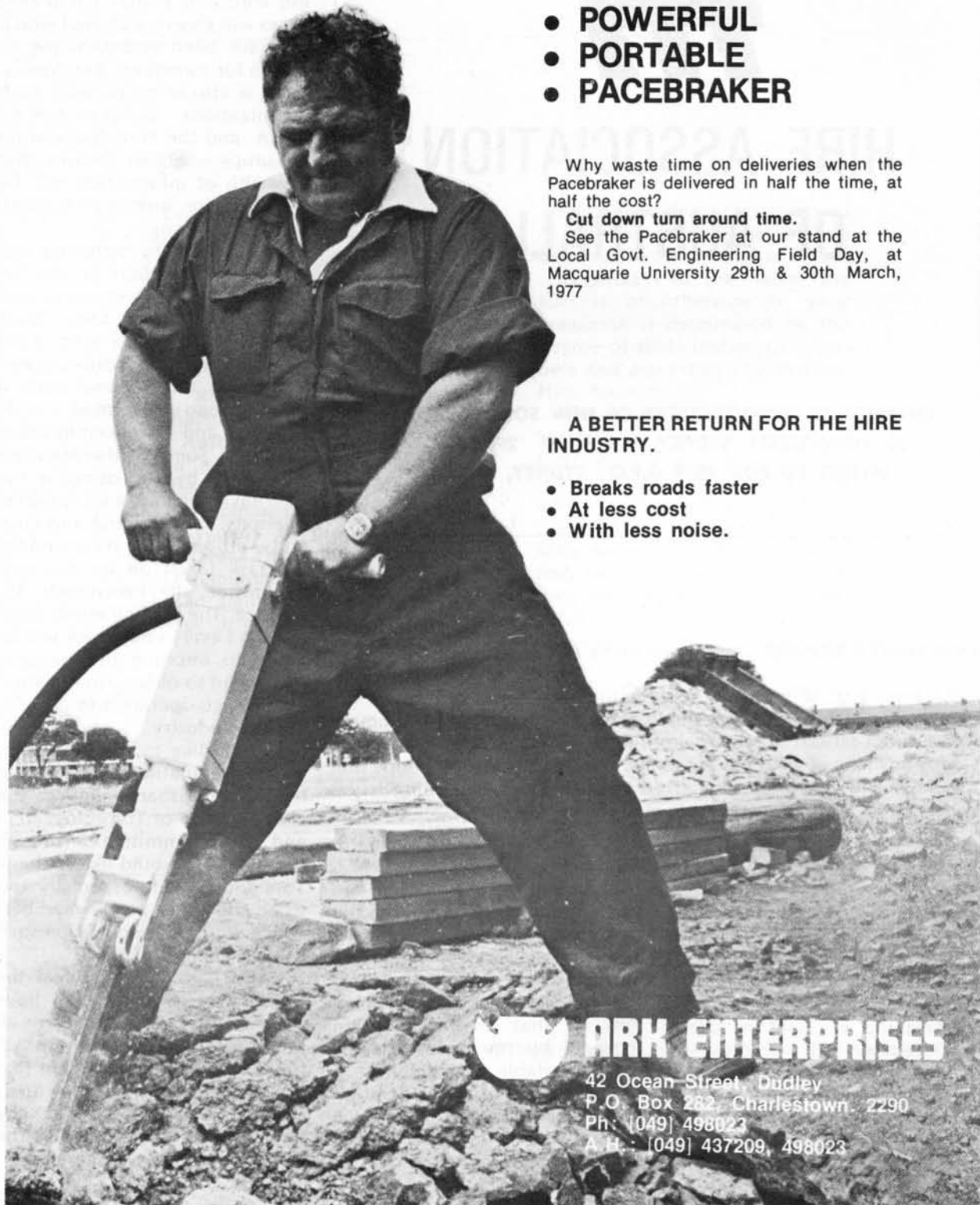
Why waste time on deliveries when the Pacebraker is delivered in half the time, at half the cost?

Cut down turn around time.

See the Pacebraker at our stand at the Local Govt. Engineering Field Day, at Macquarie University 29th & 30th March, 1977

A BETTER RETURN FOR THE HIRE INDUSTRY.

- Breaks roads faster
- At less cost
- With less noise.



ARK ENTERPRISES

42 Ocean Street, Dudley
P.O. Box 282, Charlestown, 2290
Ph: [049] 498023
A.H.: [049] 437209, 498023

American and Australian Yards can Learn from One Another

That's the considered opinion of Andrew Kennard, HANSW President, who made his fourth Stateside visit last October. The prime purpose of the trip was to attend the California Rental Convention at Las Vegas, but Mr. Kennard also managed to bring himself up to date on the rental scene in Los Angeles and San Francisco.

He describes Los Angeles as California's hire centre and the closest parallel to his own Sydney environment. San Francisco, on the other hand, supports some of the biggest and most successful yards in California, where climate and other factors, including our familiar gum trees, are reminiscent of Australia.

Up to Date

The Australian Hire Industry patterned itself on its American counterpart and has never been backward in adopting the know-how and expertise of the United States. Asked to compare industry practices on either side of the Pacific, Andrew Kennard made this significant comment: "twelve years ago we were twenty years behind, but today, in many areas of the hire business, we are not lagging at all. In fact, we are right up with the States in most cases".

Mr. Kennard considers that rental firms in the United States achieve better market penetra-

tion than we do in Australia, particularly in the home handyman field, yet we are probably ahead of our American brothers as suppliers to the construction industry. In his judgment, we enjoy more business from builders and contractors than American rental yards.

American Government Benefit

The world-wide recession did not have the same severe impact on U.S. rental that it had in Australia, probably due to the cushioning effect of a larger population coupled with greater fluidity of credit. As a result, American rental operators are currently in pretty good shape. Nor have our American colleagues been the victims of government discrimination: they continue to benefit from an Investment Credit of 10%.

Public Image Important:

Mr. Kennard believes that Am-



Mr. ANDREW KENNARD

erican rental yards have made important contributions towards enhancing the public image of their industry. They usually occupy a main road location, displaying an attractive facade to the public.

Their equipment is well housed, neatly displayed and exhibits all the criteria of economy and efficiency. By contrast, too many Australian yards are sited in back streets and housed in old buildings converted to the purpose, whereas American establishments are invariably custom built

from the ground up as rental centres. Another major point of difference relates to business methods.

Simply Successful

Successful American yards have simplified their systems to the point where there is nothing complicated about their operations. Consequently, they tend to have less organisational hassles than we do, so they are able to concentrate more effort on customer service.

A quick analysis indicates that procedures in most American rental yards are not greatly different from those in Australia. Photo identification, for instance, is by no means universal. Nevertheless, a wider range of equipment is more noticeable in U.S. establishments.

Forklift trucks can be seen in every rental yard, because in America a car license entitles its owner to drive a fork lift. Nor does the United States have our complex restrictions about towing vehicles.

Some you Win...

Apart from its obvious attractions as a convention city, Las Vegas didn't have much personal appeal for Andrew Kennard. He confesses to having a flutter at a celebrated gambling establishment but when his \$40 in stake money evaporated, he wisely withdrew from the one-sided (or one-armed) contest!



VIEWPOINT

All hire companies are in business to achieve profit by extending the concept of hire, and by maximising the efficiency of the hire operation. It does not matter a damn what is hired — we are all members of one growing industry and the problems, benefits and opportunities are common to us all.

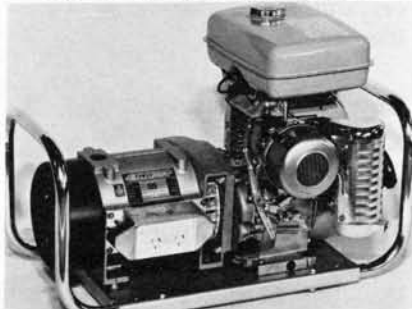
If we sectionalise, we deny our reason for being an association — we are saying we do not have sufficient in common to justify our existence. Why then have an Association at all?

Furthermore, we sap our own strength, which is unity. We lose our ability to be an effective pressure group. Most serious of all, we frustrate the ebb and flow of information and the interchange of ideas between hirers, which is the very lifeblood of the Association.



GENERATORS

SC21 Series



New Release

NO NONSENSE POWER DESIGNED FOR THE HIRE INDUSTRY

The SC21 Series Generators Feature, Lightweight, Robust Die Cast Aluminium Body, Automatic Solid State Voltage Control, Rotating Field, Common Control Components from 1-SKVA, Reduced Maintenance.

Powered by the Engine of Your Choice: Briggs, Honda, Kawasaki and Robin.

WE ARE THE POWER PLANT SPECIALISTS
ALWAYS THE BEST VALUE IN DOLLARS PER K.V.A.

POWERLITE PTY. LTD.

61-63 Gordon Rd., Chipping Norton, N.S.W. 2170

Telex AA 24893

Phone 02-727 0077

Tennant Establishes Sydney Branch

Tennant Company, a branch of Tennant Company in U.S.A., the world's leading manufacturer of Industrial Floor Maintenance equipment, has been established in Sydney. According to Ken Pamplin, Branch Manager, the new firm will provide Tennant's Australian customers with a number of benefits, including better service, more complete parts storage and more knowledgeable Sales personnel.

Distributors under the direction of Tennant Company are located in Queensland and South Australia, while direct Sales Representatives cover the States of Victoria and N.S.W. Establishment of more Distributors and direct Sales Representatives is being considered at present.

The firm's line of equipment includes Power Sweepers, Scrubbers and Scarifiers, both walk-behind and rider types, available in petrol, LP gas, diesel and battery powered versions.

The photograph shows the popular Model 42 Heavy Duty Power Sweeper. This self-propelled machine can really cut man hours required to hand sweep indoors and outdoors and does a far better job at the same time. One man with a push broom covers 3,000 sq. ft. per hour. One man with a Model 42 cleans 12,000 to 15,000 sq. ft. per hour, says the manufacturer.



The sweeper picks up sand, dirt, metal turnings and bulky litter with its enclosed cylindrical main brush. A side brush allows sweeping flush with walls, curbs, pallets and other objects. A powerful vacuum fan and large filter system ensure near 100% dust free sweeping.

Petrol, LP gas and battery powered versions are available.

Converts to automatic scrubbing in just 8 minutes with optional attachment. Applies solution, scrubs and picks up in one operation. Scrubs 30" path, cleaning up to 12,000 sq. ft. per hour.

TENNANT COMPANY, 86 Hermitage Road, West Ryde 2114. Telephone: 80 3769

IN VICTORIA SECOND COUNTRY DIVISION FORMED

Following a successful social weekend held in Mooroopna several weeks back it was suggested by the local hirers attending that a new Country Division be formed to bring hire operators in the Northern part of Victoria more closely in touch with the central executive as well as each other.

A further meeting was decided on - at Benalla on Sunday 21st November.

President Peter Burne & Vice President Len Booth journeyed from Melbourne and six country members from as far apart as Deniliquin, Kyabram, Cobram, Wangaratta and Mooroopna attended.

The Northern Division was inaugurated by the President and Kevin Bourke of Bourke Enterprises, Cobram was elected as foundation Chairman.

Hard working John Overhue of Mooroopna Hire was naturally elected Division Secretary.

Going back to the social weekend at Mooroopna - we really saw John in action there.

As well as to meet and get to know each other, the main purpose of the weekend was to let the country boys know a little more about the Hire Association.

John organised Motel accommodation for everyone, a dinner dance at night attended by 62 members and guests, a golf

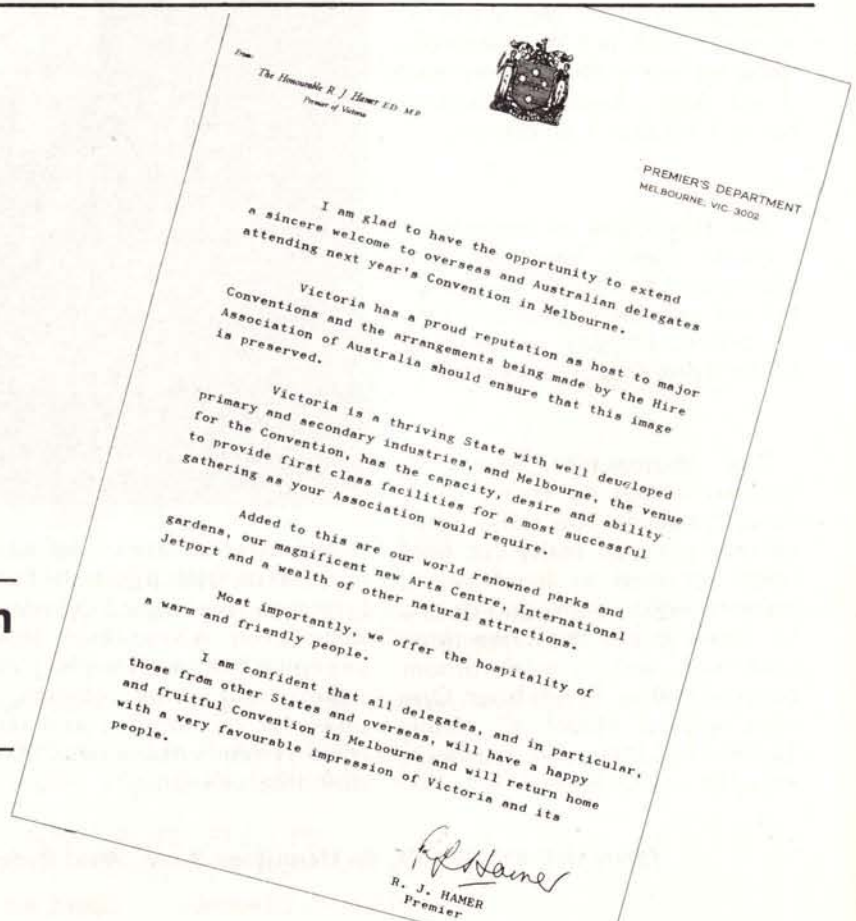
morning and a sight seeing tour (including a visit to the amazing Driving Tuition complex on which \$400,000.00 has already been spent), climaxing with a barbecue in beautiful sunshine on the Sunday, on the banks of the Goulbourn River.

Thanks too, to Jack Parker of U-Hire for the Melbourne and on site co-operation he gave John and to Past HAA President Ern Turner of Noseda Hire for the address he gave the gathering on the activities of the Hire Association.

We look forward to Kevin Bourke taking his place at Executive Meetings and welcome Northern Victoria to the Association.

Date to Remember...

**6th National Convention
Melbourne - Victoria
September 1977**





The Hire Association of Australia
6th Annual Convention
and Hire Equipment Show
27th September – 1st October 1977

MELBOURNE CONVENTION

Dear Association Member,

I am delighted to extend to you an invitation to attend the next National Convention to be held in Melbourne – Victoria during September 1977.

The Programme is being designed to ensure that all attending will leave the Convention with the feeling that "it was all worth while". Guest Speakers and their topics will be in line with the current trends of business generally and the Hire Industry in particular.

Exhibitors will be encouraged to present their Equipment and products in the most practical and informative manner.

Whilst our weather pattern at this time of the year is to say the least – unpredictable – I can assure you that the welcome and the warmth of the Victorian hospitality will quickly put paid to that small problem.

Hoping to see you in Melbourne, September 1977.

Regards,

A handwritten signature in black ink, appearing to be 'R. G. ...', written in a cursive style.

President
Hire Association of Victoria

HIRE EDUCATION

CONVENTION DATE

For your diary. The 6th Annual Convention and Equipment Show of the Hire Association of Australia will be held at the Hilton Hotel, Melbourne, from 27 September to 1 October, 1977. Booths are available and will be divided to suit exhibitors' requirements. Allocation of display space will be in order of payment received. Prices on application. A settlement discount of 10% will be allowed on payments received 60 days prior to the Convention. For further details contact the Exhibition Committee, 1977 National Hire Convention, P.O. Box 495, South Melbourne, Victoria. 3205.

ENVIRONMENTAL NOTE

According to scientists, a soft drink can dropped in the bush on Australia Day 1977 will probably be completely degraded by Christmas 2477. This prediction flows from a university study on the life expectancy of litter. A conventional plastic wrapper dropped at the same time would be fully degraded by the year 2200. But a glass bottle would not be broken down until a.d. 1,001,977 - and this is a guarded estimate because glass-like rocks, such as obsidian, may be as old as our planet. Decay rates vary with local conditions, so in a tropical rain forest the life cycle of some litter may be reduced by a hundred years.

AS OTHERS SEE US

Asked about his experiences of hiring equipment for personal use, the secretary of a large national company wrinkled his nose in distaste. When pressed for details, he told us:

"I rented a concrete mixer from a Sydney hire yard and was met with a demand for \$50 in cash. Usually, I never carry more money than I can afford to lose but, on that occasion, was able to scrape up the required amount by raiding my wife's handbag. When I returned the equipment, the hire firm informed me that a cheque for my deposit would be forwarded within ten days. My hackles rose instantly. I unleashed some of my legal vocabulary and demanded repayment of the cash deposit they had demanded of me. The fact that I got it without too much demur proved clearly that this tactic was a commercial "try on".

I've never been near that hire firm again and have succeeded in steering my friends away from dealing with them. Looking back, I think I felt badly about the whole tenor of their business methodology. At the outset, they made me feel like a crook by photographing me, without so much as a "by your leave". I should have thought that, as the public officer of a national company capable of buying their whole rental yard out of petty cash, my security pass (complete with photograph) would have vouched for my bona fides,

supported by my personalised cheque and driving licence. It's about time the hire industry updated itself by accepting bank-card."

24 HOUR TRADING

Dr. Ken Tucker of the Australian National University predicts that unrestricted trading hours will be one of the many changes to occur in Australian business, particularly at the retail level, during the next 25 years. He believes that longer trading hours will be forced by women who find it difficult to shop at the present standardised times. Extended periods of leisure time, much of it devoted to home improvement and beautification, will undoubtedly mean more business for the hire industry. But the industry must gear itself to meet the challenge, because greater consumer awareness will also lead to increased emphasis on service and comprehensive guarantees.

SOMETHING TO PONDER

In the last few years industrial costs in Australia have gone through the roof. Within the space of three years hourly wages for a process worker have doubled, thus weakening the competitive position of our industries, both in local and overseas markets. Huge wage rises, far in

excess of productivity improvements, have created a crisis situation for many industries. In real terms (i.e. after adjusting for inflation) the profits of Australian companies fell by 36% during 1974/75.

For the decade 1960-1970 the average productivity increase per year in Australia was a mere 2.7% as against 3.5% in Belgium, 5.7% in Spain, 6.1% in Italy and a massive 9.7% in Japan. We all know who won World War II. We should also be aware of who is winning the productivity battle!

LATE RETURNS

Wonder how American rental yards manage to cope with one of the most offbeat groups in the United States - the Procrastinators Club of America, which celebrated its annual "Be Late For Something Day" by postponing it until next year. This national organisation of 3,000 members was scheduled to hold its celebration at Philadelphia in September. Club President Les Waas said he intended to mark the day by "doing nothing, but didn't get around to it".

CONVERSATION PIECE

An idea for Australian hirers of indoor plants. A firm in Cleveland, Ohio, with a fine sense of whimsy, has launched a talking plant stand which is enjoying enormous popularity. At a flick of a switch, a sexy female voice mutters "This is your plant speaking. You feed me when I'm hungry. You water me when I'm thirsty. You are so nice. I love you. I love you. I love you." If that doesn't raise your hormone level, it should certainly increase your pollen count.

KROEGER ON PRIVACY

A memorable highlight of the

September Brisbane Hire Convention was John Kroeger's serio comic address "Why I stayed private and enjoyed prehistoric pandemonium and polygamous pleasures" - five peas in one alliterative pod. Unfortunately, nothing less than an audio visual presentation could do justice to the hilarious wisdom of the Chairman and Managing Director of Abbey Rents Pty. Ltd., Australia's largest party and medical hire group of companies. However, here's a small sample to savour: **J.K.** "In private business I have been treated like a harem girl. Trying to survive in private business as a virgin is like the air hostess writing her diary after a hijacking.

MONDAY The military leader of the hijackers was good looking and treated me with respect.

TUESDAY The handsome leader courteously agreed to my requests to release the children.

WEDNESDAY The charming devil made a proposition to me unbecoming an officer and a gentleman.

THURSDAY Today he threatened to blow up the plane with all the passengers and crew unless I agreed to his demands.

FRIDAY Today I saved 72 lives.

And why does my bank manager try to rape me? I have not yet met one vampire bank manager who did not want my wife's and my personal guarantees in blood, nor have I met one who really understands that the real assets of hire companies are locked up in stock no matter what the balance sheet says, which is usually a lie anyway".

ROLL OF HONOUR

Three hearty cheers for the hire firms and personnel who participated in the Canberra "demo". Our honour roll identifies them as: Active Hire, Consaw, Concord Plant Hire, Barwicks Hire, Donnellys Hire, Irelands Plant Hire, Jolly Hire, Kennards Hire, Hire Kingdom, Macbro

Hire, Pages Hire Centre, Link Industries, Seven Days Hire, St. George Plant Hire, All Sight & Sound Hire, Sykes Pumps, Richard Stevens, Silverwater Plant Hire, Wreckair, U-Haul Trailer Rentals and a leading Equipment & Boat Hire firm from South Australia.

OUTSIZE TENT

Canberra's much publicised Aboriginal Tent Embassy was completely outclassed by 50 ft marquee erected by Greg Page on the lawn of Parliament House. Described as the biggest tent ever seen there, the marquee accommodated the Hire Industry demonstrators during their barbecue lunch. It was a very sober affair. Everyone wore coat and tie. There was no alcohol, and no noise or disturbance - just the right sort of public image for a responsible industry.

INVESTMENT ALLOWANCE

You will be sending your Income Tax Return in soon for year ending 30th June 1976.

We think all members should claim the Investment Allowance on equipment purchased since 1st January 1976, which would have qualified had the government not excluded us.

So, we think you should claim the Investment Allowance with a notation along the following lines:-

Schedule 16 Investment Allowance

The Company purchased new plant as detailed hereunder which was ordered and paid for after 1st January 1976. Whilst it may seem that a deduction of the Investment Allowance is specifically precluded (the right to use the equipment is granted to others by way of Hire Agreements) a claim is being made pending the final determination of submissions made to the Treasurer.

THE SPECIALISTS TO THE HIRE INDUSTRY

Sydney
26 MARY PDE
RYDALMERE
638 7534

Melbourne
40 GLENVALE CRESCENT
MULGRAVE
561 2655

Brisbane
47 BALACLAVA ST.
WOOLLOONGABBA
391 3047

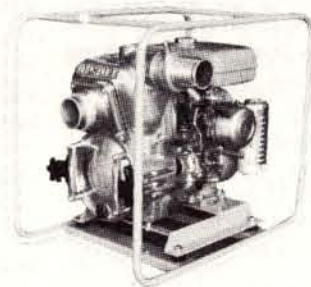
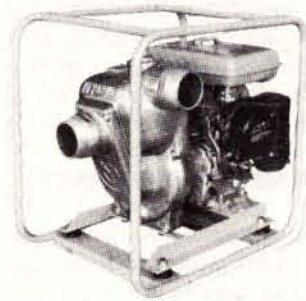
Perth
18-22 OXFORD ST.
LEEDERVILLE
814 044

Port Hedland
Cnr. ANDERSON & McKAY STS.
732 347

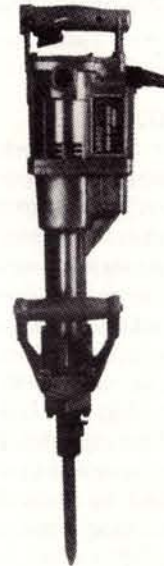
ROEBOURNE
ROE STREET
821 027

South Australia
P.O. Box 41 Wilongg 5172
(085) 561 201 Pages flat

16 years of operating our own hire division
under the extreme conditions and vast distances of Western Australia have helped
us develop equipment that needs minimum maintenance.



**Cromco
Pumps**
QP 30, QP 30T,
Diaphragm -
Centrifugal, close
coupled 1 1/2", 2"
and 3" pumps.
Ruggedly built and
powered by Robin
Engines, of course.



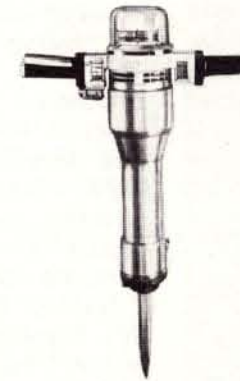
Kango 900
Weight 9.5 Kg (21
lbs) Blows
2000/minute



Kango 950
Weight 10 Kg (22
lbs) Blows
2,200/Minute



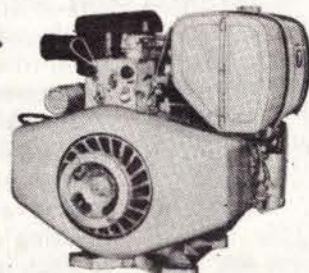
Kango 627
Weight 7 Kg (15 1/2
lbs) Blows
2750/Minute



Kango 1800
Weight 32 Kg (70 1/2
lbs) Blows
865/Minute



Robin EY 13



Robin EY 21

Robin EY13 & Robin EY21
Robin Engines 3.3
HP to 16 HP.



**Cromco-Benford Tip
up Mixer**
3 Cubic ft. capacity
bowl 2 year
guarantee on bowl
Weight including
stand approx. 190lb.

	627	900	950	1800
Kango List Price	\$500	\$550	\$650	\$1125
Your Special Buying Price	412	450	520	925
Your Save	88	100	130	200

PLUS

These free Accessories:

Model 627	2 x 15" Chisels 2 x 15" Points 1 x Combholder 1 x Drill Holder 1 x Floor Cleaning Tool 1 x 1/2" Drill	Total: \$127
Model 900	1 x Drill Holder 3 x Ejectors 1 x Combholder 50 x Coarse Combs 1 x 3/4" Drill 1 x 1" Drill	Total: \$128
Model 950	1 x Drill Holder 3 x Ejectors 1 x Combholder 50 x Coarse Combs 1 x 3/4" Drill 1 x 1" Drill	Total: \$131
Model 1800	3 x 15" Points 3 x 15" Chisels 1 x 5" Asphalt Cutter 1 x Spade 1 x Backfill Rammer Head 1 x Rammer Shank	Total: \$261

TOTAL SAVINGS \$215 \$228 \$261 \$461

T.W. CROMMELIN'S PRODUCTS ARE BACKED

1. By proven usage in Crommelin's own hire fleet.
2. Job card and maintenance figures available on request.
3. Spare parts available Australia wide.
4. Accessories available Australia wide.
5. Selling Agents available Australia wide.



NO SHOCKS FOR THIS MOTOR

For the first time in Australia a submersible pump motor has been released with lightning protection. This new 'Super' stainless steel motor is now available from Franklin Electric (Aust.) Pty. Ltd.

Lightning is responsible for a high percentage of water systems motor failures. Franklin has solved this problem with a built in lightning arrester. This exclusive feature on the new 'Super' motor is considered one of their most important innovations.

The life of a motor for submersible pumping depends greatly on its ability to resist corrosion.

A recent advance in pump technology has produced this all-stainless steel pump motor which is 100% corrosion-proof. It was developed particularly for highly corrosive and aggressive pumping elements, but can be used for any type of submersible pumping operation.

Franklin Electric has released this 'Super' stainless steel motor in the 1 hp single phase 240 V and 2 hp three phase 514 V models, suitable for a 50 Hz power supply.

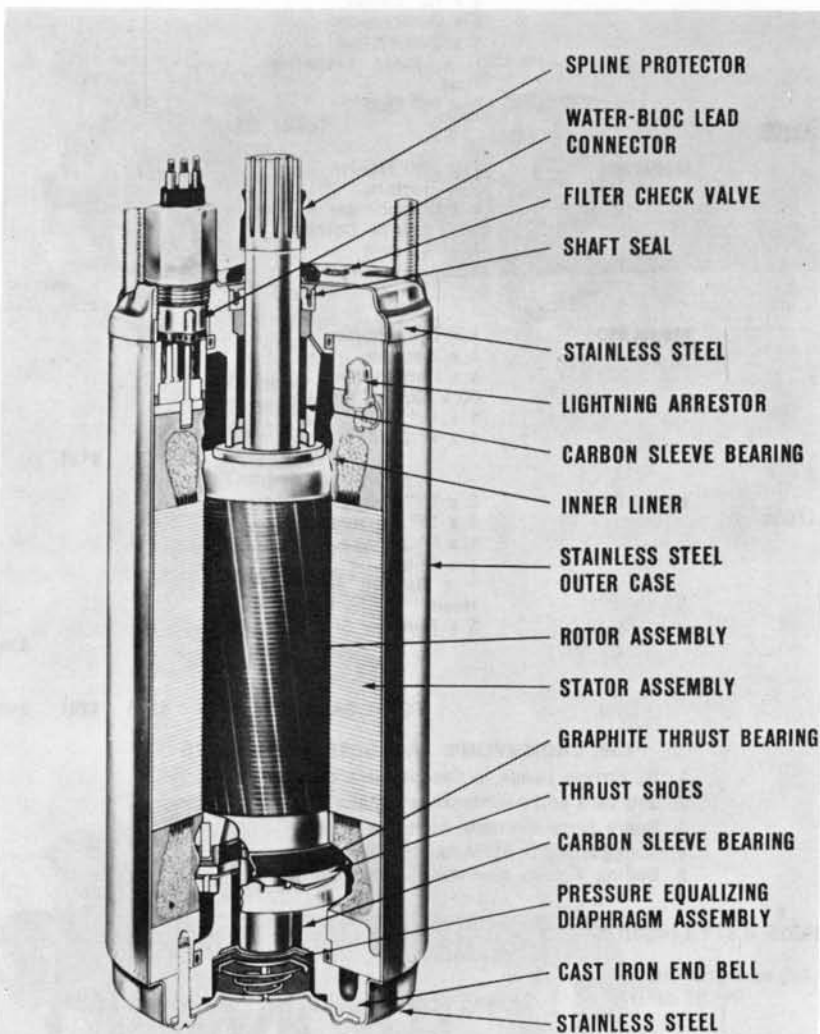
The price of this new 'Super' motor has been maintained at the same level as for previous models.

The entire casing is now in stainless steel. So every moving part of the motor and all surfaces exposed to the liquid flow are surrounded by stainless steel.

Other special features include a more efficient motor resulting in an increased power output.

The 'Super' stainless steel motor is an improvement on the basic Franklin design - proved in many millions of operating hours over the last 26 years.

For further information contact: Franklin Electric (Aust.) Pty. Ltd., Frankston Road, Dandenong Victoria 3175



Franklin Electric 'Super' stainless steel motor

SUCCESSFUL HIREX FIELD EVENING

The first field "day" staged by the Hire Association of N.S.W. - and, incidentally, its final function for 1976 - was a twilight affair held on 24th November at Gordon Esden's spacious Silverwater Plant Hire.

A mellow spring evening, tempered by a balmy breeze from nearby Parramatta River, lent a carnival atmosphere to this well-attended get-together.

Twenty six Associate Members exhibited a wide range of equipment and established useful contacts with their clients of the Hire Industry. Enormous barbecued steaks, augmented by cold cans of liquid, assured the social success of the evening. State Secretary, Denise Layton, contri-

buted her usual cheerful efficiency to organising the function.

N.S.W. President, Andrew Kennard, was coaxed into giving a short speech and made some significant points. Explaining how withdrawal of the Investment Allowance had operated against purchases of new equipment, he urged Associate members affected by diminished sales to lobby their own professional organisations and Members of Parliament.

Exhibitors at this Hirex field evening included: A.N.I. Perkins, Atlas Copco, Bennett Honda, Bostitch, Clipper Australia, Compair, O.R. Cormack, Dynapac, Electric Eel, Flextool, Hire Kingdom, Ison Machinery, Lincoln Electric, Mole Engineering, Norton Villiers, G.H. Oldings, Om-ark, Powerlite, A.G. Pulie, Pullman Vacuum Cleaners, Ramset, Spear & Jackson, Herbert Osborne, Tutt Bryant, Victa and Wacker Australia.

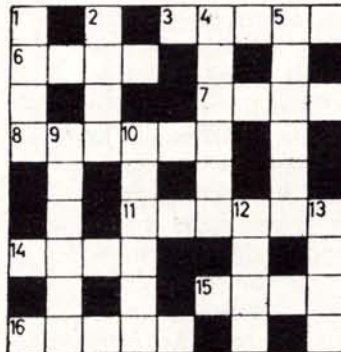
FIVE MINUTE CROSSWORD

DOWN

- 1 Our industry
- 2 Let it remain
- 4 Theatre attendants
- 5 Numeral
- 9 Periods between sunset and sunrise
- 10 European peninsula
- 11 Unattractive
- 13 Ireland.

ACROSS

- 3 Consumed by fire
- 6 Preposition
- 7 Sacred song
- 8 Whole
- 11 Make safe
- 14 Thunder god
- 15 Pertaining to wings
- 16 Attempt



SOLUTION TO FIVE MINUTE CROSSWORD

DOWN 1 Hire, 2 Stet, 4 Ushers, 5 Number, 9 Nights, 10 Iberia, 12 Ugly, 13 Eire.
 ACROSS 3 Burnt, 6 Into, 7 Hymn, 8 Entire, 11 Ensure, 14 Thor, 15 Alar, 16 Assay.

OPEN JAW RATCHET

FEATURE MEANS FASTER EASIER WORK

The Imperial-Eastment Kwik-Tite Ratchet Wrench speeds installation of all tube fittings, valves, hexagon nuts, bolts and fasteners.

This unique wrench, with its open jaw design, makes it easy to slip onto fittings and fasteners - especially in tight corners. Simply flip the pivoted top jaw open, place wrench on fitting and close.

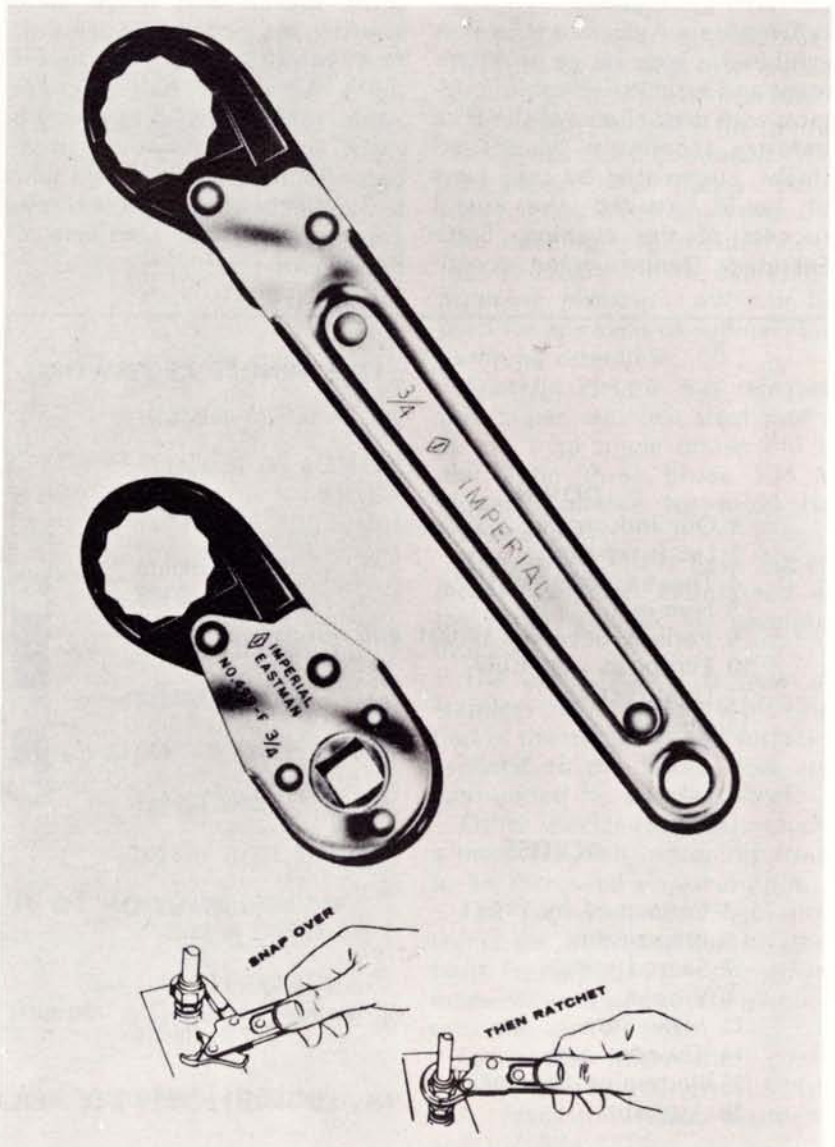
Double hexagon broaching design distributes torque pressures evenly on the flats of the hex fittings rather than on the corners. This eliminates warping and distorting of the fittings and fasteners.

Sizes range from 3/8" through to 1" across the flats measurement in the standard wrench style. The sizes available in the Torque Wrench Adaptor style range from 3/8" through to 1-1/4" across flats. Sizes up to 3/4" across flats are available with a 3/8" square opening drive whereas the larger sizes come with a 1/2" square opening drive.

A simple Torque Correction Formula is available for easy calculation of the amount to be compensated for increasing the overall length when using the Torque Wrench Adaptors.

Kwik-Tite Wrenches are manufactured with long life in mind. Jaws are forged steel, handles are made of heavy gauge spring steel and chromium plated.

Catalogues and other data on Imperial Eastman tools are available now from Sulco Pty. Ltd. Artarmon N.S.W.



NEW PORTABLE PUMP

The KL Poly Pump is a portable self-priming centrifugal pump designed for the building and construction industries, rural applications such as irrigation, domestic use, swimming pools or firefighting sprinkling systems. With some modifications in metallurgy, shaft seal and screws, the pumps can also be used in the chemical processing industry.

The pump casing, bracket, impeller and volute are injection moulded in a GE Valox polymer. This plastic combines impact resistance and low water absorption, which enables the pump to compete in performance with metal castings.

The plastic construction also means that the unit is light in weight and can be moved with

ease. Being a wear and rust resistant material a longer life of the unit can be anticipated. However, any parts subject to wear can be easily and inexpensively replaced.

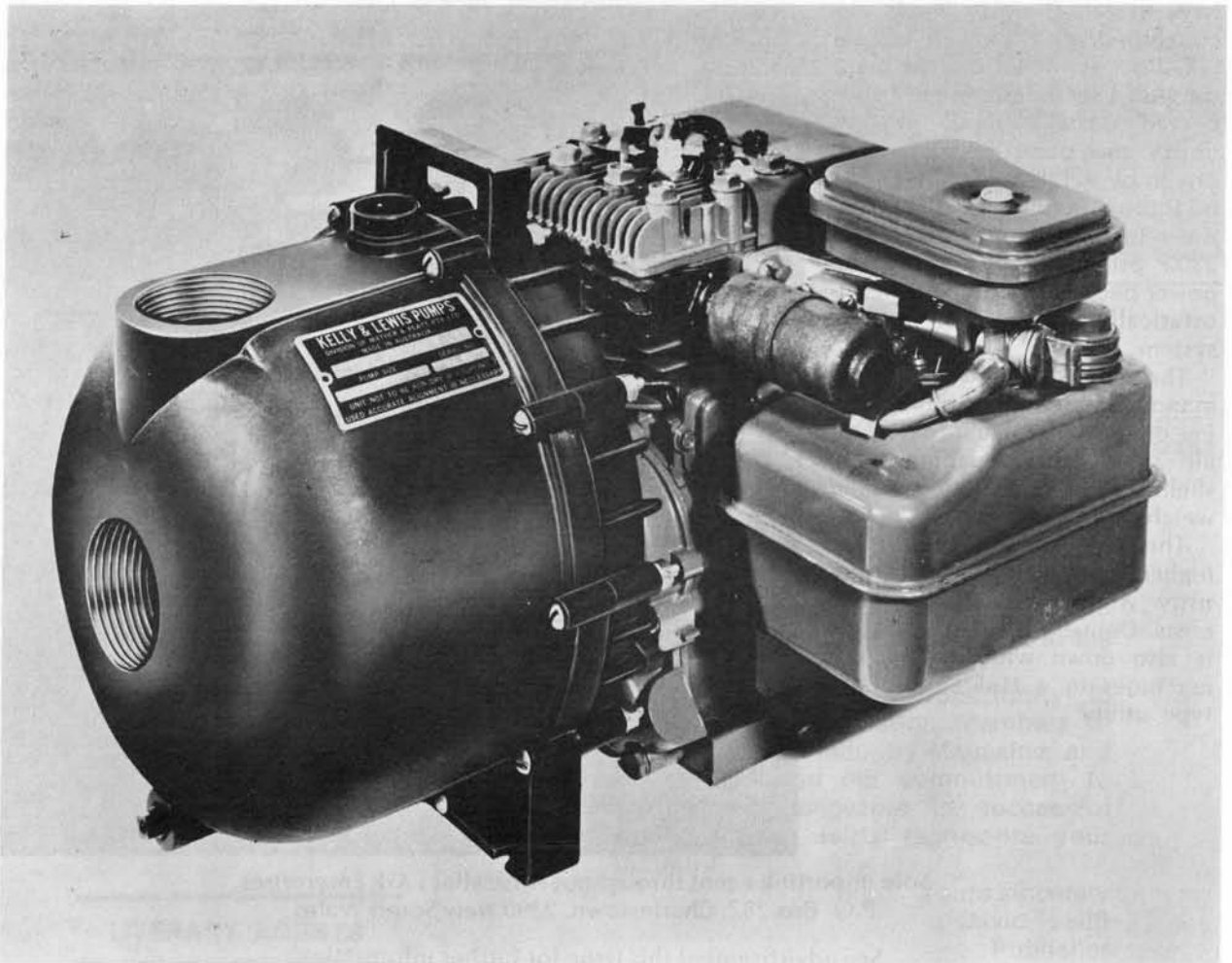
There are three models in the range - the 1½", 2" and 3" units. The only variation being the inlet and outlet sizing.

The pumps are designed with a

capacity range of up to 11 l/s (150 IGPM or 9000 IGPH) and a total head up to 35 m (115 ft). They are close coupled to a 2.2 kW (3 H.P.) and 3.7 kW (5 H.P.) engines.

The KL Poly Pumps which introduce many new concepts in design, are capable of high suction lifts with a rapid prime up to 8.5 m (28 ft), and will withstand a hydrostatic pressure of 650 kPa (95 p.s.i.). This is a two to one safety margin.

For further information contact: Kelly & Lewis Pumps, Newcomen Road, SPRINGVALE VIC. 3171



HYDRAULIC JACKPIC

HITS HARD

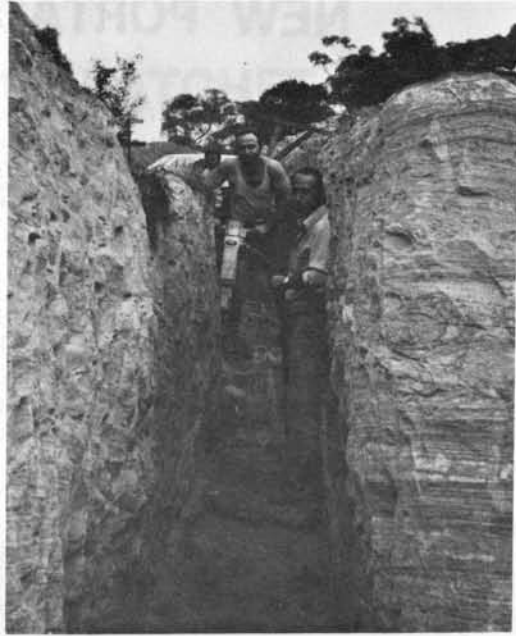
Manufactured in the U.K. by Williams & James Construction Equipment Ltd. the S.P. 250 PACEBRAKER unit is new to the Australian market and has a number of marked advantages over its competitors, pneumatic as well as hydraulic.

The hammer is of medium weight, 66lbs. and uses a re-chargeable accumulator located in the top section of the gun to substantially increase breaking power. This in no way sacrifices the obvious gains hydraulic tools have as far as noise levels are concerned.

Oil is supplied to the gun through a semi-permanently connected coaxial cable 25' long. A dowty gear pump petrol engine driven by a 12H.P. Kohler draws oil through a full flow filter from the return tank and operates at 2300 psi. Incorporated in the power pack is an efficient thermostatically controlled oil cooling system.

The whole pack is extremely manouvable and portable having dimensions of approx. 2' on all sides and weighing only slightly more than two hundred weight.

This type of unit should see higher returns for the hire industry with lower maintenance costs. Delivery turn around time is also down with up to four machines in a Holden or Ford type utility.



Sole importing agent throughout Australia is Ark Enterprises,
P.O. Box 282, Charlestown, 2290 New South Wales.

See advertisement this issue for further information.

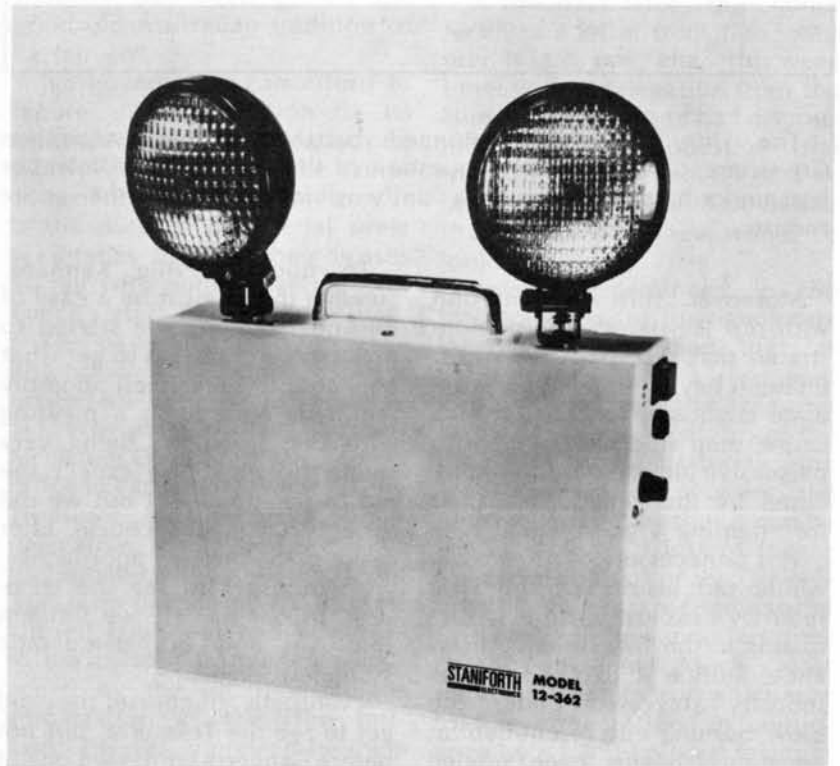
Self-Powered Floodlamp Unit

Designed for emergency lighting, the Staniforth Model 12-362 incorporates two powerful 35 watt floodlamps which operate for more than two hours after mains failure.

Recharge is automatic and fast, due to an inbuilt solid state self monitoring battery charger. Each floodlamp may be aimed to illuminate hazard areas, security areas or egress routes in stores, supermarkets, warehouses, public halls, etc. - wherever safeguarding of the public or employees is required.

Installation is easy. The unit may be shelf mounted or fixed to a wall with 2 external screws and then plugged into a power point with the cable supplied. Other lamphead configurations are available.

For further information contact: D.J. Staniforth & Co. Electronics Pty. Ltd., 131 Park Road, Auburn. N.S.W. 2144



THE

Leader

PUBLISHING HOUSE

2 DALE STREET, BROOKVALE, 2100

93.0351

TELEPHONE: 93.0352

PRINTERS OF:

- ★ Annuals
- ★ Calendars
- ★ Club News
- ★ Log Books
- ★ Maps
- ★ Magazines
- ★ Religious Publications
- ★ School Books
- ★ Waterways Guides

LITERARY AGENTS



We at Leader Publishing House are proud and pleased to be associated with the Hire Association of Australia, in the publication of this magazine.

May we take this opportunity to congratulate Association Members in establishing an Industry Magazine, and also to confirm our commitment to ensure this magazine is successful and truly and fairly represents your Industry.

Yours sincerely
David T. Hill
Publisher

THE INVESTMENT ALLOWANCE A FIGHT AGAINST DISCRIMINATION

The Hire Industry's prolonged battle with the Australian Government over the vexed question of the Investment Allowance has undoubtedly exercised a unifying influence on the entire Industry.

Moreover, this confrontation with our legislators has demonstrated that the Industry is fortunate in having intelligent, articulate advocates to champion its cause, men who can argue with persuasive logic and be complimented by the Federal Treasurer for "fighting a good war".

It is unnecessary to retrace the whole sad history of the Hire Industry's exclusion from participating in the Investment Allowance. Suffice it to say that the Industry staggered under the blow, burning with resentment at apparently having been singled out for discrimination by a Government professing its dedication to the precept of free enterprise.

To quote Neville Kennard: "feeling that it must be a case of misunderstanding, we started to make representations to get what appeared to be a small anomaly rectified. We sought a meeting with the Treasurer. Being very small fry, we didn't expect the red carpet treatment but we did expect that in due course, after making the proper approaches, we would get to see the treasurer. In our naivete we thought that was how our democratic system worked".

Eventually, of course, they did get to see the Treasurer, but not before Canberra witnessed one of its most unusual demonstrations - a parade of typical hire equipment outside the hallowed portals of Parliament House!



The Hire Industry delegation entering Parliament House for their meeting with the Treasurer. L to R: Messrs. Barry McDonald, Neville Kennard, Jim Colquhoun, Des Whelan.

The Investment Allowance grievance was fully ventilated among delegates to the Brisbane Convention in September. The thinking ones recognised their dilemma very clearly: they belonged to a small industry without industrial muscle or political clout and having no experienced parliamentary lobbyists. Then Richard Stevens of Adelaide tossed an outlandish idea into the discussion - why not stage a protest demonstration in Canberra? It would be a sure-fire method of attracting attention, because every news service in the country maintains some of the shrewdest investigative reporters in Canberra to ferret out the faintest whiff of controversy.

The Legislative Committee of the Hire Association, comprising Neville Kennard, Barry McDonald and Des Whelan, applied itself to the task of developing the protest plan.

Meanwhile, Mr. Kennard published a well reasoned letter in the **Financial Review** of 13 October. The paper ran it with a banner headline "Investment Allowance - Hire Industry's Battle". The letter mentioned: "The Treasurer and his advisers made the decision. Despite untold letters, telegrams and phone calls requesting a meeting (with the Treasurer) - nothing. Not even acknowledgment - total ignore."

The same day the editor sent a personal note to the Treasurer, enclosing a copy of the Kennard letter and asking Mr. Lynch to comment on it for readers of this magazine.

A principal private secretary informed us that the Treasurer had read Mr. Kennard's letter and would write to us immediately after returning from overseas.

It should be said that not all HAA Members evinced enthusiasm for a protest demonstration in Canberra. Some feared that it might degenerate into rabble-rousing and thus bring the Hire Industry into official disfavour.

As well, one suspects that an unfortunate undercurrent of interstate rivalry precluded the adoption of a united front. Nothing daunted, the Legislative Committee pressed on with its plans. The time for being restrained and polite was past. It seemed obvious that the most dramatic way to rivet the attention of the Government and the media was to create an atmosphere of crisis at the very nerve centre of national debate - Parliament House.

The end result was a triumph of organisation. Thirty-five vehicles loaded with equipment converged on the national capital from Sydney, Wollongong, Mittagong, Canberra, Melbourne and Adelaide, parking in front of Parliament House at 7.30 a.m. on 16 November. Mild consternation reigned among the parliamentary attendants but the Canberra police, accustomed to far more threatening demonstrations proved extremely helpful.

The Legislative Committee's hopes for media interest were amply fulfilled. As Barry McDonald put it "our main purpose was to get Australia-wide publicity and we couldn't have hoped for anything better than we got". Hire Association spokesmen gave about 30 hard-hitting interviews to reporters and the Association's message was publicised gratis in every State by the electronic and print media, including five T.V.

networks and countless radio stations. Everyone who saw or heard the reportage remarked on the obvious sympathy shown by the interviewers; they didn't hesitate to suggest that the Hire Industry had been denied the good old Australian tradition of "a fair go".

No government can afford to ignore a demonstration on its front doorstep, particularly one which is commanding the sympathy of national news services. It is the duty of ministerial press secretaries to keep their bosses au fait with public reaction. Mr. Lynch's staff certainly did that.

The payoff came during the afternoon when the Treasurer invited Messrs. Kennard, McDonald, Whelan, and their barrister, Mr. James Colquhoun Q.C., to his office in Parliament House. If the Treasurer imagined that their delegation might be a trio of tradesmen-turned-hiremen, he was soon disabused. He showed himself courteous and attentive to the reasoned arguments advanced by the lucid, articulate ambassadors of the Hire Industry. He was impressed by their honesty, by the frustrations they had suffered at the hands of the Taxation Department and, not least of all, by Barry McDonald's tabling of a voluminous portfolio of press cuttings covering the whole trauma created by the Investment Allowance impasse. After a fruitful discussion lasting

45 minutes, Mr. Lynch thanked the delegation for their submission and promised to reconsider their problem. Then, with an undisguised grin, he added "you fellows have fought a good war".

A few days later the editor received a letter from the Treasurer. It said, inter alia, "this week I met with a delegation from the Hire Association and had discussions about this question (the Investment Allowance). I gave an undertaking to the Association that its point of view would be looked at again.

Anyone experienced in the interpretation of parliamentary language might read that as a hopeful portent, a restrained way of saying that the Treasurer learned a great deal from the discussion and will be looking for some way to correct the injustice, providing that it can be achieved without loss of face.

Careful analysis of the Government's arguments for denying the Investment Allowance are not overly convincing. Much closer to the bone is a reason which was told to the editor in confidence by a highly placed taxation official. He contends that the Government acted upon advice that the guiding principle for applying the Investment Allowance was to benefit the manufacturer of goods. In this way the manufacturer is able to pass on his cost savings to the end user of the products, thus creating more commerce, more jobs and stimulating a general increase in what economists call "the velocity of monetary circulation". Our informant insists that the Hire Industry was excluded from the scheme because, in practical terms, there is no way that the actual value of the Investment Allowance can be passed along to short-term hirers of equipment which, in any given period of time, might be rented again and again, or conversely, might remain unused in a rental yard with a superfluity of similar equipment.



A Persuasive Argument. St. George Truck Rentals took this Toyota chassis to Canberra with a sign reading "To us the Investment Allowance represents the other half of this truck".



Hire Industry protesters make their presence felt outside Parliament House.



American Rental Association Convention Phoenix, Arizona - February 1977

Pictured below are two globetrotters from the National Association.

Devaluation of the Australian dollar is certain to affect the pocket nerves of Hire Association Members attending this year's A.R.A. Convention in Arizona.

The original itinerary was amended to give Australian visitors more time in California, the acknowledged hub of America's Rental Industry. To enable our readers to keep track of their globetrotting colleagues, their itinerary is set out below:

Tues. 8 February, SYDNEY-LOS ANGELES. Depart Sydney Pan American Flight PA812 at 4.00 p.m. After crossing International Dateline, arrive Los Angeles at 5.25 p.m. same day. To be met by members of the Californian Rental Association and escorted to Sheraton Universal Hotel.

Wed. 9 February, DISNEYLAND. Full day tour.

Thur. 10 and Fri. 11 February. Full day tour of Rental Operations (Hard & Soft Goods). Hosted and escorted by C.R.A. members.

Sat. 12 February. Free day in Los Angeles.

Sun. 13 to Thur. 17 February, LOS ANGELES-PHOENIX. Morning transfer to airport to connect with Western Airlines Flight No. WA-621 at 10.40 a.m. Arrive Phoenix at 11.45 a.m. Transfer to hotel. Attendance at American Rental Association Convention & Trade Show.

Fri. 18 February, PHOENIX-LAS VEGAS. Transfer from hotel to airport to connect with Hughes Airwest Flight. No. 744 at 8.15 a.m. Arrive Las Vegas at 9.05 a.m. Transfer to Royal Las Vegas Hotel.

Sat. 19 February. Full day in Las Vegas.

Sun. 20 February, LAS VEGAS-SAN FRANCISCO. Transfer to airport to connect with Western Airlines Flight No. 640, departing 12.10 p.m. and arriving San Francisco at 1.23 p.m. To be met by C.R.A. members and escorted to Bellevue Hotel.

Mon. 21 February. Full day tour of Napa Valley (wine producing area), also a visit to a candle making factory. Hosted and escorted by C.R.A. members.

Tues. 22 February. Full day tour of Rental Operations.

Wed. 23 February. Ditto. Both days with escorts from C.R.A.

Thur. 24 February, SAN FRANCISCO-HONOLULU. Free day in San Francisco. Evening flight by Pan American departing 8.00 p.m. and arriving Honolulu 10.05 p.m. Traditional flower lei welcome. Transfer to Miramar Hotel.

Fri. 25 February. At leisure in Honolulu.

Sat. 26 February. Morning tour to Mount Tantulus.

Sun. 27 February, HONOLULU-SYDNEY. Late evening transfer from hotel to airport to connect with Pan American Flight No. 811, departing 11.45 p.m. En route, passengers will lose the day gained on the flight from Sydney.

Tues. 1 March. Arrive Sydney at 11.00 a.m.



Mr. Peter Burne.
National President, Hire Association of Australia.



Mr. Rolf Schufft.
National Secretary, Hire Association of Australia.

FIRST ANNUAL AUCTION

The Hire Association of N.S.W. held its first auction of surplus equipment on September 7. This was the forerunner of what is planned to become an annual event and some of the lessons learned from the initial auction will undoubtedly ensure future success.

Sydney's fickle weather didn't exactly smile on the sale. The day was miserably wet, which did little to boost either the numbers or spirits of prospective buyers. There is nothing more disconcerting than trying to catch the auctioneer's eye from beneath a leaking umbrella. Worse still, some of those present didn't appear to own an umbrella. Perhaps they should have hired one!

The auction, held at the old yard of A.W. Donnelley Pty. Ltd. in Victoria Road, Rozelle, attracted about 150 buyers between 10.30 a.m. and 3.00 p.m. The total equipment sold brought around \$27,000, returning a profit of almost \$300 to the Hire Association of N.S.W. Equipment included air compressors, welders, air tools, concrete mixers, vibrator compactors, dumpers, power tools, Kangos, hoists, air hose, etc.

Despite the rain, the auction proved an effective way for Hire Association Members to dispose of their surplus gear, clean up their yards and, at the same time, receive a cash return.

Next year, with more time to prepare, more equipment, more buyers (and, hopefully, reliable weather), plus better descriptions and condition reports, the annual auction should be a notable event. Make a note of the date now - Tuesday, 11th October, 1977.



The casual observer could be forgiven for mistaking this surplus plant auction for an umbrella sale at the Railway Lost Property Office.



To hell with the weather - the sale must go on!



... not with Compair's SEQ series of portable compressors

COMPAIR'S "TOTAL TUNING" concept has always meant acceptable noise levels . . . and now, at little extra cost you can choose from the SEQ Series of extra-quiet portables.

With features basically similar to the well proven CV/CR series it's the improved canopy design that helps get noise level below 70 dBA.

The SEQ Series is available in **Broomwade** rotary vane or **Holman** rotary screw designs with models ranging from 85 cfm to 275 cfm capacity.

COMPAIR can also supply a range of stationary compressors, rock drills, air tools and accessories.



Standardise on

CompAir more than just compressed air.

CONSTRUCTION AND MINING DIVISION

34-40 Ricketts Road, Mount Waverley, Vic. 544 1755
N.S.W. (Granville) 637 8200. S. Australia (Woodville) 268 3166. Q'ld (Salisbury North)
275 2022. W. Australia (E. Perth) 25 2099. Tasmania (Launceston) 31 7866.

ADVANCE OUT OF THE STONE AGE



**Join the happy people
— call Pannell Plant
and get up to date.**

1st in Australia with duplex rollers —
1st in Australia with reliable hydrostatic drive —
1st In Australia with NO regreasing of
vibrator bearings in trailer rollers —

**PANNELL
PLANT** PTY.
LTD.

**Now first with direct
hydrostatic wheel motor drive
self propelled vibrating rollers**

713 FOREST RD., PEAKHURST, 2210.
NEW SOUTH WALES, AUSTRALIA
TEL.: 534-1400