

HIRE

AND RENTAL EQUIPMENT NEWS

VOL. 10 - No. 3

JUNE 1977



COATES 3rd Annual Golf Tournament
held at Wagga Wagga
May 14th and 15th

N.S.W. EXPO 77
A SUCCESS
PAGE 5

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

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THE EDITOR'S PAGE

BOUQUETS AND BUGS

The Hire business is unique. The Hire business man is a unique individual. Individualism is a rare commodity. The mark of an individual is his intelligence. He has the intelligence to differ, but the intelligence to co-operate on a high plane and establish an ideal. Intelligence has nought to do with book learning. Intelligent man is thinking man. "Let the world beware," said the philosopher, "when the gods let loose a thinker on the planet."

Animals respond in packs and herds and a mob is man reduced to the level of animal. Thinking man is individual as his thumb print. He is like no other on earth therefore his contribution to society is unique and individual.

Man detaches from the herd and becomes individual because he thinks. He knows the best education is the one he can give himself. As a thinker he sets about to improve himself and others with him. In doing so he raises up society, sets goals and standards for the common good and sees strength in ethic and unity.

The Hire business man has done all these things and done them well. So well in fact that his behaviour and code of ethics exceed that of his professional and academic contemporaries. So well that his code and ideal has spread state, national and international.

Some types of business and profession are scabs on the surface of society designed, not as a need, but solely motivated to make a person part with as much of his money as possible. Not so Hire. Hire is a grass roots business grown up from the environment because of a need in the community, and established by practical thinking man. Established, successful and providing a service in a way of life that we enjoy.

Some business is designed for planned obsolescence, to use and squander the nation's resources as quickly as possible, leaving the cupboard bare for succeeding generations. Not so Hire. It conserves materials and allows the most economic yet widest use of equipment.

So, through a system which allows initiative and enterprise, we build a successful business, create employment, establish ethics, raise a family and enjoy a great way of life. But the little grub is ever attacking the fruitful tree. History whispers a message of eternal vigilance if we wish to retain our benefits.

Under the same free system in which we thrive and prosper so we witness the ugly extremes which are also allowed to prosper. As the nuclear age heralded the megaton destructive device so we perceive the megagreed of the multinationals bleed countries of their life-blood.

Profits of such companies are not measured in millions or even hundreds of millions a year, but in multi-millions per day. Such power is astronomic. It can buy a government, or a world's wheat or rice crop — or coffee or tea — withhold supply then release it at double or treble the price.

On the other hand we don't need to worry about communism. We need to worry about our own system. Communists don't need to conquer any more. They merely lean back on their ideologies and laugh while our governments, unions and commercial leaders do the job for them. In a land of plenty we have unemployment, parsimony and paucity. On present betting, communism will win because of the stupidity of capitalism.

What then is our recourse? Do we accuse that all governments are corrupt and all industry irresponsible? Do we cry in anguish, "Beware you crazy capitalist, you psychopathic head of state, you egotistical socialist, you morbid communist, you greedy multinational complex — extorter and polluter, manipulator of man — render something in return before it is too late! Like strong man Sampson you bring your own temple crashing to the ground to destroy self and all within" —

or do we like Shakespeare say:

"The fault, dear Brutus, lies not in the stars but in ourselves."

What then, do we do? Nothing — or not very much!

The world badly needs men of true ethic and ideal. No need to be a leader. There are enough of them. We need precept and example on every level. For example, even at the lowest level raises all up to the next rung. Good example, however small, will spread.

A country throws up — or spews up — the leader it deserves. It is the individual who makes the nation, not the leader; for integrity is within. We can have all the laws and rules possible, but thinking man knows that the final integrity is in his own mind, and he is the example of his own mind.

The Hire person with his code and goals need never fear to express himself. Indeed he has more to lose if he does not. Set standards do well, but they die or crystallize as desecrated statues unless continually revitalized. Hire has come a long way. No matter how far, there is always another step. The flame of friendship, co-operation and communication burns well. Let it burn a continuous flame never to go out. Let thinking man stand guard over it. The ideal is never static.

Q.

Which witch is best for your Rental Customers?

A.

There are different Ditch Witch models available for all kinds of rental

requirements ... which one is best for you, depends

on **your** needs. If you rent mostly to homeowners, one of our handlebar models will be just right. They carry a relatively low price tag, and operational procedures are easy for your customers to understand. If you're into contractor rentals, consider our new 18-HP class Model 2200 trencher, or one of our larger Modularmatics that can trench and do other underground jobs, too. The point is, Ditch Witch has the equipment to fit varying rental needs and backs up every Ditch Witch model with a professional parts and service organisation. Why not talk things over with your Ditch Witch dealer?



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PRESIDENT'S MESSAGE

I joined other Victorian members to visit the N.S.W. Hire Expo in May.

This was a most successful two days. The yard tour was very interesting and judging by the notes being taken very educational. The harbour cruise that night was very relaxing and the sea air ensured a good nights rest for all.

The exhibition was an outstanding success. Exhibitors had responded well to the chance to display their wares for a modest cost. The stands were well manned and a comprehensive range of equipment was displayed. From discussions with suppliers I formed the view that most considered the day well worthwhile. Congratulations to all concerned in N.S.W. as they fostered goodwill among Hire Rental companies and their suppliers.

We have received letters from Mr. Andrew Hay (Principal Private Secretary to the Treasurer) and Mr. R.I. Viner (Minister Assisting the Treasurer) assuring us that our case for being included in the benefits of the investment allowance legislation is

being reconsidered in the 1977/78 budget deliberations.

It is encouraging to know that the door has not closed in our face.

Incentives like the 'Investment Allowance' are the best way to encourage companies to buy equipment and we hope that the Government sees the justice and validity of our submissions.

The time has come where many of you will be delighted with the profits achieved during the past year. Before paying out too much to the taxation department why not book for the National Convention in Melbourne now together with as many others of your company as possible. Plenty of good talks, plenty of opportunities to appraise and buy equipment (hopefully with the advantage of the investment allowance) and plenty of opportunity to review the future of our industry with others in the business.

I hope to see you in September

D.G. Whelan

THE DAY IT RAINED DOLLARS

— from our spy at the Expo

Visitors to the NSW Expo 77 chuckled into their cheque books as they took advantage of the bargains and specials offered by many suppliers on the day.

With flags flying, a great sign displayed, a carnival air and more personalities than a Commonwealth Prime Ministers' conference, Homebush Bay really hotted up for the day.

Busiest man at the Expo was John Brookfield who, with his team from Hire Kingdom, held onlookers spell-bound with some marvellous demonstrations. Flourishing a Gerni high-pressure water cleaner, John flash-cleaned cement and mud-caked heavy plant, peeled off paint like the wave of a magic wand and signed his name with a groovy flourish in case-hardened concrete. Judging by the envious looks on the audience this phallic device would be a joy to operate. Not content with that one of the team spent the day pouring filthy sludge on to a bright new carpet and sucking it up with a suction cleaner so efficient it could have cleaned up Idi Amin's conscience at a slurp.

Adjacent to Hire Kingdom things augured well for the

A & N team who bored and drilled into the earth like they were after headlines in an underground newspaper.

Other demonstrations included welding by Welding Industries, and Bulgin Ltd., power tools by Winnick and Trench digging by Mole Engineering.

Full marks to the organizers, the layout was excellent, food and refreshments plentiful and the equipment well displayed. Smallest stand at the Expo had to be of course, 'Micro-check' — about the size of a Punch & Judy booth, with Brian Elms of Victoria trying hard to look more handsome than his machine. But then small things can save big money.

Page's great yellow tent provided the centrepiece for the layout. If you've never seen a French restaurant the interior could have been mistaken for a French restaurant, and Pilligers' steaks would have done justice to the high court. Altogether, business excluded, it was a great day out with much pleasantries and camaraderie. Some of the prominent Hire people who were notably absent missed much more than mere business bargains.

TIP FOR SOME EXHIBITORS

Many of the beautiful brochures handed out only had USA manufacturers' addresses on them and were not over-stamped with the name of the local agent. Many business cards given out did not indicate the products supplied. A visitor, gone home loaded with pamphlets and business cards would have no hope of equating many cards with the respective brochures.

COMING UP SOON!

INTERFIRM COMPARISONS — A WORTHWHILE PARTICIPATION

Gordon Esden — NSW Committee

It is now two years since there was an effective comparison study. Last year was too soon. Due to rapid changes in our economy this could be the year to spot vital factors which may have infiltrated your Hire business and to bring them into the open for real comparisons. It can reveal that one section of your business is now showing a profit and show why.

The Association would like to draw your attention to the forthcoming Interfirm Comparison being conducted by the Commonwealth Department of Industry and Commerce.

An Interfirm Comparison (I.F.C.) compares your firm's performance over the year to June 1977 in profitability, cost control, utilization of assets, growth etc. The ratio structure shows the areas compared.

A number of members have asked questions on comparability, secrecy, usefulness and the difficulty in getting figures. We approached the Department with these queries and received the following reply.

1. DIFFICULTY IN EXTRACTING FIGURES

Some of the smaller firms may not have all the figures readily available, in this case, reasonable estimates are adequate for the detailed costs since the figures are used in ratio form. It is hoped that most firms have a reasonably accurate cost system that will tell them profit, revenue and some costs.

2. COMPARABILITY

The questionnaire has a table showing five broad areas of comparison. These are: 1. Materials Handling; 2. Catering; 3. Builders' Equipment; 4. Mobile Crane; 5. Temporary Site Services; and for firms which are specialised and/or do not fit in any of the above — 6. Other (Please state).

Where there are sufficient questionnaires the Department will produce results for the relevant groupings.

Another aspect of comparability is where a firm operates in the same field as many others but for one reason or another, considers itself different from the other firms. The comparison is not only a comparison of *similarities*, but also a comparison of *differences*, for example, to stimulate business a firm may have a more generous credit policy. In this situation, this firm's report would show a very unfavourable result for debtors but hopefully, a very favourable growth rate. Would this policy lead to a better profitability? This question can be answered with an I.F.C. report.

3. LEASING AS OPPOSED TO OWNING THE ASSETS USED

Some companies may own their premises and plant for hire while other companies may lease their premises and plant for hire. To ensure comparability, we suggest

that all companies treat assets as owned and use current value. For land and buildings, this is the current market value. For plant which is hired out, the following exercise may be useful in arriving at a current value.

1. Cost of replacing today a machine with a new one of similar feature \$15,000
 2. Estimated life of a new machine 15 years
 3. Useful life of machine still in use 5 years
 4. Value to be used in comparison
- $$\frac{15,000 \times 5}{15} = \$ 5,000$$

Otherwise the realization value of plant on the second-hand market would be sufficient.

4. SECRECY

a) The Department receives your application and forwards this along with uncoded questionnaires to the Hire Association.

b) The Association issues a code number to your firm and inserts this code number on your questionnaire and forwards this to you.

c) You fill out the questionnaire and forward to Department by the closing date marked on the questionnaire (a \$25 rebate applies if this is met).

d) The Department processes your questionnaire, produces a report and inserts this into a *sealed* envelope with your code number on the outside and forwards this to the Association.

e) The Association does not open the sealed envelope but forwards the report which has your code number to you.

In short, *the Association* can match your company's name with a code number but never sees your figures.

The Department sees the figures and code numbers but cannot match your company's name to its code number or figures.

5. INSUFFICIENT TIME TO LOOK AT REPORTS

To make it easier to read the I.F.C. report: a) the computer indicates with an asterisk areas which are unfavourable or may require attention, b) the Department inserts short comments on your computer printout, c) Departmental officers visit all firms to assist them by answering general questions and if specifically requested, interpret the company's report.

6. HOW FIRMS USE THE INFORMATION

Firms in the first instance look at profitability. A firm may have achieved a better result this year compared to last year, but were these results good compared to competitors? Is this because costs were higher, because of poor control or large under-utilization of hire-out capacity? Are my debtors "getting at me"? Are my problems due to poor growth, out-dated plant? Quite often a firm suspects where its problems or weaknesses are, the report merely confirms this suspected situation. Poor debtors ratio means that managements' time can be spent usefully here to improve cash flow and financial efficiency. Poor growth compared to other firms, managements' time could usefully be spent looking at causes for low growth and at the prospects for growth in the company's field of operation and closely related areas.

The manager or owner of a small company is usually involved with day to day operations and has very little time to look at the overall performance of his company. The arrival of the company's I.F.C. report provides a useful opportunity to assess his company's performance compared to others. He can see at a glance where the firm compares unfavourably. From this he can plan a strategy for the future and during his day to day decision making, modify some decisions or take action in the light of unfavourable results.

The Association urges all members to look at this proposal seriously because it can be of considerable benefit to members through improving their efficiency and consequently, profitability. Last year's comparison received the support of market leaders Coates and Wreckair and attracted firms in specialises hire as well. The more firms who become involved the more useful it is for individual firms and for the industry as a whole.

COST OF PARTICIPATION

- 1 Return — \$200 (10 or more employees)
- 2 Returns — \$250
- 3 Returns — \$275 (\$60 for each return over 3)

For fewer than 10 employees—

- 1 Return — \$125
- 2 Returns — \$225

The Department of Industry and Commerce will send out application forms to all firms on 1st August, 1977. *There will be a rebate of \$25 if your questionnaire is lodged by 7th October, 1977.* This is to facilitate the issue of early reports.

Perhaps we can answer below some of the reservations Members have had over the years with respect to Inter-firm Comparisons. Questions set out below will be put to the Department. Alternatively write a letter to the Editor outlining your queries and reservations. The Department of Industry and Commerce has guaranteed

to Hire Mag. that full secrecy will be maintained for participants, that the form in which the figures are presented will not and cannot be used by any other department or person. Interfirm Comparisons is a service to sections of industry, and is conducted on a national basis.

CUT OUT

INTERESTED IN INTERFIRM COMPARISONS?

Yes! I am interested but with the following reservations:

1. _____
2. _____
3. _____

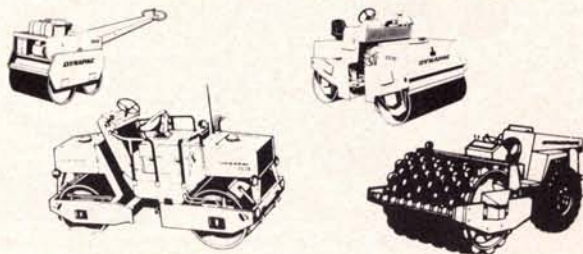
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Company _____

Address _____

↓ DYNAPAC

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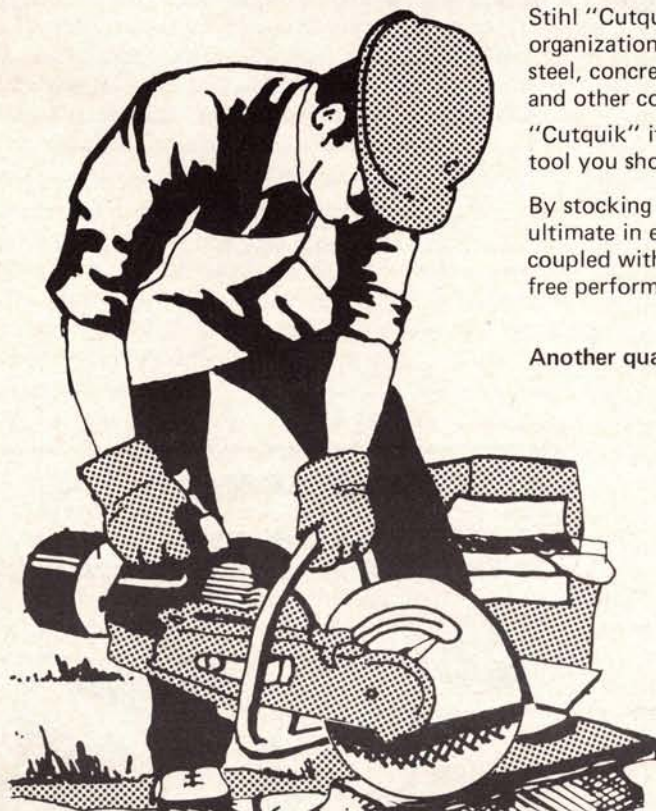
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W.A.:
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108 Burswood Road, Victoria Park. Phone: 61 5444.

S.A.:
Stihl Chain Saw (Aust.) Pty. Ltd.,
1 Maple Avenue, Forestville. Phone: 267 7555.

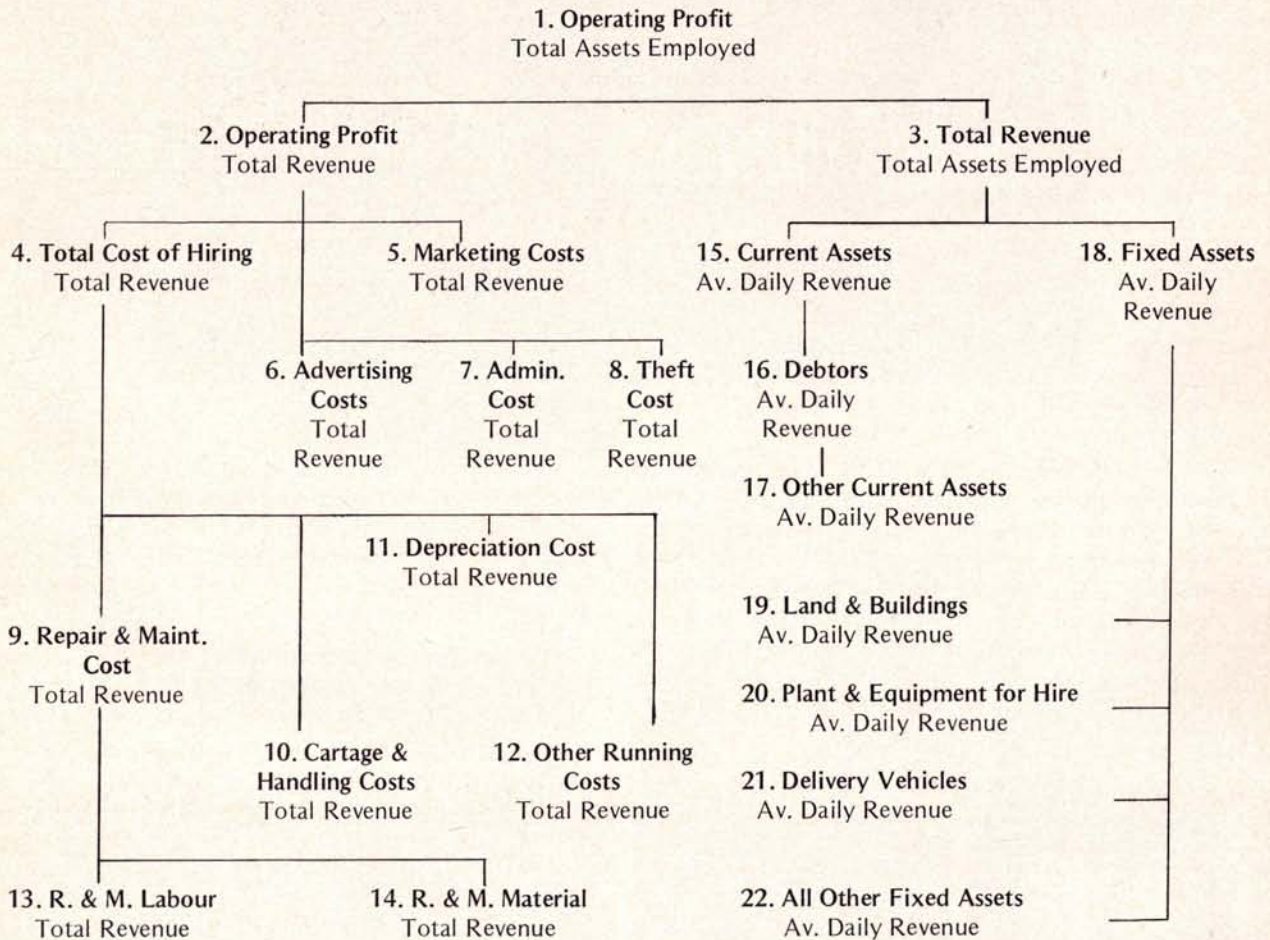
Mt. GAMBIER:
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LAUNCESTON:
Tas. Chain Saw Sales Pty. Ltd.,
210 Wellington Street, Launceston. Phone: 44 3141.

HOBART:
Don MacDougall Pty. Ltd.,
36 Brisbane Street, Hobart. Phone: 34 4221

DARWIN:
Agricultural Services Pty. Ltd.,
Winnellie. Phone: 84 3577.

EQUIPMENT HIRE RATIOS USED IN THIS COMPARISON



ADDITIONAL RATIOS

- 23. Cartage Revenue
Total Revenue
- 24. Growth of Revenue 1976/75
- 25. Hiring revenue per average number of employees
- 26. Average number of Employees who left during the year
Average number of Employees

- 27. Hiring Revenue per Hire Docket
- 28. Bad Debts / Total Revenue
- 29. Cost of Theft / Hire Revenue
- 30. Return on Shareholders' Funds
- 31. Current Assets / Current Liabilities
- 32. Finance Expenses / Total Revenue

GOOD VIBES AS VICTORIANS VISIT N.S.W.

BY OUR MARITIME CORRESPONDENT



Several HA Members from Victoria, bearing gifts of charm and repartee, responded to the NSW invite for the 24th and 25th of May. On the 24th, the day before the Expo, the group split into Yard and Tea-cup Tours, Equipment Hire going one way and Party Hire the other. One model NSW host was slightly nonplussed when the visitors' bus stopped at the rear of his premises amongst the waste and disposal, instead of in the nicely tidied yard-front.

In the evening it was all aboard the motor vessel *Eve* for dinner and a harbour tour. "Meet at the Opera House steps!" someone said. The Sydney Opera House has more steps than the Great Pyramid of Cheops, but with some assistance from security guards the group finally got together and embarked.

As usual with Australian parties, the ladies immediately rushed off into a corner leaving all the poor males alone and with nought to do but gossip and imbibe. Apart from the Victorians the evening was calm. To raise the tone of the night National President, Des Whelan, was aboard, together with NSW President Andy Kennard and Victorian President Peter Burne.

The launch was well-appointed and more so with the arrival of the ladies. Oozing charm and efficiency, NSW Secretary, Denise Layton moved gracefully among the guests ensuring all was well, while husband was at home minding the four week old baby. (They also serve . . .) Excellent catering by Pillingers and Arthur Jackson, the busiest man aboard, even took time to relate a few 'anchordotes' about some of the party-hire weddings which had taken place aboard the m.v. *Eve*.

Observations. The only Tasmanian representative, Harry Stacpoole, ensuring his presence was known by trying to hi-jack the ship and head it south; Hire Mag. editor Bill Webb trying to pick whizz kid John Kroeger's brains, and arc-angel Ron Williams rocking the boat. Luckily the sea was calm and there were no *Eve*'sdroppings.



In all, the Victorians were remarkable well-behaved and made no reference that Sydney had the world's worst Art Gallery, that Randwick was the capital of Sydney, that the Harbour Bridge is the world's largest coat hanger and that Bondi can be both seen and smelt from 10,000 feet. But then coming from the city where the river is too thin to plough and too thick to row a boat on — and the only river in the world to flow upside down — naturally they had to be polite.



One remark — origin unseen — described the Opera House as "... standing there like great shark's teeth, a rip-off symbol and warning to all visitors approaching Sydney."



AIRPORT GREETING AND YARD TOUR

The Victorian HA team headed by National President Des Whelan and Victorian President Peter Burne were met at Sydney Airport by NSW President Andrew Kennard, Neville Kennard and Rob Wallis.

First call on the yard tour was St. George Hire at Bexley and owner Rob Wallis was at hand to answer questions. Then on to Super Hire Rental Centre, Bankstown branch, to inspect and meet manager John Strada and staff. Next place of call was Active Hire, Bankstown branch, to be greeted by owners Lyle Hamilton and Don Wilson, who led the inspection and hosted the party to lunch on the premises.



After lunch it was on to Kennard Rentals, Moorebank branch. Here, Andy and Neville Kennard who were assisting the inspection tour, took time out to show the Victorian guests over one of their own operations.

Fifth and last call was to Macbro Rentals, Girraween branch, to be greeted by Barry and Noel Macdonald.

Then by bus to Hyatt Hotel at Kings Cross to freshen up and prepare for Harbour cruise and dinner aboard in the evening, a prelude to Expo 77 next day at Homebush Bay.

The evening was over all too soon. Those present were conscious of the great spirit of friendship and co-operation pervading the Hire Association peoples and all agreed such visits should happen more often.

VICTORIA VISIT AND HIRE EXPO



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HIRE and Rental Equipment News

SOMETHING TO LOOK DOWN ON

**"TITAZEL! TITAZEL!
WHEREFORE ART THOU PROUD TITAZEL?"**

Recently released on the Australian market is Asbra "Titazel". Not a perfume for m'lady's chest nor an Arab belly dancer by the name of Hazel, but something that performs better on all types of floors. "Titazel" is an anti-skid trowelable resin compound for floor and tread surfacing and anti-skid tread bars.

Designed to overcome the hazards of wet and slippery walking surfaces on existing concrete paving, steel chequer plate landings, "Titazel" is also suitable for anti-skid bars on tread nosings. It can readily replace cement-bonded, silicon-carbide granules, often considered a difficult task requiring the services of a specialized trowel hand.

"Titazel" is supplied in kit form in measured amount, thus eliminating on-site miscalculations. It is easily mixed and trowelled and cures at temperatures above 15 degrees Celsius.

The material itself is first quality 'Suregrip' graded, silicon-carbide abrasive, grain bonded with Titazel resin and retaining the original silver-black sparkling appearance.

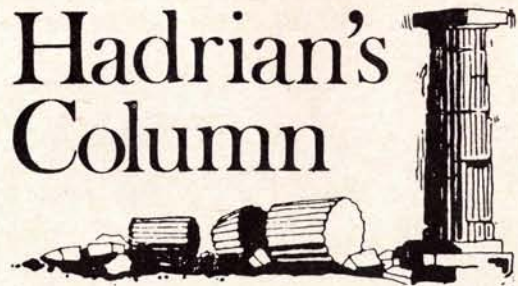
"Titazel" can also be supplied in other colours including white, brown and green.

A "Titazel" No. 1 pack is sufficient for an anti-skid surface of one square metre of concrete paving or steel chequer plate and will cover 15 lineal metres of 12 mm x 10 mm anti-skid tread bar.

Other Asbra products include loose 'Suregrip' abrasive granules in grades 1 to 5 for dusting on new concrete, Asbraloy aluminium stair tread nosings filled with 'Suregrip', and pre-formed Neoprene zinc-clad anti-skid tread bars suited to tiled ramps in shopping malls.

Asbra "Titazel" — This is your life!

Further information from Asbra Safety Flooring Products, 11 Wells Street, Annandale NSW 2038. Phone (02) 660 6688.



A CAPITAL BLUNDER

My desk diary says 22nd June. Aahhh! Can't you feel the days getting longer already. It means I can spend more daylight hours writing my book on the events leading up to the sacking of the Whitlam government. It's called the "Rapes of Gough".

'Tis because of my political acumen, of course, that the Editor has given me an assignment in Canberra. (I've been sacked more times than Whitlam.)

"What do you think I should wear?" I remarked casually to my social secretary.

"You're going to see the Prime Minister about the Investment Allowance, aren't you?" she queried.

I nodded.

"Wear your strangulation Y-fronts then!" she said. I stood up and her eyes did a mental streak down my athletic frame. "You could do with a new suit," she added.

"All right, all right!" I sighed. "Ring me Coates Hire!" Anything for a peaceful life. We are obviously still in the Plastoceine Age — where man is mere putty in the hands of woman.

As we drove through the night I decided on a *coup de grace*. I would by-pass the Prime Minister and go straight to the Governor General.

"Drive me to Yarralumla!" I said.

"Next thing you'll be demanding an audience with the Pope," she giggled.

"Nonsense! I always go over his head."

As the road suddenly turned smooth I became suspicious. We must be out of New South Wales, I thought.

"Here we are!" said social secretary, pulling up alongside a gloomy little building in the mist.

I peered out in wonder and saw a sign, obscure through the fog.

"This is not Canberra, it's bloody Glenrowan!"

"Oh!" she said in a still small voice. "I always did confuse those two names."

"Glenrowan! The home of Ned Kelly!" I shouted, sinking back in the seat in despair. Neither of us spoke for some ten minutes...

"Aren't you going to say something?" she screeched. "The King is dead! Long live the King!" I muttered.

THE HIRE INDUSTRY AND FREE ENTERPRISE

Neville Kennard

The Hire Industry is an excellent example of the free enterprise system at work.

Firms locate and equip themselves to fill the needs of the market place.

We seek no grants, no protection, no special privileges.

Recently we have experienced an example of government discrimination against us, namely – the Investment Allowance fraud.

The question then arises, should H.A.A. and the various state Associations actively support the free enterprise system which is so much under attack in Australia and many other countries.

It has been in a climate of free enterprise that most of our businesses started and grew. The result has been good profits, jobs for people and a community need fulfilled.

It is the free enterprise system which made Western civilization prosper and gave the masses a standard of living unimagined even a century ago. It is now the decline of the free enterprise idea which brings once-Great Britain to her knees.

And Australia is suffering from the same disease.

In my opinion it is the *duty* of the Hire Industry to actively promote the cause of free enterprise, for it is only in such an economic climate that we will grow and prosper.

WHAT CAN BE DONE?

If it should be decided that individual members and/or the Associations do try to promote the idea of free enterprise it is then a question of how?

Should it be officially adopted by the Associations, then they can arm their members with information which can be used to spread the word to employees, customers, suppliers and also to all the meddling bureaucrats with whom we come in touch.

The legend of the Little Red Hen was told by Ron Johnson, Managing Director of Coates Hire, at the 1975 Adelaide Convention. We lifted it out of "Earthmover" Magazine and are distributing it to all and sundry – with very favourable comment.

Material can be made available for publication in Hire, and for distribution to members.

I believe that this should now be undertaken as a matter of urgency.

THE LEGEND OF THE LITTLE RED HEN

Once upon a time there was a little red hen who scratched around and found some grains of wheat. She called upon the other animals to help her plant the wheat.

"Too busy," said the cow.

"Wrong Union," said the horse.

"Not me," said the goose.

"Where's the environmental impact study?" asked the duck.

So the hen planted the grain, tended it and reaped the wheat. Then she called for assistance to bake some bread.

"I'll lose my unemployment relief," said the duck.

"I'll get more from the RED scheme," said the sheep.

"Out of my classification, and I've already explained the Union problem," said the horse.

"At this hour?" queried the goose.

"I'm preparing a submission for the IAC," said the cow.

So the little red hen baked five lovely loaves of bread and held them up for everyone to see.

"I want some," said the duck and sheep together.

"I demand my share," said the horse.

"No," said the little red hen. "I have done all the work. I will keep the bread and rest a while."

"Excess profit," snorted the cow.

"Capitalist pig," screamed the duck.

"Foreign multi-national," yelled the horse.

"Where's the workers' share?" demanded the pig.

So they hurriedly painted picket signs and paraded around the hen yelling, "We shall overcome". And they did, for the farmer came to see what all the commotion was about.

"You must not be greedy, little red hen," he admonished. "Look at the disadvantaged goose, the underprivileged pig, the less fortunate horse, the out-of-work duck. You are guilty of making second class citizens out of them. You must learn to share."

"But I have worked to produce my own bread," said the little red hen.

"Exactly," said the farmer, "that is what free enterprise is all about these days. You are free to work as hard as you like. If you were on a Communist farm you would have to give up all the bread. Here you can share it with your needy companions."

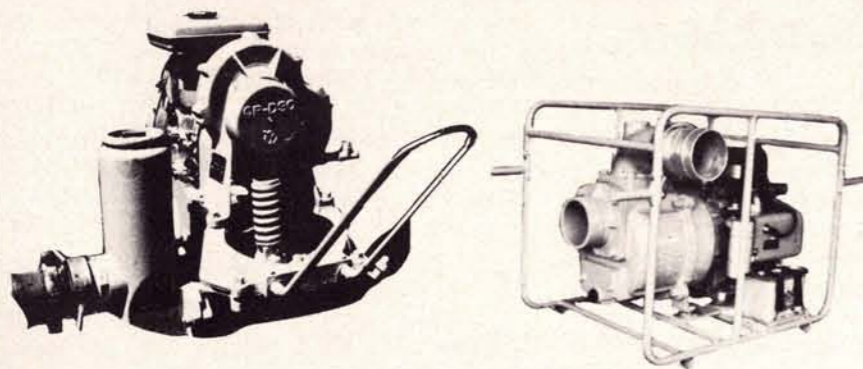
So they lived happily ever after. But the university research team, having obtained a large Government grant to study this odd happening, wondered why the little red hen never baked any more bread.

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"For Free Enterprise"

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SPECIALISTS TO THE HIRE INDUSTRY.



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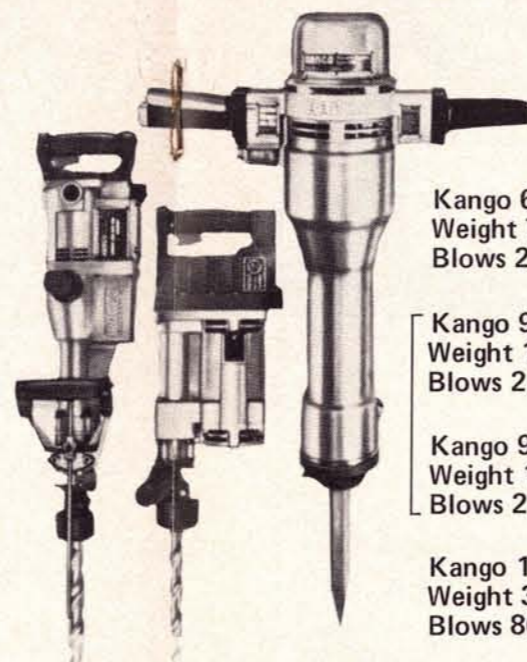
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50 only 09936 Coarse Combs	\$17
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1 only 07751 1" x 16" Spiral Carbide Drill	\$37
TOTAL ACCESSORIES	\$131
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A NEW INDUSTRIAL WELDER

(LINCOLN 350)

A new transformer welder, called the Jetwelder 350, is being marketed by Lincoln Electric. According to the makers it has "a current range that exceeds rating requirements and a smoothness of operation and arc stability rarely found in welders of this class or price."

The machine has a current range of 50 to 350 amps and is rated to AS 1966 as a light industrial machine with a 30 per cent duty cycle at 300 amps and 32 volts.

Standard power connections are for 415 and 480 volts input. Other voltages are available on order.

The Jetwelder 350 current adjustment is continuous and easy to use even when wearing gloves. To avoid current changing during welding the control reactor is moved by a helical gear drive with a pre-set brake. Output is clearly indicated by an arrow pointer on the front panel of the transformer.

The manufacturers claim the transformer is very durable and will maintain its performance over a long period with a minimum of maintenance. Temperatures are kept uniform by use of non-inflammable Class F insulation with air spaces in selected windings. Tightly wound coils and welded lamination stacks form a sturdy, rigid assembly. There are no moving coils or current carrying components and electrical connections are kept to a minimum.



Details from Lincoln Electric Co. (Aust.) Pty. Ltd. in all capital cities plus Launceston, Townsville, Mackay, Newcastle, Wollongong and Albury.

3 GREAT NEW LOW-MAINTENANCE HIGH-PROFIT MAKERS!

A & N "MANG" ROTARY HOES

Two powerful models especially designed for long-life and trouble-free operation. Unique "gearless" gearbox withstands the most unkind operator. Illustrated is the 10 HP 91/15S model. Also available: the 7 HP JR2000 model plus tilt-bed trailers especially designed for these units.



How's this for profit!

One of Australia's largest hirers reports their average monthly bill covering labour, repairs, maintenance, service and cleaning only costs them 14% of each machine's earnings. The rest is profit. Each machine averaged \$154 income per month and only \$22 on repairs and maintenance per month.

THE NEW A & N "GROUND HOG" POST HOLE BORER

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363-004

MAINTENANCE

Machine is an energised creation of man and maintenance is its good medicine. Man created machine in his own image. So machine, like man, is composed of several vital systems such as electrical, mechanical, fuel, exhaust, hydraulics including oil and grease etc. — all combined to form an effective productivity. In the human body these systems relate to nerves, bone and muscle, food, elimination, blood etc. As surely as man needs to wash, go to the toilet, clean his teeth and maintain his health to be effective, so does machine require the equivalent. This is maintenance. An over-worked or uncared-for man breaks down no more, no less, than does machine. Thus we establish a need for maintenance.

Maintenance can be broadly assessed under the following systems:

1. Electrical
2. Mechanical
3. Fuel
4. Hydraulic
5. Tool and blade
6. (Effectivity)

It is presumptuous to propound the need for maintenance, but maintenance must also be seen in overall perspective in relation to the Hire business, and its relative importance within the concept of the business.

MAINTENANCE AND ECONOMY

While the cost of maintenance staff can be readily assessed, neglect of maintenance can be a hidden cost which may deal a below-the-belt punch to the fiscal solar plexus of the business at the wrong moment in time. Maintenance makes the most of existing equipment, it minimizes repair and replacement costs by ensuring a longer life. This in itself is an important factor under our present deprived state of Investment Allowance, where many Hire businesses are refraining from buying new equipment while this present government-sponsored anomaly exists.

MAINTENANCE AND SAFETY

Safety and maintenance are inseparable. Constant maintenance checks ensure minimum possibilities of breakdown — whether electrical or mechanical — which may be a factor in human injury or even death. *Maintenance is safety insurance.* All mechanical lifting gear and mains-powered electrical equipment must have rigid and expert maintenance programmes.

MAINTENANCE AND THE CUSTOMER

Breakdowns — or shall we say avoidable breakdowns — of hired plant on the job invoke customer irritation and wrath, with a natural consequence of loss of business. Regular maintenance makes for reliable equipment and is the key to keeping customers. Big contractors are no-nonsense, clean, efficient operators. They can survive

and expand in no other way. They have no place for dirty little boys and their unreliable equipment. But play the efficiency game and they'll give you a lift all the way to the bank.

STANDARDS OF MAINTENANCE

Good standards are essential. This means good staff. There is no room in a maintenance shop for any person of haphazard standards. Generally, however, the type of person who gravitates to a maintenance job has a meticulous mind and is conscientious, with attention to detail and a pride in the proper function of the machine — of which he is a part. A good maintenance man is an expert in his own right and a very important cog in the Hire machine. The frequency of maintenance is important. One isolated overhaul until the next time you think of it — or waiting for a slack time — is NOT maintenance. Manufacturers' instructions as to regularity are good guide lines. Common sense must also prevail. It is useless to "change oil every three months" according to instructions if the machine is working its guts out around the clock and performing at a more arduous rate than it was designed for. The customer may be abusing the machine in a way unforeseen by the Hirer.

A clean shop, good layout, shadow boards and handy tools are paramount requirements. A nut may not be tightened because a tool is not readily at hand. To maintain standards the maintenance man works better in good conditions. Warm in winter and cool in summer. He must be alert, observant and exacting, as well as being sensitive to his machine.

Display information! Suppliers' maintenance and trouble shooting charts are not like newspapers which are read today and wrap tomorrow's garbage. They contain valuable and time-saving information which should be available at a glance. With a problem go straight to the chart first. It may have the answer at your finger-tip. But first, of course, we must ensure that we have all the charts and instructions the supplier has available. Some suppliers produce excellent service charts and manuals and in addition — for example — if using Stihl Chain Saws, the company will readily supply an expert to lecture and instruct in the care of the equipment.

MAINTENANCE AND BUSINESS CONFIDENCE

The ideal piece of equipment is maintenance-free, or as near to it as possible. The keen business man will investigate thoroughly before purchasing equipment. There is always a model or brand which is superior to others, performs better with less trouble and is more rugged and requires less attention. Such machine is usually better balanced, easy to operate, feels an integral part of the operator and is often a joy to handle. Such

machines — like cars — do exist, and have the edge of others in design and durability. *Prudence in equipment selection is important.*

Airlines and the Armed Services are examples of efficient machinery kept in operation by rigid maintenance programmes and schedules. The army "Do it by numbers" tag is an efficient method where maintenance is concerned. Troubles behind closed doors are of no concern to the customer as long as the outward appearance, efficiency and service is good. A fleet of Hire machines, which in the knowledge of the Hirer, is well-tuned, reliable and rearing to go, exudes a business confidence in himself and staff which is not available any other way.

MAINTENANCE AND EFFECTIVITY

Maintenance is not just oil change and grease. It is all-encompassing. It is spark, points and lead; tool and blade, nuts and connections; full horse power capacity, hydraulic flow and R.P.M.; it is safety and cleanliness and much, much more. To perform effectively, machine, like man, must be fit and maintenance is fitness. But let us not for a moment, be overwhelmed by words. Many points are minor and maintenance can be reduced to a routine simplicity by applying a numbered check list and ticking off each point as done. *Maintenance is method.*

STANDARDIZE YOUR OIL AND GREASE

To carry all the different brands of oils and greases recommended by manufacturers of various machines

would mean carrying a shelf stock equivalent to a supermarket. A manufacturer recommends the use of a certain grade of oil for two main reasons. One, because the machine is designed to operate at peak efficiency and service with a certain viscosity of oil or grease. The other reason we can guess at. Advertising is big, big business. The supplier of a brand name oil recommended for a popular piece of machinery, sold universally, stands to reap untold benefits. The particular brand is generally not vital or necessary to the function of the machine. There are many equivalent grades in different brand names. Your fuel supplier can give you all the equivalents of other brand names enabling you to keep a minimum of varieties in stock.

TWO-STROKE TIPS

Two-stroke engines, while generally reliable, efficient and economical are very sensitive to dirty fuel. In fact, according to one expert, 99% of trouble with two-strokes is fuel.

For some reason, ready-mixed fuel purchased from some service stations is not as clean as might be expected.

To overcome this problem is a case of 'Mix your own'. Mix two-stroke oil and standard petrol — ratio 1:25. Never use the last drop in the can and always drain the tank when not in use for a time. Despite the opinion of some experts oil does settle out from the petrol if left standing — or at least sufficient to oil up the plug and gum up the works.

SAFETY AND MAINTENANCE ON PNEUMATIC STAPLING AND NAILING GUNS

The following very sound and readable tips on safety and maintenance come from Able Staples Pty Ltd, 116-118 Beaconsfield Street, Auburn North, NSW 2144. Phone (02) 648 5355.

While the hints are designed to cover all pneumatic stapling and nailing guns provided by Able Staples many of the aspects can apply to other equipment or are universal and worth digesting.

TOOL SAFETY

A. Project a Good Example:

Senco tools are designed to meet stresses exceeding the stresses of normal operation. Tools are equipped with safeties, quality is carefully controlled, and operating instructions as well as safety instructions are published. No mechanical device is foolproof, but if the tools are handled properly, the possibility of an accident will be reduced and the life of the tool will be increased. One

thing that should be done, especially by Senco representatives, is to set a good example. A professional attitude and a high standard of tool maintenance will be observed by the customers. Setting a good example is the most effective means of teaching the proper handling of these tools. Always follow the ten points of the Senco Tool + Safe Program.

B. The Danger of Oxygen:

Everyone who uses a Senco tool should be aware of the danger of oxygen as a power source. Oxygen in the presence of oil is extremely explosive. An explosion can be ignited merely by a spark. An explosion can also occur spontaneously under conditions of high pressure and high temperature. The results of such an explosion may be very serious, so be sure all tool operators are aware of this.

C. The Danger of CO₂:

It is very strongly recommended that CO₂ is not used as a power source for Senco tools. CO₂ is stored in tanks as a liquid under pressure. If the regulator on the tank is not functioning properly, the CO₂ pressure in the tool may climb to a dangerously high level. All tool operators should be aware of this.

PREVENTIVE MAINTENANCE

There are two aspects of tool maintenance — preventive maintenance and tool repair. The need to repair tools is obvious. The need for preventive maintenance may not be so obvious.

Preventive maintenance means conducting a program designed to reduce the occurrence of tool downtime. It is the responsibility of every serviceman to institute a preventive maintenance program. As well as reducing downtime, a preventive maintenance program will improve the level of tool safety.

The following section presents guidelines for an effective preventive maintenance program:

- A. **Air Pressure:** Never operate the tools with excessive air pressure. Use the air pressure required to do the job and no more. Excessive air pressure will shorten the life of all the parts in the tool.
- B. **Lubrication:** Good lubrication keeps the tool cleaner and reduces wear to the O-rings.

If possible, a line oiler should be used. If a line oiler is not used, then the tool should be oiled by hand periodically. Several squirts of oil should be put in the air inlet in the morning. If the tool will be used heavily throughout the day, then it should be oiled every few hours. Use a 10-weight, non-detergent oil. Never use a detergent type oil because it will cause the O-rings to swell.

Occasionally, the guide body latch pins and the feeder spring should be oiled lightly with chain oil.

Whenever the tool is disassembled for any reason, grease should be applied to the O-rings. Senco recommends Lubriplate Aero as an O-ring lubricant.

- C. **Regular Check-Ups:** Whenever the tool is serviced for any reason, check for problems other than the problem of which the tool's operator is complaining. If this is always done, future problems can often be avoided. The following checks should be made whenever a tool is serviced:

1. **O-rings:** If one O-ring is worn, it is likely that others are worn, too. Whenever a tool is disassembled, check all O-rings. Moving O-rings will wear faster than non-moving O-rings so they should be changed periodically.

- 2. **Piston stop:** The piston stop is built to absorb the energy developed by the piston; therefore, it really takes a beating.

There are several things which can be done to achieve maximum piston stop life. By avoiding excessive air pressure and by not dryfiring the tool, the piston stop life will be extended. Never change the shape of the piston stop for any reason. Changing the shape of the piston stop will make it less effective as an energy absorber and cause it to wear out faster.

When a piston stop starts to break up, change it. If the tool is used with a worn piston stop, there is a possibility of damaging other parts of the tool.

- 3. **Driver:** Check the driver to see if it is bent or burred. A bent driver may cause weakened drive or poor return. If the driver tip is burred, it may cause jamming.

- 4. **Guide body:** Check the guide body to determine if it latches properly. If the tool has a snap-open guide body, be sure the springs are tight. If the tool has an E-Z Clear guide body, be sure the latch pins are lubricated and the front plate does not open too easily.

- 5. **Detent:** Check for wear on the detent. It is recommended that the tool not be used without a detent.

- 6. **Feed springs:** Check feed springs for kinks.

- 7. **Loose screws:** Check for loose screws. Loose screws can result in breakage of parts.

- 8. **Safety:** Always be sure the safety is working properly. Check the safety spring. Be sure that the tool cannot be fired either by the trigger *only* or the safety *only*. Never operate a tool without a working safety.

- 9. ***Prefire:** Prefiring is when the tool cycles once automatically when it is connected to the air supply. Check the tool for pfire.

*See MAINTENANCE TIPS.

THE GENIE OF HIRE

Considering the enterprise of the man, John Le Mare of Aladdin's Camping Hire in Queensland must have possession of the magic lamp itself. He hires and sells camping gear, specializing in canoes, kayaks and car-top boats, and this year has spread into coach camping tours — called Magic Carpet Tours. If that isn't enough then rub the magic lamp and see what else . . . Behold! He sells water beds with a free trial offer at their Darra Highway Motel.

MAINTENANCE ON THE S.P. 250 PACEBRAKER UNIT

The S.P. 250 Pacebraker unit should reduce maintenance to a minimum. The inherent characteristics of a low revving (2300 r.p.m.) under stressed engine and working parts of the gun itself being lubricated by 2300 p.s.i. oil at all times should ensure that maintenance is kept to a minimum. There are, however, a number of regular service procedures which should be carried out.

As with every internal combustion engine the lubricating oil is of critical importance. It should be changed at regular intervals after the initial five hour service. The sump is a large capacity type to ensure the engine does not run dry when operating off level. Attention to regular oil level checks and changes will ensure reliable service and a long life from this Kohler 12 H.P. engine.

Apart from regular inspections for oil leaks the gun is subject to only one preventative maintenance procedure. In the head of the gun is a nitrogen filled accumulator. It consists of a rubber bag inside a sealed steel canister. To prevent loss of income and breakdowns we suggest that these are changed every 18 months to 2 years, or every 12 months when the gun is subject to heavy usage. It is a simple matter to change the accumulator. The top of the

gun is unscrewed, the old accumulator removed and an exchange accumulator put back in its place. These exchange accumulators can be purchased from Ark Enterprises for \$55.00 (14.6.77) or appointed State Agents.

The hydraulic oil system in the power pack is a closed system and as such is almost free of maintenance. The full flow suction filter should never, under normal circumstances, need replacing. The filter 'condition gauge' constantly measures the suction on the filter and thereby warns if the filter becomes dirty or clogged.

The hydraulic oil cooler and engine air filter require cleaning with air when the machine comes back from operating in dusty conditions. This will ensure that the hydraulic oil temperature is kept at its normal operating temperature of 35°-40°C.

The manufacturers, Williams and James, have endeavoured to produce a machine which has few or no maintenance procedures and which is almost 'fool proof' — as we in the hire industry know what the average operator can do to equipment.



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FLEXIBLE SHAFT DRIVEN SUBMERSIBLE 50 mm [2"] PUMP

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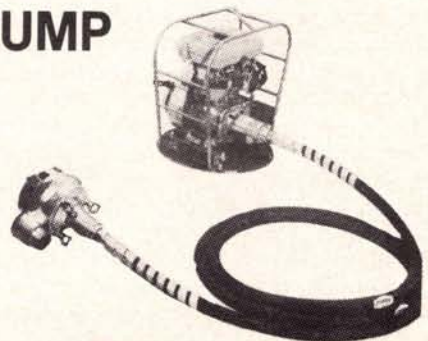
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POWER UNITS



50,000 litre/hr (11,000 gal/hr)

HYDRAULIC POWER SYSTEMS SIMPLE TROUBLE SHOOTING AND EFFICIENCY CHECK

Hydraulic power is an efficient means of delivering horse power. This is achieved by pumping fluid under pressure through a confined system. If for some reason pressure is reduced so the horsepower is decreased. It may happen unknowingly and the unit becomes inefficient and does not produce the specified horsepower or do the job it was designed to do.

Loss of power in a hydraulic system can usually be pinpointed to one of several points within the system: namely:

1. The fluid pump may be slipping due to worn parts.
2. Pressure may be reduced because of a worn or improperly set spring.
3. Fluid may be leaking around control valves.
4. Fluid leak past cylinder packing or motor back into the fluid reservoir without having done its share of work.
5. Fluid leak elsewhere from the system.

One relatively simple way of isolating the faulty component without taking the whole circuit apart or doing it laboriously by trial and error, is by means of a Hydraulic Circuit Tester. One type available is the Schroeder Portable Hydraulic Circuit Tester. This light-weight unit can be used to check or trouble shoot a hydraulic power system on the job or in the maintenance shop. The unit can be readily connected into the system to give a quick, accurate and easy to read assessment of the efficiency of the system. By a series of tests every component in the system can be checked out.

The Schroeder Tester measures the volume (gallons per minute) and temperature of the fluid passing through the system. Pressure can also be applied to the system

and its components by restricting fluid flow through the tester with the manually operated Tester Load Valve. Resultant pressure shows on the Pressure Gauge. This data determines the amount of horsepower the system is delivering and also which component is not working properly.

ALWAYS CHECK YOUR HYDRAULIC SYSTEM BEFORE CONNECTING TESTER.

- a) Determine gallons per minute rating of pump (name plate, service manual etc.).
- b) Determine proper relief valve setting (name plate etc.)
- c) Before testing always operate system long enough to bring fluid to normal operating temperature.
- d) If gasoline or diesel engine is involved, keep engine RPM constant during test.

Schroeder Testers are equipped with flow, temperature and pressure gauges, a load valve (flow restrictor or shut-off), volume range selector, upstream and downstream safety blowout plugs and inlet and outlet ports.

TEST EXAMPLE FOR HYDRAULIC PUMP

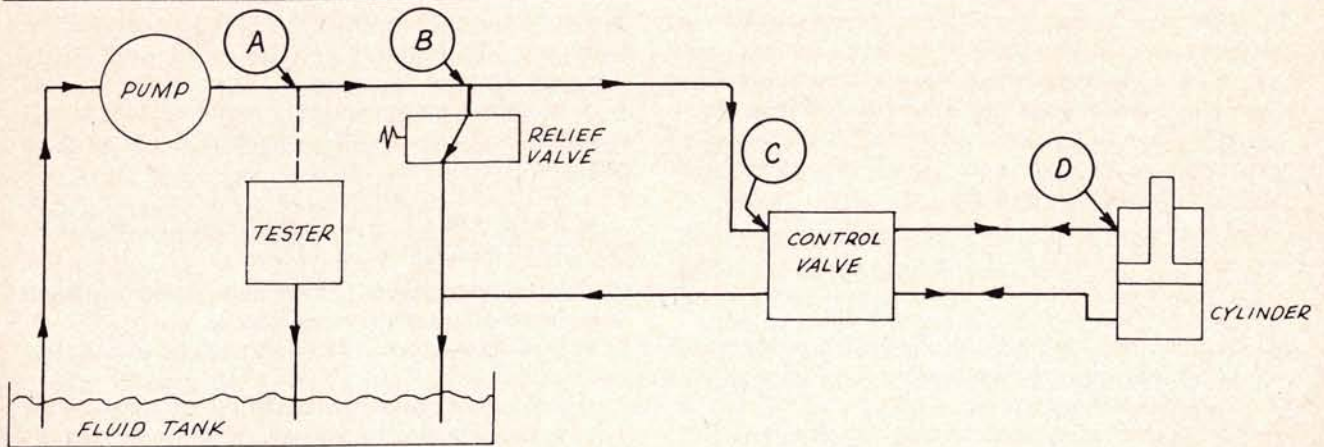
1. Disconnect circuit at discharge point (A) of the pump (see diagram). Using appropriate size hose connect discharge port of pump to inlet port of tester. Similarly connect Tester outlet port to reservoir fill port or low pressure return line to reservoir.
2. Operate the system and read the flow gauge.
3. Apply load through operating Tester load valve until desired working pressure is reached. Read flow gauge at working pressure (constant RPM).
4. Release load by returning load valve to full open.
5. Check reading differences. Interpret as example in tabulation below:

Example of Interpreting Pump Flow Test Readings:

If Flow (GPM) reading at no load was:	And GPM at desired load was	The pump is:
20	19	O.K.
20	10	50% efficient. Working part of system will take twice as long to cycle.
20	0	Bad. System not functioning.
15	14	O.K. but there is a problem in suction line.*

*On pumps driven by gasoline or diesel engines, another method of checking for suction problems is to take 2 GPM (flow) readings. Take one reading at 50% of operating RPM and one at operating RPM. If the GPM does not approximately double, look for cavitation problems.

DIAGRAM



— A simple schematic showing connecting points for Tester for use in the pump and other component tests.

HOW TO INTERPRET READINGS WHEN CHECKING EACH COMPONENT:

The following additional Table is probably more explanatory than words:

When test was conducted at . . .	GPM reading at no load was . . .	GPM reading at 1400 PSI operating pressure was . . .	GPM at 1500 PSI relief valve setting was . . .
Point A or B Figure 3	20	18	Not taken
Point C, Fig. 3	20	12	0
Point D, Fig. 3	20	10	0
<p>From these readings we know . . .</p> <ol style="list-style-type: none"> The pump is slipping 2 gallons per minute at 1400 PSI The relief valve is passing 6 gallons per minute before it reaches its 1500 PSI setting The 4-way control valve is leaking 2 gallons per minute at 1400 PSI The total supply system loss is 10 gallons per minute. <p>Conclusions, therefore, are:</p> <p>System is 50% efficient; cylinder will take twice as long as it should to complete cycle; replacement of relief valve is indicated at once; 4-way control valve should be changed at next convenient time; pump is okay.</p>			

There is also a TEE test to troubleshoot the entire circuit from one point.
Full details and brochure from Schroeder agents.

NEW TAS MODELS —

BUSHCUTTERS AND ENGINE DRILL

There are three new TAS models on the market.

1. BUSHCUTTER: NBC-30

This is a universal shaft-drive bushcutter with centrifugal clutch and dual handle bars. Ideal for clearing scrub, lantana, blackberry, edging paths and fences and will saw saplings at ground level.

2. KNAPSACK BUSHCUTTER: SUM-3

A brother to the NBC-30 above but has a flexible drive shaft. With omni-directional operation it does clearing, edging and pruning with ease. Fitted with nylon whips on the cutting head it is both versatile and safe to use.

Both bushcutters are recoil-start two stroke engines, one-man operated and easy to maintain.

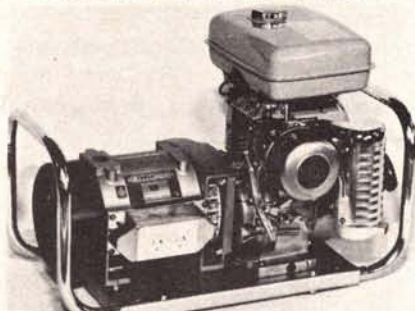
3. NEW MODEL DRILL: TED-23

This new model engine drill has been remodelled to incorporate a centrifugal clutch. This assures greater safety and ease of operation. Unlike its predecessors, this unit is trigger-operated, featuring a trigger lock for ease of starting. It is compact and lightweight (8.8 lbs), rugged and easy to handle. Heat treated gears and heavy duty roller and ball bearings for prolonged service. The forced air-cooled 1.2HP/7,000RPM, two-cycle motor has a fuel tank for 60 minutes continuous running. Power transmission is spur gear with a reduction ratio of 20:1 to give a drill speed of 250-325 RPM. Chuck capacity is 12.7 mm or ½ inch.

Details from Parklands Trading Pty Ltd, 810 Princes Highway, Tempe, NSW 2044. Telephone (02) 55 7233.

POWERLITE 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 1.5 KVA, 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

"Newsreel" Article



Presentation to winning team from Victoria. Left to Right, Jim Brown (holding Ron Johnson trophy), Geoff Clinton, Frank Fewster. Bob Langham of Head Office making presentation.

COATES GOLF TOURNAMENT

Coates Hire Service held their third annual golf tournament at Wagga Wagga on the weekend of May 14th and 15th. A total of twenty four players (for golf and other games) attended from Melbourne, Sydney and Adelaide. The weekend was blessed with beautiful golfing weather and once again the golfing 'bandits' were successful in taking off the major trophies.

Highlights of the weekend were the enthusiasm of the audience who attended the Friday evening of "Coates Special Educational" films and the absence of any big jackpot wins on the 'pokies'.

Trophies were up to the standard of previous tournaments and all attending took home at least one souvenir of the weekend. We were pleased to see ex Coates players, Ted Sculling and Bob (Snags) Allisey (now Perkins Division) although Bob didn't eat any pork sausages on the way up and Ted hasn't improved his pokie technique at all.

Three players journeyed from Adelaide and proved once again that keen golfers will travel any distance to chase that little white ball. Well done, Peter Love, Trevor Stewart and Bert Thompson.

The Sydney team was led by the gaudiest vision ever seen in Wagga Wagga and after adjusting the sunglasses it became obvious that it was Garry Butler's playing apparel of red, white and blue striped trousers that made everyone's eyes water.

Jim Brown and his Melbourne team have obviously been practising very hard as Victoria won both the team events and Jim won the individual trophy. No wonder we can't find Jim in

the office on Wednesday afternoons.

All who attended voted the weekend a resounding success and there are 24 advance bookings for next year's event.

RESULTS: (MAJOR EVENTS) SATURDAY (18 Holes)

1. Best Stableford Score (Mikasa Trophy)
Jim Brown (Vic.)
2. Runner-up
Geoff Clinton (Vic.)
3. Best Scratch Stableford Score
Bob Langham (H.O.)
4. Lowest Stableford (Booby)
Nick Martin (Vic.)
5. Teams Event (Ron Johnson Trophy)
Victoria (Jim Brown, Geoff Clinton, Frank Fewster)
6. Teams Putting (Amoco Trophy)
Victoria (Jim Brown, Geoff Clinton, Jim Littlefield)

SUNDAY (9 Holes)

1. Best Stableford
Pat Patterson (N.S.W.)
2. Runner-Up
Ian Jack (H.O.)
3. Lowest Stableford
Graeme Field (N.S.W.)

Special trophies were awarded to John Timmerman for the biggest blisters, George Tanton for the most number of double figures on a card, Ted Talbot for the most strokes on one hole (17), and Garry Butler for the worst attired golfer present (probably the worst ever).

HIRE EDUCATION

RENTAL COUP THAT WON WORLD WAR 2

In the darkest days of World War 2 and before the entry of America, German submarines were sinking millions of tons of unprotected Allied shipping in the Atlantic. Britain's sheer survival at this stage depended on keeping the sea lanes open. America was neutral and not committed to supplying arms.

In what is probably the greatest hire deal in history Winston Churchill rented fifty American Navy destroyers from President Roosevelt. This was no doubt a major factor in preventing Britain's surrender.

EXPLOSION AT PANNELL'S

A population explosion has occurred — the Chris Pannell's have produced a son. Future generations may well read of a Pannell dynasty. This is their eighth.

How do the Pannells cope with ironing the nappies? See photo back cover.

MEMORY TICKLE

Have you sent a letter of protest on the Investment Allowance to your local M.P.?

AH SO!

In a giant P.R. *tour de force*, Mitsukoshi, the big Japanese department store is renting the historic Palace of Versailles in France for a massive cocktail party for charity. This is about the equivalent of Patti's Party Hire renting Buckingham Palace for a field day.

MR FREEZER I PRESUME!

Those who objected to a trial of a voluntary wage/price pause are like the citizens of Cape Cod, who objected to the building of a lighthouse because it would ruin the wrecking business.

RENTED LAUGHTER

Say Hire Association quickly three times!
HA! HA! HA!

COATS OFF IN SOUTH MELBOURNE

To cater for continued growth Coates has expanded the South Melbourne branch another 4,000 square feet taking it to a total now of 14,000 square feet. New branch manager is Rob Selkirk who was two years as hire controller at Dandenong. Don Evans, formerly hire controller at Brooklyn has moved into the post of branch manager of Brooklyn.

BURNE TREATMENT

What we did to Peter Burne in the last issue of Hire Magazine was everybody's business. To all appearances we set about to defuse the infamous motto "Never Fear, Burnsie's Here". We managed this quite well by leaving Peter's signature off his five star letter of welcome to the National Convention in Melbourne in September. Not satisfied with that we replaced his name as President of the HA Association of Victoria with that of Des Whelan. It's called the low-key approach. (How low can you get?) *Our apologies to Peter Burne who is still President of HA of Victoria.*

Furthermore, in answer to the many correspondents, it was not a NSW plot against Vic., the CIA was not involved in any way, and neither was it a 'Find-the-signature' competition. (Denigrations suitably arranged at short notice.—Ed.)

THE NEW BROON

Broon's Hire Pty Ltd have closed all New South Wales Branches and are consolidating activities in South Australia.

SILVERWATER OVERFLOWS

Silverwater Plant Hire Pty Ltd has taken over Broon's Yard at Higginbotham Road, Ryde, NSW.

LATEST LIQUIDATION

Expo Treasurer Greg Page called on NSW HA secretary to pick up accounts. Mrs Layton's 18-month-old daughter casually turned the hose on Greg to administer a thorough soaking. Greg will make any future calls in a wet suit.

TASMANIAN DEVIL

Two Sydney members caught in Tasmania during the recent air strike and frantic to get home sought HA member Harry Stacpoole about hiring a boat. "As they were from Sydney naturally I kept their valuables as safe keeping," reports Harry.

Interesting to be reminded that the whole of Tasmania has a total population of less than 400,000. There is reason to believe, however, that the local population will soon feel less isolated. The Federal Government is considering extending Tasmania to make a landing strip out of it.

A GOOD DIET

The Japanese economic miracle may be largely due to a religious philosophy called Soka Gakkai. It has a wide following in business circles and in the Japanese Government. Soka Gakkai might well be described as a kind of cross between Buddhism, Christian Science and positive thinking. The belief is one of material benefit and joy through work energy and worship. One axiom is "Value is not to be discovered but is to be created".

SANTA CLAUS AND EFFECT

NSW HA Christmas Party coming up in July. Because of this strange anachronism of Christmas in mid-year there are whispers of a feast of unusual character to match it.

THE BEAUTIFUL COUNTY OF KENT

Fred Kent of Kent Hire Service, has opened new and modern Hire premises in Centre Road, South Oakleigh, Victoria, which, according to informants, are well worth viewing. The site covers one acre with a plan of using all available space within five years.

Many businesses grow like Topsy but Fred believes these are the first premises in Victoria actually designed as Hire premises right from the outset. Fred humbly considers himself small fry among the giants at present but is hopeful of steadily expanding range and service to be eventually one of the leaders in service and presentation. They are contractors for glazing, painting, renovations, roof repairs etc. and hire all medical and builders' equipment.

NEW MODELS

THE DYNAPAC DYNASTY ROLLS ON

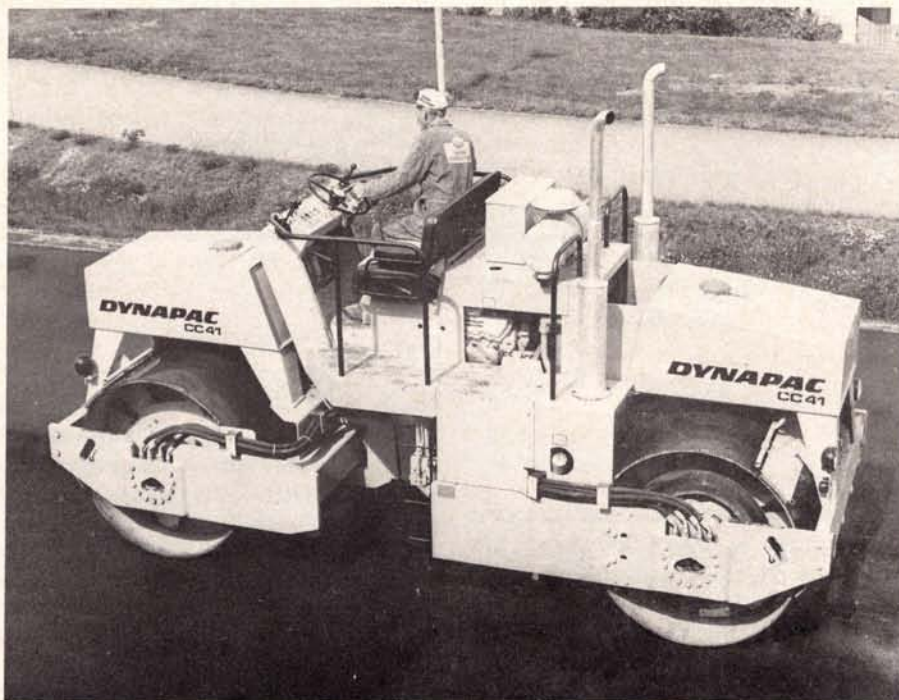
Latest addition to the Dynapac roller range is the model CC10. This is a self-propelled double drum vibrating asphalt compactor. Both drums are driven and both vibrate. Articulated steering ensures a small turning radius without scuffing hot asphalt surface. Power is a twin Deutz air-cooled diesel. With a drum width of 1070 mm (42") and a working weight of 2300 kg the CC10 is somewhere midway in the large Dynapac range. Drum assembly is permanently lubricated. Other features include eight 40 hour grease fittings and a rust-proof

46 gallon pressurized sprinkler system.

Other models which make up the Dynapac fleet range between 760 mm drum width to 2130 mm and 970 kg working weight to 14500 kg. There is also a self-propelled plate vibrator for minor jobs in confined spaces.

If you would like a nice modern freeway through your property consult Dynapac.

Stop Press: There is no confirmation as yet that Dynapac is working on a new model for sleepy operators, where the rollers are static but the seat vibrates.



THE ZEN OF PARTY HIRE

The requirements of versatility and talent to fill the role of Party Hire person are mind boggling indeed. Like all Hire people he must first be a man of action and practical application. He must have artistic taste and colour sense, be inventive, prudent, sympathetic, a good organizer, helpful, with the ability to trouble shoot and cope with a wide variety of problems. In other words he needs to be on the plane of genius according to John Molloy (I.Q. not revealed) of Pages Hire, Sydney.

Party Hire covers an enormous range in the field and may be called upon to cope with situations involving any religion, taste or creed, which are legion among the different ethnic groups now in Australia. Naturally he must avoid the prime atrocity of serving pork at a Jewish wedding.

In coping with the young and the old, either separately or simultaneously, his versatility and understanding are put to the test. Not only must he cater for the comfort and taste of different nationalities and age groups, he must be able to suggest, advise, improve and delight his client with tasteful ideas and additions. He adds a touch of culture to the elegant lunch or an overtone of anti-culture to the ocker 'footy' barbecue. Even a topless model from a giant cake!

Initiative and resource is paramount on all occasions — "We have to get the best out of a situation; with a nice garden we must exploit its character," says John Molloy (still refusing to divulge his I.Q.) In a beautiful garden, for instance, a transparent wall can be fitted to the marquee, with hidden lighting to enhance the scene. On a large lawn floodlighting can be used to feature a specimen tree. Bare areas can be turned into a garden of Eden by hired shrubs and sweet background music.

Weddings are always on the programme in the Party Hire business. In the words of Arthur Jackson of Pillingers, who has catered for several marriages aboard harbour craft, "We even deliver the bride aboard ship and provide the red carpet as well." At a wedding the thoughts of the Party Hire expert must encompass not only the wedding party and spectacle but also the comfort and requirements of the guests.

A major factor in a wedding background, says John Molloy (I.Q.), is to be certain that nothing clashes with the bride's frock. And also, "It's no good ordering the flowers if you've forgotten the vases."

CONFESSIONS OF A HIRE EXECUTIVE'S WIFE

The wife of a Party Hire executive needs the wisdom and understanding of a Buddha and the tolerance of a Sphinx. She is never quite sure whether the house has been burgled or borrowed for a Hire project.

"I came home one day with friends to find my beautiful dining room suite missing," said one Party Hire

wife. Another complained of the Persian carpet and expensive drapes disappearing to satisfy the hungry appetite of the business.

While the source of this material is top secret we did pick up a few pointers from Anne Lockhart, wife of a certain Party Hire executive. "Never a dull moment," said Anne, "one moment my cut glass is missing, next my silverware, my favourite vases or my indoor plants — even pictures off the wall."

Party Hire is often called upon at short notice to furnish Television and Film sets, which means that nothing is at last sacred but the built-in toilet — as long as it's screwed down. (Do you want to bet?)

WHO'S AFRAID OF THE BIG BAD EDITOR?

"We do not swim in your toilet, please do not pee in our swimming pool." We've all seen that little gem. By the same token you don't expect the Editor to service your chain saw, wash up your crockery or water your hire plant. Neither does he expect you to write classical prose.

Many times, when the editor rings, people suddenly have an urgent call down in the plant, scared I think of committing a grammatical error. Never fear. An editor is a writer and you would get the better of him in a verbal exchange anyway. The Hire personality is a man of action rather than a pedantic theorist. There is more sense and earthy wisdom from an operator in the field or a service man on the floor than any academic. Witness the carefully prepared words and speeches of those in high places, even those in control of great nations which may affect the world's destiny. There is little wisdom or word of any great moment in a century of such utterances.

So, stop taking your anti-editor pills and feel free. The editor would rather have a few scribbled rough notes — "a thumbnail dipped in tar" — or a phone call, than nothing at all for fear of committing a spelling mistake. We can put the finishing touches, the filling, commas, full stops and all that — even though there may be cause for wonder at times. Any mistakes in the final form of a piece of writing is the editor's responsibility — and his shoulders are broad and well-padded. As point of interest and politics apart, Joh Bjelke Peterson — even though his name does sound like an orgasm — does remarkably well without being grammatically correct most of the time.

This is your magazine. Your forum. Use and enjoy it. Remember, we're on your side!

WARM TO YOUR WORK

DON'T FORGET EMPLOYEE MAINTENANCE

People — be it so — are more important than machines. Employees are people. Nobody can work efficiently when uncomfortably cold or if the machine or tool itself is freezing to the touch. Painfully stiff and blue fingers are reluctant to touch the job and tend to remain conveniently hidden within clothing. A cold employee is an inefficient employee.

In severe cold the mind and physical processes slow down in proportion to the degree of cold experienced by the body. As an example, a sailor fallen overboard into icy waters may fail to put his hand out at arm's length to grasp a lifebuoy simply because his thought processes have slowed to the point of stupidity. And seconds are vital in such conditions.

So be sure and maintain your employees in comfort and efficiency. Not only cheerful and efficient but on freezing wintry weather *Warm is Beautiful*.

Maintenance workshops, large store areas, can be kept warm by an industrial heater. Many varieties are available ranging from small low cost portables to large industrial models with built-in thermostat.

TO CALCULATE SIZE OF HEATER REQUIRED

By simple calculation it is easy to determine the right

size and model heater for the specified area.

To determine BTU/hour required, multiply cubic feet of room by 0.133 by desired temperature rise in degrees Fahrenheit.

Formula: Cu. Ft. x 0.133 x F° rise = BTU/hour.

Example: Room 30 x 40 x 10 = 12,000 Cu. Ft.

Unheated room temperature + 10°F

Desired temperature + 70°F

(difference is 60°)

12,000 x 0.133 x 60 = 95,760 BTU/hour required.

As an example of some of the types available, Master portable heaters (Noyes) come in six different models, from a small one weighing only 28 lbs and an output of 30,000 BTU's to a large rugged job pushing out 500,000 BTU's. All burn low cost kerosene or heating oil, circulate odourless heated air, and are easy on the eyes, being of aesthetic design and appearance.

Details from Solar-Shield Corp. (Aust.) Pty Ltd, 16 Mary Parade, Rydalmere NSW 2116. Phone (02) 6355166.

For the isolated on-site job, of course, heaters can always be rented from your favourite Hire colleague.

AFFAIRS OF THE STATE

ALL STATES: The Editor would like State Secretaries to notify of new members for inclusion in the magazine. Would also appreciate lists of state members (NSW excepted).

VICTORIA: HA of Victoria has appointed Ern Turner as liaison officer to nourish Hire Mag. with verbal vitamins from Victoria. Other states might like to consider this idea. Individual contribution always welcome. A photo speaks 1,000 words.

HA SPORTING ACTIVITIES

NSW SNOOKER TOURNAMENT

At the end of the third round leaders are Ingersoll Rand and Pages Hire with three wins each. A cliff-hanger occurred in the 5th game with Pages and Macbro neck-and-neck and 'black ball to win'. John Fitzpatrick of Macbro sank the black amid cheers from supporters. Too soon however, as the white ball dawdled across the table and also dropped in the pocket for a wipe-out. There is no confirmation yet about John's job or that Pages have made him an offer.

CITY TO SURF — NEW

Teams should now be in training for the annual City to Surf running event. Kennards have won the last three with Pages runner-up. This year there is a rumour around the stables of a dark horse who may upset the status quo.

IT'S GETTING CLOSER!!

THE NATIONAL HIRE TRADE FAIR — MELBOURNE

FOUR DAYS OF DISPLAY, DINNERS AND DIALOGUE — SEPTEMBER 28th to OCTOBER 1st

Are you geared up to attend the National Convention and Equipment Show in Melbourne, beginning September 18th? If not then get yourself organized! Gather up your glad rags and hightail it to the Hilton for HIRE 77. The organizers are doing a superb job to ensure comfort, comradeship, enjoyment and ease of viewing of all the latest and most advanced developments in Hire Equipment.

FEATURING:

1. Venue — The Melbourne Hilton Hotel, conveniently located in the city with good transport access and parking, plus luxury grade restaurants, bars and accommodation within the complex.
2. Four days of Exhibition and Sales. Four days for display and dialogue in comfortable and sophisticated environment. September 28th to October 1st — Wednesday to Saturday. (Thursday 29th is Melbourne Show Holiday and also Yom Kippur.)
3. Special Open Day Friday to enable exhibitors to invite clients from outside the hire industry to give additional exposure to displays.
4. All stands are within the Banquet Foyer of the Hotel

for maximum exposure and open for the full duration of the Convention.

5. Field Display. Equipment too large for indoors will be displayed in a special area set aside by Coates Hire Service at their Dandenong premises. Special yard tour will include this display, on Thursday 29th, where delegates will stop for morning tea.

Highlights of HIRE 77 will include Cocktail Party, Luncheons, Yard Tour and Dinner Dance on Saturday night. For Exhibitors, two tickets for the Dinner Dance are included in the Booth fee. Additional tickets available.

Exhibitors are invited to all business sessions and Convention social functions. A complete comprehensive list of all delegates registered at the Convention will be mailed to Exhibitors after the show, to enable you to renew acquaintances, and follow up the many contacts you will make at the Convention. HIRE 77 should be a rewarding experience for all parties.

Further details from Mr J. Brown, Chairman Exhibition Committee Hire 77, c/- Coates Hire Service, P.O. Box 541, Dandenong, Vic. 3175.

POST BUDGET EXECUTIVE MEETING

The Association is organising a Post Budget Executive Meeting on a National basis. It will be in the form of a *day-long seminar* held at the Sydney Hilton Hotel on Wednesday 24th August, commencing a.m. All Hire Association executives are invited. Welcome to all states.

The programme will be slanted to suit businesses with \$100,000 to a million dollar turnover.

Topics to include:

1. Economic Forecasting — Post Budget
2. Staff Selection and Training
3. Financing Business
4. There will be a controversial Guest Speaker.

Intending participants please notify the Secretary of HA of NSW, Mrs Denise Layton, by returning the attendance slip hereunder.

RESERVATION — POST BUDGET EXECUTIVE SEMINAR

Mrs Denise Layton
Secretary, HA of NSW
9 Zermatt Avenue
Seven Hills, NSW 2147

Dear Denise,

I will be attending the Post Budget Executive Meeting at the Sydney Hilton on 24th August, 1977.

Name

Company

Address

..... State Post Code

TO THE EDITOR

Letters may be printed under a pseudonym. Whilst many of us feel that — apart from good ethics — if we don't have the courage to sign our name then the opinion should not be voiced. Nonsense! We play many parts in a day. In these flexible and quick changing times we frequently come against obstacles where our true feelings may not agree with our chosen religion, wife, ethic or politic which we may wear on our sleeve. It may be that we do not wish to damage these relationships. A valuable point made and worth discussion is worthy of publication with or without a name attached. Names will be withheld in confidence on request. The Editor also reserves the right to refuse publication of any material submitted.

"He who would have ethics to guide him imprisons his songbird in a cage." —Kahlil Gibran.

Dear Bill,

I have no complaint against the Magazine but deplore the use of doubtful language such as the word 'piddling' in the April issue. I don't think such words assist in maintaining high standards.

Good luck with the Magazine!

—Puritan, Vic.

(Name supplied but withheld on request)

REPLY:

Point well taken. No writing is improved by the inclusion of bad language.

—Ed.

Dear Bill,

I have two suggestions to improve circulation by changing the name of our Hire journal:

1. H.I.M. (Hire Industry Mag.) — featuring a full frontal view of say a front-end loader.

or

2. H.E.R. (Hire Equipment Register) — with a centre spread of say a suction pump reclining seductively on a bed of weeds.


Keep up the good work.

—Jack Hammer, Vic.

REPLY:

If circulation falls we might try it. In the meantime 'HIRE' isn't a bad word; it's the first two letters of the word Hire and the first two letters of the word Rental.

—Ed.

HIRENTAL 

NOTICE BOARD

SUPPLIERS to the Hire Industry are invited to submit details of genuine new models and products for inclusion in HIRE MAGAZINE.

FINAL CALL: Send material now, Ads, Articles, photos — for the special pre-convention issue of HIRE Mag. (next issue).

COPY CAT: Copies of articles, ads, editorial etc. printed in this magazine may be obtained in quantity in brochure form from Leader Publishing at small cost.

CLASSIFIED ADS: A Classified Ads section is planned for succeeding issues of Hire Mag. Token rates. Suggested classifications are: Equipment for Sale; Businesses For Sale or Wanted; Positions Available. Miscellaneous and Other.



... 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'd (Salisbury North)
275 2022. W. Australia (E. Perth) 25 2099. Tasmania (Launceston) 31 7866.

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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 —

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