

HIRE

AND RENTAL EQUIPMENT NEWS

Vol.10 No.5 OCTOBER, 1977

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CompAir Australasia Limited



Compair's New Compact Rotary Compressor unveiled at the National Hire Convention.

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HIRE

AND RENTAL EQUIPMENT NEWS

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President: Des Whelan

Vice President: Peter Burne

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Phone: (02) 290-0700.

☆ **THE HIRE ASSOCIATION OF VICTORIA**

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President: Brian Elms

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Phone (03) 699-1022.

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18-22 Oxford Street,
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President: Rick Turen

Secretary: Frank Calleja

Phone (092) 81-4044.



EDITOR:

BILL WEBB

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Compair's New Compact Rotary Compressor unveiled at the National Hire Convention.

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THE EDITOR'S PAGE

THE BROTHERHOOD OF MAN REARS ITS BEAUTIFUL HEAD

We have received a blessing. The swirling clouds of conflict, greed and corruption which overhang our planet, have parted in this corner of the globe to reveal a great ray of light shining upon us. Or perhaps it was the other way around. Perhaps the great warmth of goodwill, friendship and international brotherhood generated at the Convention cleared the clouds to reveal a wondrous light. Perhaps we await the outside forces of the world to act and shine upon us, while all the time the source of light and heat lies right within ourselves.

We experienced a great and happy occasion at the National Convention; the integration of our American friends, our English guest, our New Zealand neighbours and our Australian selves — Hire and Supplier welded in common bond of business and friendship to weave a girdle of goodwill around the earth.

Late Saturday night — around the same time that the concluding speeches were winding up the Convention — a fire began in Sydney and burned down the premises of Barwicks Hire. Lock, stock and barrel. By 8 a.m. Sunday morning Barwicks were back in business rehiring the stuff hired out on the previous night.

Jesus took three days to rise again. Wal Reynolds did it in one. Not on his own but on the principles taught by the former prophet. Like the Phoenix from the ashes Wal Reynolds and his business rose from out the smouldering ruins, borne shoulder high by staff, friends, comrades and acquaintances in the Hire business. Hire Association members, great and small, provided trucks, a site office, stock, labour and all manner of assistance and offers of it. Suppliers came good with immediate deliveries and extended credit. On the Sunday and holiday Monday they came from all directions.

They came to work and be blackened in soot and ash. Like ants they came to clean up the debris and restock the larder.

Let us therefore have done with any talk of differences between the so called 'big boys' and the small. Let such nonsense be buried deep in the ashes for all time. ***The great strength of the Hire industry lies in the people in it, big and small, one and all.***

Wal Reynolds has had an experience he will never forget. It wasn't the fire! Wal Reynolds probed beneath the breast of man and found a brotherhood.



RENT-A-QUIP MANAGEMENT

*"There is something rarer than ability.
It is the ability to recognise ability."*

— Disraeli

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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MJ35PP

ATTENTION NON MEMBERS

WHY YOU SHOULD JOIN THE H.A.

The following letter was recently circulated to all Hire Association members. It is a sample of strength in unity and is typical of the advice and advantages of being a member of the Hire Association. H.A. executives are alert and energetic people constantly working on common problems for the betterment of the Industry in general. Membership advantages are legion.

Dear Member,

INVESTMENT ALLOWANCE

We have advice from our Solicitors and Accountants that it is quite arguable that we do qualify for the Investment Allowance.

In the past we have considered that the clause of the Act which precludes is that which says that if the right to use equipment is granted to someone else, then that equipment doesn't qualify for the Investment Allowance.

What we plan to argue is that we don't grant the right to use the equipment to someone else. That we use it and that we let other people operate it for the purpose of producing our assessable income.

We have been advised that it is quite arguable that this is the case.

What we want all the hire companies to do is to claim the Investment Allowance on their Income Tax Returns for the year ended June 1977.

The claim will most likely be disallowed. You should then "object" to the disallowance and if, as might be expected, the objection is disallowed, we will run a Test Case.

There is nothing to lose.

At the time you object to the disallowance, the Commissioner will probably ask that half the amount in question be paid. If we win, it will be refunded, if we lose the balance will be payable.

At the worst you will get several months use of half the amount.

As well as it being possible to win by this agreement, there is another reason for doing it.

As you know, all members (including you, we hope) have written again to their Local Members along the lines of the last circular. The fact of 400 odd returns coming in from Hire Companies being disallowed, objected to and appealed against will be known in Canberra.

It will be another prod, a push from another direction at the same time as the Treasurer is dealing with all the letters referred by our Local Members.

It will let him know we are not giving up and may help to have the Legislation amended.

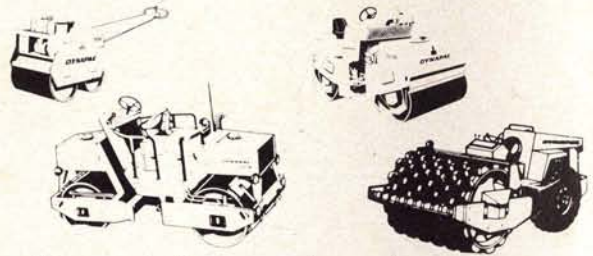
Talk to your Accountant, show him this and instruct him to claim the Investment Allowance.

If you have any questions contact: Des Whelan (03) 350-2011; Barry McDonald (02) 636-3200; Neville Kennard (02) 439-3477.

P.S. To substantiate the argument that we don't grant the right of use to someone else, we may recommend a change to your Hire Agreement. This will be advised later.

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NATIONAL PRESIDENTS MESSAGE

Much thanks and praise was given to the Victorian Association for their organisation of the Convention at the Hilton. It was thoroughly deserved and I understand that an early run through on costs has shown that it was an outstanding financial success.

Well done Victoria and spend the money wisely for the betterment of the industry as a whole.

Of course the Victorian Hire people were in excellent spirits because the power strike had caused a well deserved surge in demand. We did not anticipate however, that the trouble would last a month and this may cause some backlash to us as industry must have had a dreadful hammering over this time.

On the broader view it was great news that inflation came down again and seems firmly set to be well and truly in the single digits for the future. No doubt you would be keeping an eye on your friendly suppliers to ensure that any price rises are justified. Some of you will come into contact with the Politicians as they move around their electorate with a broad smile seeking your support. Don't forget to ask them what their feeling is on the 'Investment Allowance' and seek a commitment from them to continue to press our just cause.

D.G. WHELAN
President



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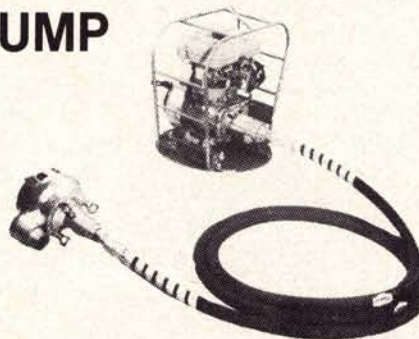
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1977 NATIONAL CONVENTION

A Great Success

The 4-day Hire Association National Convention at the Melbourne Hilton turned out to be a great and memorable occasion. Organised by HA of Victoria from 28th September, the Convention set a standard that will provide a challenge for all future conventions. With Victorian efficiency and hospitality, a program of top level speakers, attractive exhibition stands, friendly and elevated business dialogue, overseas personalities, great social entertainment; all in a wonderful setting and sparkling with the spirit of friendship, the scene was probably unequalled since King Solomon entertained the Queen of Sheba. The Hire Association Convention was indeed worthy of its ethics and ideals. It was a National Convention but with international flavour and the mark of greatness.

OUR AMERICAN VISITORS:

President of the American Rental Association, Irvin Juster, honoured us with his presence and led a team of other A.R.A. members and wives. We always enjoy ourselves in the presence of these wonderful American people who uplift and animate an occasion by sheer warmth of personality and who always give so much of themselves. With Irvin & Suzanne Juster were Bob & Barbara Cameron of Sam's U-Drive, Bill & Marguerite Cushing of Diablo Rental, Bill and Lois Bryan of A. Carhart Rental, Will and Rachel Whorf of Sam's U-Drive and finally Hans Sundet of Sunco, their Californian travel agent who thought the program too good to miss.

OUR ENGLISH DELEGATE:

Andrew Griggs came all the way from U.K. Andrew's speciality is tools and plant for home and industry — and the business:- Western Rentals Ltd., 24 Diglis Road, Worcester, U.K.

OUR NEW ZEALAND VISITORS

We were delighted to welcome a contingent of Kiwis at the Convention. Nine members of the newly formed Hire Services Association of New Zealand, including President Gordon Dale, attended; four of the members were accompanied by their wives. They were:- Peter and Heather Brookfield of Modern Methods, Auckland; Neil and Ngaire Callaghan of Eastside Hire, Hamilton; Geoff Clarke of Construction Machinery Ltd., Auckland; Ian Collinson of Hire Pool Ltd., Auckland; Ted and Helen Cowley of Cowley's Hire Centre, Whangarei; Colin Crooks of Air Hire Centre Ltd., Auckland; Noel Pederson of Hire Pool Ltd., Auckland; Gordon and Jean Dale of New Plymouth Hire Centre, New Plymouth; and Ross Jones of Lincoln Hire Centre, Auckland.

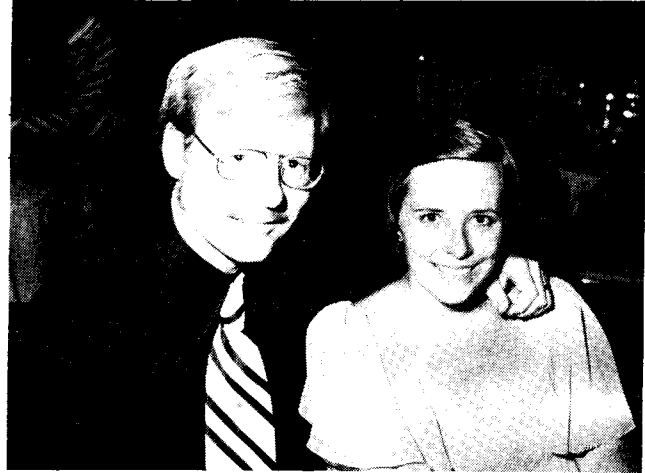
OPENING MESSAGES:

Peter Burne, Convention Convenor, introduced Victorian President, Brian Elms who officially welcomed the gathering at the Hilton Hotel on Wednesday morning. Brian emphasised that with people from all over the globe here to talk, relax and do business, we must lose no opportunity to talk. Talk to the forty exhibitors who had brought goods and ideas from around the world for our

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National President Mr. Des Whelan officially opens the 6th National Convention.



Bill & Lois Bryan of A. Carhart Rentals, members of the visiting American Delegation at Dinner Dance.



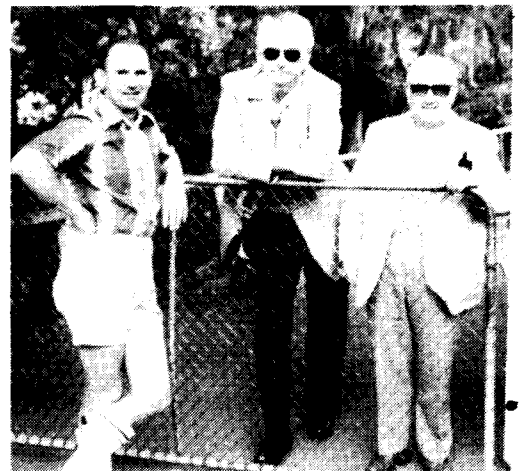
Ladies enjoy a tea break between seminars.



Mr. & Mrs. Bert May enjoying the Dinner Dance. Bert is Manager of C.I.G. Adelaide Hire Section.



Mr. & Mrs. Bob Cameron of Sams U-Drive, Van Nuys, California, members of the American Delegation, enjoy drinks at the Cocktail Party with Denise De Forest & Jim Nelson.



Greg Page — Pages Hire. Bill Cushing — Diablo Rentals, member of visiting American Delegation. Peter Burne — Burnson Plant Hire.

convenience. Talk to Seminar leaders who had spent many months preparing an interesting, imaginative and educational program. Talk above all to the person who is standing next to you — many are visitors and perhaps attending their first convention. And others have enough wisdom and experience behind them to become valuable and new found friends. Talk to your Victorian hosts if you feel something is not up to standard and we'll do our best to correct any shortcomings.

President Brian Elms warned that we need to show interest in current and future acts of Parliament in such fields as consumer protection and trade practices legislation, stamp duties and taxation. Vigilance is necessary to avoid another situation like the Investment Allowance exclusion.

NATIONAL PRESIDENT:

National President Des Whelan officially

declared the Convention open. In drawing attention to Brian Elms remarks Des submitted that if we all contribute along these lines, our industry, our companies and our communities will prosper.

Ten years ago we did not identify the challenges and danger areas ahead so now we find ourselves without stimulation from tax relief yet this relief is available to a competitive industry — the finance and leasing companies. *We must become better at anticipating legislative and other changes that affect our industry.* Conventions create an atmosphere and situation where there is free interchange of ideas and where problems and pitfalls like potential legislation can be identified. Our convention is fortunate in having people of wide experience from all parts of the world and talking with these people will be of tremendous stimulation to all of us.



Dinner Dance.



Mr. & Mrs. Irvin Juster.



Victorian President, Brian Elms, presents gifts to wives of overseas delegates. Left to Right: Mrs. Gordon Dale, N.Z., Suzanne Juster, California, Brian Elms & Marguerite Cushing, California.



Ladies Fashion Parade drew attention at Convention.

THREE CHEERS TO THE VICTORIANS

VICTORIAN HOSTS

Congratulations to Victorian HA members involved in organizing the National Convention for a first class job in all respects. Names of all those who worked hard behind the scenes are too numerous to mention but official honours must go

to Convention Convenor, Peter Burne, Convention Co-Ordinator, Ern Turner. HA Vic. President, Brian Elms, National President, Des Whelan, Program Chairman, Len Booth, Terry Steel, John Kroeger and all the committees and back room boys who burned the midnight oil.



Mr. & Mrs. Don McCurdy and Mr. & Mrs. Len Booth.



PETER BURNE WINS AWARD

National President Des Whelan presented Peter Burne at the Dinner Dance with the HA award for outstanding service to the Hire industry during the past year.

Mr. & Mrs. Peter Burne after presentation of Presidents Award.

Around the Seminars

The Convention seminars were of high order with all speakers chosen for their knowledge and expertise on the subject and, believe it or not, the 7.30 a.m. breakfast seminar attracted a full house.

Bob Ansett of Budget Rent-a-Car spoke of How To Promote Your Business To Success. Bob's speech is outlined elsewhere in this issue.

Tony Knight of Yellow Pages told why you should advertise in the yellow pages. Readers are familiar with this medium.

Bob Cameron of Sam's U-Drive, California, spoke on How to Save Money on Purchasing and Spares. Bob was introduced as probably the man who knows more about the economics of Hire industry purchasing, spares and stock control than anyone else in the world. Bob Cameron's talk is featured elsewhere.

The Breakfast Seminar commencing at 7.30 a.m. on Friday morning with Ray Kelsey as Chairman included a panel of experts namely Ron Williams, Stan Jessup, John McKechnie, Jim Brown, Ian Collison N.Z. and Robert Stewart.

Answering a question on how to rate a new piece of equipment, Jim Brown mentioned two methods. S.W.A.G. a scientific way out guess or get hold of a copy of your competitors rate card. Jim said there is no recognised system but you may work on trying to get your money back in say a year. Ron Williams urged realism — it is no good if somebody can buy new, use it for a time, then sell it second hand cheaper than hiring. Jim Brown suggested that the daily rate should be high but lesser for weekly and monthly rates.

John McKechnie compared different rates of profitability for Party Hire with greater handling costs such as checking, washing, packing and sending labour out with the job, as well as maintaining a fleet of trucks.

Sam Jessop on accounting compared buying a business and merging. The merging may be easy but the merging of personality may be a problem. There can be difficulty say with new directors who have no intimate Hire knowledge. Best way is to do a thing first then tell them you've done it. In a merger you may not have a final say. A board of directors is inclined to ask tedious questions because it is someone else's money being used.

Replying to a question on how to make a business marketable when it's time to retire, Sam Jessop thought a fair thing for goodwill might be the figure of last years nett profit. If the business is too big it is hard to get a large goodwill because

someone can set up around the corner. Some Hire businesses have closed and sold equipment. The problem is where to stop growing. Sam argued that because of these difficulties the Hire business should have a higher rate of profit than the corner store. If you grow too big it can be formed into a company. If you remain too small you may be swept aside. Nett asset value plus last years net profit is a fair price.

On the question of cassettes, Ray Kelsey said there was a chain saw cassette available but in relation to customer instruction. Irvin Juster said some fifteen good cassettes were available in U.S.A. Some of these were good for employee training including mechanics and others simple and effective instruction for the customer. The customer reacts favourably to these. Coates Hire are in the process of making some instruction films, one of which was shown by Ken Sims and is very good. Training films are available from the Californian Rental Association and some of the topics are: 1) Hitches/trailers. 2) Cement Mixers/concrete saws. 3) Skip loader/power post hole digger. 4) Air compressors/tow bars. 5) Chain saws/rototillers. 6) Plumbers snakes/portable water pumps. 7) Airless sprayers/circular saws. 8) Paint equipment. 9) Acetylene welders/wallpaper steamers/engine hoists. Each film is 12-14 minutes. (C.R.A. P.O. Box 385, Carlsbad, California 92008). Kennards use these films and Andy Kennard, Sydney, can be contacted on their effectivity.

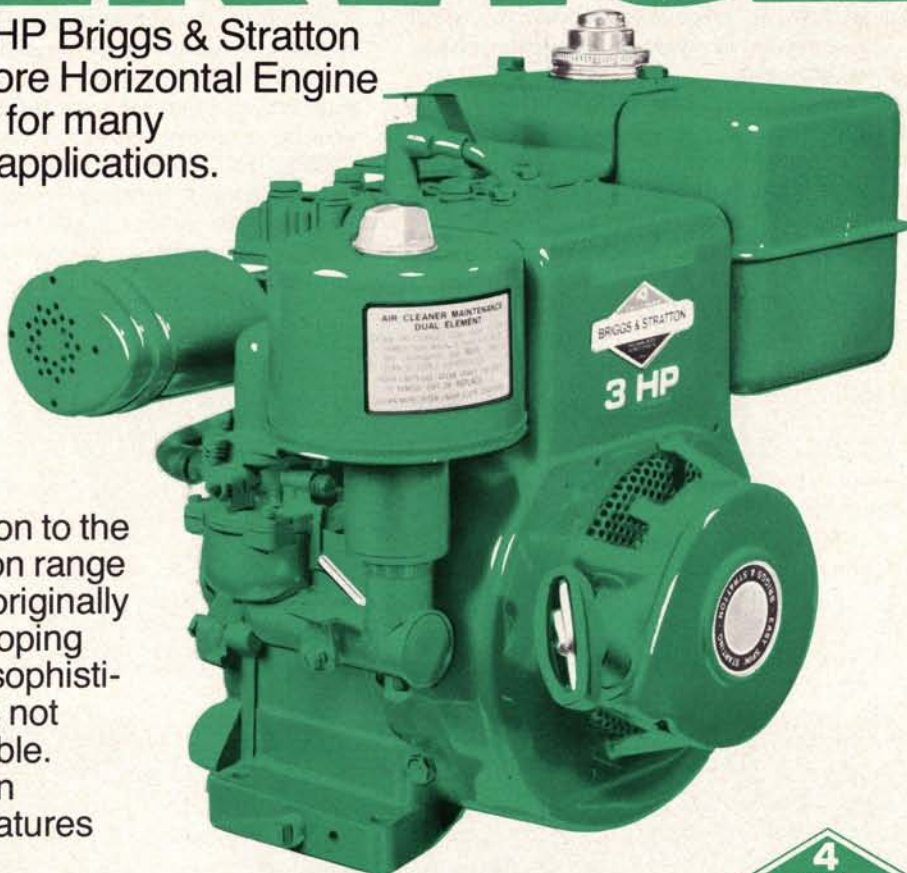
Irvin Juster, A.R.A. President commented on the difficulty of getting insurance in U.S.A. Some Hire companies run bad shops and give the industry a bad name which adds to the difficulty in obtaining insurance. American Hire companies have a plan to form their own insurance company.

The idea being to rent a company rather than form one. This being an offshore company as different laws in the 50 odd different states in the U.S.A. make it difficult to site an insurance company in any one state.

After Construction and Party Hire workshops on Saturday the business session concluded Saturday afternoon with an Open Forum, questions being directed at H.A.A. councillors. As the big Melbourne football final was on during the Seminar it was inevitable that some conscientious character like John Kroeger take it upon himself to relay progress scores to be announced by forum chairman Len Booth.

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HOW TO BUILD AN IMAGE

BOB ANSETT TELLS

Robert G. Ansett, speaking at the Convention, told how Budget Rent-a-Car established itself, was forced to change its image, and set out to challenge the industry leaders.

Bob Ansett stressed that 'Image' is of paramount importance. When all things are about equal what induces a customer to choose one company over another? The answer is **Image!** Whether brand image or something else.

"In identifying image as a major feature of a trading company's ability to be a winner or an also-ran, we are confronted with a complex problem in determining just what type of image will turn the consumer on, I guess we all want our business to project a favourable image, but believe me, you could be very surprised at what you think to be a desirable image for your organization, and what the consumer responds to. Oft times we get too close to our own business and tend to be wrongfully influenced as to how the general public sees us.

"In 1965 Budget Rent-a-Car began trading as a discount oriented, downtown car rental service. Walk-in, drive out — no deliveries, no credit, no frills. Rental rates were structured well below those of major competitors and branches established close by. We died lousy — for two years Budget adhered to the discount principle, minimising levels of service, before we recognised that the Australian car rental consumer is not that influenced by price that he would be prepared to forego a brand name and a known standard of service to save a few dollars.

"Further, the type customer we attracted was of a very marginal variety who, in most instances, would find it difficult to qualify for a rental car from one of the then major companies. So in 1967 we found that —

- a) Price as not the determining factor in the consumer's decision to rent a car.
- b) Lower prices equalled higher risk."

The result was a considerable operating loss in the first two years with market penetration well below target. Budget decided that survival depended on changing their image. How? Budget had one good thing going for them and that was the name 'Budget'. To link it with the image of service could be the answer. There was also the advantage of the well known name Ansett. Budget then

embarked on a radio and T.V. campaign featuring Bob Ansett as presenter of the Company's service. The object being to create an identification between Budget and Bob Ansett and to hopefully project in the eyes of the consumer a guy that will back up his company's service.

"Budget sought employees that could identify with this new image being projected by Bob Ansett — switched-on enthusiastic, can-do type men and women, all charged with the will to win, that were seeking a career with a company on the move and desiring full job involvement."

Bob Ansett espoused principles not unlike a successful coach and used positive and motivational films by people such as Vince Lombardi, Arnold Palmer, continually pushing the competitive element of the business. By 1970 the company was airborne. A service slogan "Can-do" was adopted accentuating the positive.

"The flow on from these activities created an atmosphere within the company of excitement, sense of achievement and great satisfaction in experiencing the sensation of identifiable growth. At the same time the company's image began to evolve."

Budget also raised prices to just below those of competitors and shook off the 'cheap' image. The typical car renter is a male executive on a good income who requires a good standard of service and efficiency.

Bob Ansett stressed that we are all in a service industry. We may not all have the words Budget or Ansett to start with but neither did Budget until they began using them to advantage. There are other starters to be found just as good — it is up to us.

In closing, Bob Ansett quoted a proverb prominently displayed in his parent's office.

"Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent. The slogan "press on" has solved and always will solve the problems of the human race."

— President Cleveland.

— MELBOURNE —

ENTERTAINMENT BONANZA

The social side of the Convention got away to a good start with a cocktail party to break the ice on the eve of the official opening, and another one next night which was even better as it found everyone more relaxed and getting to know one another. A great idea to have the two.

Evening entertainment at Smackas Place nightclub where the jazz is out of this world. Next night dinner at Tikki & John's New Vaudeville Theatre where there is a waiting list for months to view this superb show.

A fashion show sponsored by Coates on Friday morning.

On Thursday the Construction Yard tour, Party & Medical Yard tour and the Ladies Scenic Tour all linked up at Belgrave to board "Puffing Billy" the miniature steam train, for a fabulous chuff up the

Dandenongs, with a stop at the Old Steam Museum at Menzies Creek. A happy and magical day where everyone looked and acted 10 years younger. A master stroke of enjoyment for all and a great credit to the organising committee.

The Convention wound up with a Dinner Dance Saturday night in the Hilton Ballroom for concluding speeches and fond farewells. With Irvin Juster, A.R.A. President giving one of those beautiful speeches which only Americans can.

Departure day Sunday saw a whole day tour to Sovereign Hill and Ballarat, visiting the old Eureka Stockade and partaking luncheon on the banks of Lake Wendouree.

And if you missed out on any of the Presidents', Exhibitors' and other room parties you were obviously too tired, from a surfeit of good things.



Lunch at Emerald Lake, the climax to the days outing.



Irvin Juster, A.R.A. President, & Des Whelan, Hire Association National President, inspect Train Museum.



"Puffing Billy" in the Dandenongs.

CHOOSING THE RIGHT MAN FOR THE HIRE COUNTER

oooooooooooooooooooo **KEN SIMS OF COATES TELLS HOW** ooooooooooooooooooooo

In his seminar talk at the National Convention, Ken Sims, W.A. Manager of Coates Hire Service, revealed Coates professionalism once again. The talk on 'Choosing The Right Man For The Hire Counter' will probably influence future Hire industry standards more than any other factor at the Convention.

We all know that the only way to learn Hire is to work in it. But how do you find the right employee?

"They're out there" says Ken. "Most with no qualifications".

He referred to Bob Cameron of Sam's U-Drive, California as an example of no qualifications but probably the most knowledgeable and efficient Hire expert in the world today.

Ken also paid tribute to Terry Crommelin who established his business on a good professional basis and whose well trained employees, moving on, spread decent standards and know-how around the Hire industry.

PICKING THE RIGHT MAN:

Do we need a permanent driver to stay put in one job? Or do we need a truck driver to train eventually to management level? Apart from the odd exception it pays to pick good material and train them through every aspect of the Hire business. Then, as senior positions become available, there is always an expert readily available to fill the position.

Promote within the business is a good axiom. Nobody knows your business better than those who have been brought up in it.

Where do we find the right man? Not from the employment bureau! A genuine man will probably come to the counter looking for work. Or it may be necessary to advertise. Junior drivers are cheap — but may be expensive. Their accident rate is higher and Hire equipment is valuable.

It pays to employ a man with at least two to three years road experience. Your equipment is safer in his hands. Employ locals where possible. They know the short cuts, can save time. A promised delivery on time promotes a good image. An unimaginative driver or a stranger to the area may be hours late due to being constantly stuck in avoidable traffic jams.

REQUIREMENTS

The Hire man must learn to handle a wide range of equipment. Mechanical aptitude therefore is the first and foremost requirements. A clean

presentation is essential to front customers. He must be able to answer the phone competently. Good handwriting is an essential factor for writing in customer details. He needs a fairly good academic ability to understand invoicing, cash and stock control and other aspects of the Hire business. He should have been at school until at least the age of sixteen. There are exceptions of course.

The candidate must be strong, have a good family life for stability and be something of a diplomat when handling people. The ideal driver is probably between the ages of 20-30 and has family and home responsibilities. It costs a great deal in time and money to train Hire experts, therefore it pays to be selective and choose a potential stayput.

Where do we get people to manage the Hire business while we are on holidays or at conventions? The answer is to select the right employees in the beginning and train them.

Selective choosing means placing a well designed advertisement to attract the right person. A typical advertisement often seen in the Situations Vacant column might read as follows:

Driver wanted for local deliveries of Hire equipment. Must be strong and have current A & B licence. Apply etc. etc.

This sort of Ad. is not good enough to attract the Hire trainee. The advertisement must be narrowed down to eliminate the unwanted. The type of Ad. used by Coates Hire might read as follows:

DRIVER 25/30
EQUIPMENT HIRE INDUSTRY

This Advert is not just for a driver. By past experience the only way we have of training our future managers in this industry is by selecting the type of man we require and having them spend at least 12 months doing Metro deliveries and general duties to gain the necessary practical experience.

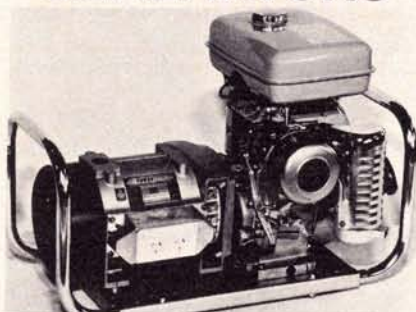
QUALIFICATIONS: Education standard to at least 4th year high. Applicants must be of good appearance, enthusiastic, mech-minded and hold A & B class licence.

APPLY IN PERSON TO MR.....
Coates Hire Service Etc.



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

THE INTERVIEW:

Short back and sides advocates are in for a shock if interviewing applicants for the first time. Behind the shock headed, face hidden, long bearded applicants probably lies a gem, and it may require some patience and diligence to probe beneath the hirsute camouflage to find what you are looking for. Dress and appearance at the interview are not necessarily the criteria. With happy involvement in the business the new man can soon be encouraged to smarten up. Particularly if a presentable uniform shirt or coat is supplied.

TRAINING FILMS AND TAPES:

A range of employee training films is available in the U.S.A. (California Rental Assoc. P.O. Box 385, Carlsbad, California 92008). Many of these are not detailed enough or not suitable for use in Australia. Coates Hire is in the process of producing some of its own. Ken Sims showed two of these during the Seminar, one instructional, the other a superb comedy showing what might happen when the wrong man gets into the Hire business. See comment elsewhere in this issue.

Films are expensive but an audio tape can be a cheap and effective means of instructing the new employee right at the beginning. Leaving no stone unturned Ken Sims produced a training tape as used by Coates to put the newcomer in the picture. **The tape** first explained the Hire business. The possibility of missing out on lunch but good job satisfaction with opportunity for advancement. Coates part in the business world. The public image — clean and courteous at all times — Yes sir! instead of O.K. mate! Vehicles are part of the public image and must be kept clean. Outline working hours — business must be ready to go right on opening time at 7.30 a.m. A comfortable and good looking uniform supplied with name attached. Supply own jeans — shorts (dark) and long socks permissible in summer. Driver to spend at least 7 months delivering to site — good experience in site workings and requirements. Must learn correct way of lifting. Look after own vehicle and be responsible — sign for tools — clean vehicle at least once a week. Paper work explained — the invoice, time card, vehicle sheets etc. Some business figures given (in confidence) — makes

employee feel part of the organization. Complaints to go up through the right channels. Smile and laugh on the job — correct all unhappiness — invite constructive criticism. Coates have a regular get-together night for all staff with free food and drinks to encourage full and open integration into the organisation. Absenteeism frowned on. Holiday roster on display — flexible and arranged to suit employee — two 2-week periods encouraged

rather than one 4-week period. Pay calculation explained — petrol for private use available from firm's pump and deducted. If sick advise quickly of unavailability — as early in the day as possible. Welcome to Coates Hire Service.

The following drawings supplied by Ken Sims are typical of what may turn up in response to advertisements. Be prepared!

Any one of these applicants might turn out to be a Gem.



This is the man you employ....



....This is how he appears 3 months later if you don't keep an eye on him.

This mechanic doesn't get the job.



The usual selection of Job Applicants.

The safe, one man way to clean sewers and drains

Electric Eel[®]

with patented self-feeding
DUAL CABLE

Keeps the operator behind the
machine...lets the motor do the work!

TACKLES THE TOUGHEST JOB

Ruggedly built to handle those tough jobs in 3-in. to 10-in. diameter lines. Runs over 200 feet. Patented dual cable self-feeds itself both in and out of line — eliminates all handling of rotating cable — makes operation completely safe. Eight foot cable sections with instant, snap lock connectors permit work in small spaces — cut replacement costs.

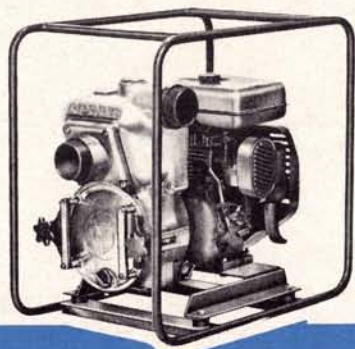


Available from



ELECTRIC EEL (AUST.) TELEPHONE: 516-4149
12 MARY STREET, ST. PETERS. N.S.W. 2044

Use QP Trash Pumps, Scott DC Welders & Robin Generators, the versatile hire equipment with the proven track record.



QP 301T

QP TRASH PUMPS

- QP Trash Pumps have the features of a centrifugal pump (light-weight, portability and compact construction) with the added features of a trash pump (ability to pass solids in suspension).
- The trash pump can be easily cleaned of obstructions without the need for tools.
- Repairs can be effected to the impellor and volute without pump disassembly.
- Power unit is a proven long life ROBIN engine, pump and engine rubber mounted in a protective steel rollover cage that doubles as a carry bar.
- The pump housing is aluminium, fitted with plastic fill and drain caps to prevent rusting or seizing.
- The impellor is made of long life cast iron.



RG 25

ROBIN GENSETS

- ROBIN AC generators come in a wide range to match to the hirer's power requirements.
- A built-in automatic voltage regulator reduces voltage fluctuation below 3%.
- The muffler system is a low noise type, allowing use of these generators in close proximity to work site.
- Mechanical protection of the engine/generator combination is a rugged steel frame which can be used to carry the machine.
- A circuit breaker gives electrical protection in all machines of the range.
- The power unit is a 4 stroke ROBIN engine, which has proved reliable in Australian conditions.

QP TRASH PUMP RANGE
(4 STROKE ROBIN PETROL ENGINE)

	QP 20T	QP 301T	QP 40T
Pump Size	50mm (2")	75mm (3")	100mm (4")
Max. Cap	600 L/m (8000 GPH)	1200 L/m (15800 GPH)	1800 L/m (24000 GPH)
Max. Head	24m (78 ft)	24m (78 ft)	24m (78 ft)
Weight	52kg (115lb)	64kg (140lb)	131kg (288lb)

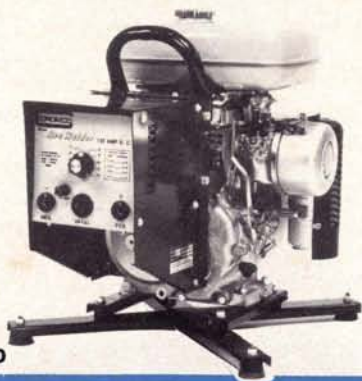
ROBIN GENERATORS
(4 STROKE ROBIN PETROL ENGINE)

	RG 10c	RG 17	RG 25	RG 33
Voltage	240	240	240	240
Max. output	1100W	2000W	3000W	4000W
Rated output	900W	1700W	2500W	3300W
Weight	38kg (84lb)	50kg (110lb)	65kg (143lb)	87kg (192lb)

Crommelins

AUSTRALIA

THE
AUSTRALIA
WIDE SPECIALISTS
TO THE HIRE
INDUSTRY.



135 Amp

SCOTT DC WELDERS

- The Scott Welder is a Direct Current Welder which can be operated in both the straight or reverse current mode.
- The welder can use most rods including exotics like aluminium, stainless steel, nickel and hard surface rods.
- Construction is light-weight making it convenient for on-site use.
- The Welder has solid state current control and an indefinite short circuit will not damage the unit.
- The new 160 Amp and 200 Amp models, available early 1978, will increase the scope of these welders.

SCOTT DC WELDERS 4 STROKE ROBIN PETROL ENGINE)

	135Amp	160Amp	200Amp
Welding Range	30-140 AMPS DC		
Rated output at 25V	135Amp	160Amp	200Amp
Max. OC Voltage	75V	Available early 1978	
Weight	38kg (85lb)		

CROMMELINS AUSTRALIA through the CROMMELINS HIRE DIVISIONS successfully operate an extensive range of equipment in the extreme conditions and vast distances of Western Australia. Versatile and reliable plant is vital to profitable operations.

SUPPORTED BY AN AUSTRALIA-WIDE SPARE PARTS SYSTEM.

CROMMELINS AUSTRALIA:

- SYDNEY** : John Walker: 638 7534
26 Mary Pde., Rydalmere 2116
- MELBOURNE:** Keith Holloway: 561 2655
40 Glenvale Cres., Mulgrave 3170
- BRISBANE** : Ken Greenwood: 391 3047
47 Balaclava St., Woolloongabba 4102
- ADELAIDE** : Trevor Woodard: (085) 56 1201
PO Box 41, Wilunga 5175
- PERTH** : Stan Bird: 3814-044
18 Oxford St., Leederville 6007

POST TO YOUR NEAREST CROMMELINS REPRESENTATIVE

I am interested in the following equipment:

QP Pumps, Robin Gensets, Scott Welders.

Name

Position

Company

Address

..... CODE

Please phone me

Crommelins
AUSTRALIA

77002 AEVI

Convention, Yard Tours And Exhibitors

CONSTRUCTION HIRE YARD TOUR:

This tour visited Kent Hire Service, South Oakleigh, which is a model layout with new premises specially designed as a Hire business. Run by Fred Kent and Kel Harvey, this business is a show piece for the Hire industry.

Wreckair, Springvale branch, one of five Wreckair branches in Victoria with Ray Kelsey and Michael Flynn, Managing Director and State Manager respectively.

Morning tea at Coates Hire where Jim Littlefield is manager. Exhibitors' Field Equipment display here organised by Coates State Manager, Jim Brown.

PARTY AND MEDICAL YARD TOUR

First to U-Hire Medical Equipment Pty. Ltd., managed by Ken Pelling and a division of Abbey



Irvin Juster, Barry MacDonald & Andrew Kennard talk over morning tea at Coates Hire.



Denis Scanlon directs the yard tour at Kent Hire.

Rents Ltd. owned by John Kroeger. Coffee and sausage rolls here as starters.

Then to a sumptuous morning tea at Miller Bros. Hirings owned and hosted by John McKechnie — served by a mouth watering bevy of beauties on John's staff. Miller Bros. is believed to be the oldest Hire company in Australia, established in 1862. John McKechnie built the business from a one-truck, three staff job to 14 vehicles and 60 staff, with the highest turnover for a single branch for party hire in Australia. On world standards almost \$1 million from one branch is remarkable.

Waverley Party Hire, very clean and modern is run by brothers Bill & Geoff Salter and is an offspring of Waverley Catering Service, a family business begun by Jean and Bill Salter in 1958.

A hurried stop-off at Noseda Hire Service which made and erected all the exhibition stands at the Convention. Ern Turner and his wife Bet started Noseda which is managed by David Evans.



Denise Layton & John McKechnie at Miller Bros. Hirings.



Morning tea at Miller Bros.



Bob Langham & Jim Brown of Coates Hire.



Flexovit Abrasives (Aust) Pty. Ltd.



A.B.C. Hire Co. Pty. Ltd.



Consolidated Pneumatics Tool Co.



Pannell Plant Pty. Ltd.



Steammaster Australia Pty. Ltd.



Bergin Abrasives Pty. Ltd.

SCENIC CRUISE WITH CAPTAIN RON WILLIAMS

Ladies Day

by our maritime correspondent

After testing the water to see if it was thin enough, Captain Ron Williams signalled "All aboard" and the Pacific Princess moved proudly out into the bay.

A Convention treat for the ladies and our American visitors, Ron Williams luxury launch trip around Port Phillip Bay must have had Captain Wacher of P & O bashing his bollards in jealousy.

Congratulations to Ron and his family for a superbly organised, most enjoyable, memorable and elegantly hosted tour. It was of such moment that, for a time, everyone stopped admiring Bill Cushing's belt buckle. Furthermore, down shone the Melbourne sun in all its spring glory — unfortunately I was in the toilet and missed it.

Ron Williams, owner of A.A. Arc Welder Hire and Carnegie Rental Centre captained his own 50 foot

long motor cruiser. The Pacific Princess is powered by twin 112 h.p. Perkins diesels has a fibre glass hull of 14 ft beam, draft 4 ft and a displacement of twenty tons. And more power to Ron's engineer whoever he is — the diesels were in beautiful condition, silent, well balanced, smooth and gave a comfortable cruising speed of around 13 knots.

Ron's family were superb hosts, ran the ship, served tea and sandwiches and looked after everyone like royalty. It all began in the bus when Ron's daughter handed out a map of the route with an interesting travel brochure of points of interest, which she had carefully prepared herself. Ron even gave a travel talk in the bus and arranged refreshing hospitality at the Yacht Club prior to embarkation.



Women enjoy the cruise around Port Philip Bay.



Pacific Princess departs for a cruise down River Yarra and around Port Philip Bay.

NEW ZEALAND NEWS

THE HIRE SERVICES ASSOCIATION OF NEW ZEALAND

HIRE ASSOCIATION ESTABLISHED IN N.Z.

The newly established Hire Services Association grew out of the Australian Conference in Brisbane last year when several attending Kiwis realized the real need and value of an Association in their own country.

Gordon Dale circularised all Hire establishments in New Zealand and organised a two day inaugural meeting for potential delegates and wives at the Devon Motor Lodge, New Plymouth on June 14th and 15th. This brought an overwhelming response and 130 people attended, representing all New Zealand, and to participate in a well balanced business/social program.

Ten suppliers to the industry generously offered financial support, and this along with the \$12 registration fee resulted in a nett profit of \$600 to start the Association bank account.

The Meeting agreed to split the country into 4 areas with a Director from each area to represent on an executive committee to control the operation of the Association.

Those elected were:

ZONE 1 - Southern half of South Island

Peter Robertson, Hire Services, Invercargill.

ZONE 2 - Northern half of South Island
John Moody, Moody's Hire Service Ltd., Christchurch.

ZONE 3 - Southern half of North Island
Gordon Dale, New Plymouth Hire Centre, New Plymouth.
(Elected Chairman)

ZONE 4 - Northern half of North Island
Tom Atkinson, McEwens Hire Service Ltd., Auckland.
Ron Berry, Cascade Hire Ltd., Auckland.

Two directors were elected for Zone 4 as by far the majority of the Hire centres are situated in this area encompassing Auckland City.

After organising all the proceedings, Gordon Dale was unfortunately taken ill the day before the meeting and was unable to take part in the activities, however his place was very ably taken by Max Rutherford who ensured a successful conclusion and the establishment of The Hire Services Association of N.Z. as a reality.

TWO N.Z. HIRE BUSINESSES

HOW THEY STARTED

COWLEY'S HIRE CENTRE

Cowley's Hire Centre of Manse Street, Whangarei was established by Ted Cowley. Twenty three years ago Ted gave up his building trade and started in the Hire field with the help of wife, Helen. They began with caravans, small equipment and not much capital, developing eventually to major construction equipment and party hire. After three years they moved to a new site and have since purchased surrounding properties to make a total of 1½ acres. Caravans have been dropped from the fleet in recent years.

Son, Wayne, is Ted's right hand man and can

manage staff and full operations in Ted's absence. Daughter, Christine, is in charge of office and administration.

LINCOLN HIRE SERVICE

In 1968, realizing the limitations of a Hire company that evolved rather than arrived behind his service station, Mr. Phil Levy purchased a plot of land in the Western district of Auckland. He sold the service station and opened business on the new site in 1969.

Surrounded by vineyards and orchards it was only natural that tractors and agricultural

implements be included in the hire fleet. Today, with a staff of 7 and managed by Ross Jones, the business carries a large range of contractors' and home handyman equipment and is the largest privately owned business of its type in Auckland.

Lincoln Hire Service portrays on all advertising a likeness of Abraham Lincoln, who believed in integrity and fair play. The company endeavours to emulate these principles in all its dealings.

NZ's FIRST PRESIDENT



**GORDON DALE — FIRST PRESIDENT OF N.Z.
A PROFILE**

Gordon Dale, inaugural President of the Hire Services Association of New Zealand is a Director and Sales Manager of New Plymouth Hire Centre Ltd.

After being part owner of a contracting business involving ready mixed concrete, quarrying, earth moving and road transport for 20 years Gordon sold out and joined the New Plymouth Hire Centre as a working shareholder in 1972.

The company had been in existence for about 2 years and was operating out of an old house with a small inventory of home handyman and contractors' equipment with a staff of four.

Along with Max Rutherford who had founded the company, and two other shareholders, Gordon helped expand the business in 5 years into one of New Zealand's largest provincial Hire firms with a turnover exceeding 1/2 million dollars — handled by a staff of 12 operating out of a fine new building in New Plymouth. Industrial and Party Hire equipment has been added to the inventory.

The Industrial equipment is run as an agency for Air Hire Centre Ltd. and a Sales Division supplies wire rope, chain etc. to contractors on the offshore oil field 40 miles from New Plymouth.

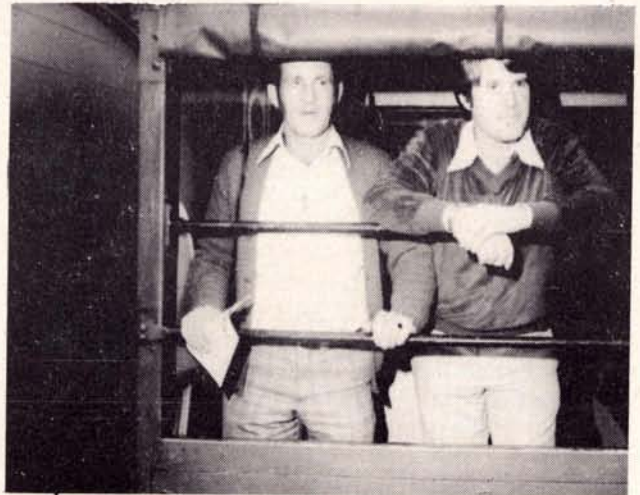
Gordon, along with wife Jean was full of praise for the Melbourne Convention — for the organisation, atmosphere and hospitality shown to them and other Kiwis who crossed the Tasman to join the event.

(Gordon reports that a batch of Hire Magazines, distributed in N.Z. has been received with enthusiastic comments, and he has asked for more.)

NEW ZEALANDERS ENJOY CONVENTION



Gordon Dale, N.Z. President, & John McKechnie are served morning tea at Miller Bros.

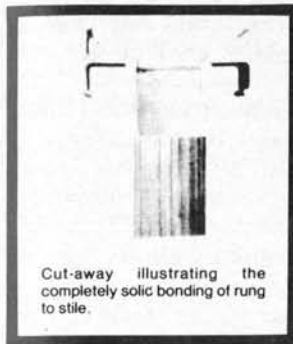


Noel Pederson & Ian Collinson of Hire Pool, New Zealand, aboard Puffing Billy for the journey to Emerald Lake.

BAILEY

I-BEAM EXTRUDED SECTION FOR LADDERS

I-BEAM sections are recognised by engineers as possessing strength and safety factors exceeding those of other ladder stile sections.



Cut-away illustrating the completely solid bonding of rung to stile.



Showing the perfect crimping and swaging of rung to stile. Our unique method gives a solid joint with no possibility of turning of rung.



Illustrating completely smooth finish of swaging of rung to stile.

- | | Available to a height |
|------------------------|-----------------------|
| • SINGLE LADDERS | 22 ft. |
| • EXTENSION LADDERS | 42 ft. |
| • STEPLADDERS | 20 ft. |
| • PLATFORM STEPLADDERS | 20 ft. |
| • TRESTLES | 16 ft. |
| • ALUMINIUM PLANKS | 20 ft. |

Also available in timber.

COMPARE these ladders with others and you will immediately become aware of Bailey superiority. We are satisfied you will then select them, use them and be constantly aware of the correctness of your choice.

BAILEY LADDERS OFFER MORE HIRE UNITS AT COMPETITIVE PRICES ASK OUR REPRESENTATIVE TO CALL

W.H. BAILEY LADDERS PTY. LTD.

SYDNEY ADDRESS: 62 ASHFORD AVENUE, MILPERRA, SYDNEY, N.S.W. 2214
P.O. BOX 205, REVESBY, N.S.W. 2212. Phone 771-6055 (3 lines)

BRISBANE ADDRESS: 69-75 ACTIVITY STREET, ACACIA RIDGE. 4110
Phones 93-1003, 93-1374.

JOHN BROOKFIELD TELLS HOW

At the Construction Hire Workshop at the National Convention, John Brookfield of Hire Kingdom gave practical examples of how good communications led to Australian ingenuity solving problems in overseas products.

"You can help suppliers and yourselves by advising of any shortcomings or special requirements you may have. The client in contact frequently, is the most satisfied customer," said John, emphasizing that Hire Kingdom welcomed good communications.

"For example; the expertise and contacts of Coates Hire, Dandenong workshop, headed by Werner Meizer and backed by John Kemp, put us in touch with an extremely interested and expert brush manufacturer, who solved a critical burn out problem in our sanders with a much improved compound.

"Again, Silverwater Hire produced the protective armour spring on the pressure hose for our Gerni cleaners, and that is something not seen on any similar cleaner in the world.

"Good communications need backing up with good documentation. We do appreciate the written order confirmation to ensure accurate supply of parts. Always quote serial numbers when ordering.

"Don't be afraid to seek our help in advertising, staff training, promotions, etc. We may just be able to help you. Recently Christie's Hire sought a \$30.00 contribution to an advertising campaign. Recognising the worth of the project we extended the concept and upgraded our contribution considerably. Recently we received an order which increased their inventory in our lines by 50%.

"No news is good news" is a fallacy.

"Please help us to help yourselves — communicate!"

ONE STEP FORWARD...TWO STEPS BACK IN YOUR BUSINESS

The Hidden Problem

David Evans is director of Nosedra Hire Service, Victoria, and a well known expert in drug counselling. At the National Convention David spoke of how the drug problem can affect your business and what to do about it.

There are 30,000 addicts in Australia and 4.5% of the work force is involved. It could be that 10% of your employees are involved. Sickness is the great Australian time loser and accounts for twelve times the loss due to strikes. Every employee has 9.5 days per year off sick.

It is costly to train an expert in the Hire business. An employee may become very competent and then slowly deteriorate on alcohol or drugs. Alcoholism is a drug problem. The drug is the secret problem in business and none of us wants to talk about it. There is no column in the balance sheet for it and yet it can be a slow poison to our business. We can actually be going forward in profits but two steps back image wise in a subtle insidious fashion. Some trade unions recognise the problem and face up to it squarely.

It is no easy problem nor is the solution simple. There is only one way — face it! If it affects your business you must face it. If he has been a good man it is a problem. Human reaction is to make concessions. But the Company image may suffer while the problem exists. The worst possible thing is to live with it. An alco behind the wheel of a truck may get away with it for a while but eventually he will cause a great deal of expensive damage and the Insurer may refuse to come to the party.

A long time goes into building an image. Customers smelling drink on a counter clerk zeros the image. The trouble may lie in a brilliant executive who is a fool socially. How then should management respond? The employee's privacy must be considered at all times. If he cannot be confronted privately perhaps a staff meeting can be called to express the idea that things are happening which have come to the attention of the management. A general warning without pin-pointing anyone. Unfortunately many people recognise their problem but tend to laugh it off.

And how does management tell his boss if the boss is the culprit?

Management must set a good example. If managers and executives have prolonged and alcoholic lunches under the cloak of doing business, how can they justify picking on an employee?

The great Australian attitude is to protect the Alco. But every drug involved person affects 6 other people. This directly affects the work resultant, whether it be from management down or the yard man up. B.H.P. considers the problem serious enough to have its own drug clinic. It is an industry problem not only a social one.

First part of the treatment is facing the employee and getting him to recognise that he has a problem. He must see his doctor or agree for you to arrange one. Management obligation can cease there — apart from sacking the employee. Often it is difficult to talk rationally; these people usually think that you are picking on them. They are part of your business whatever their personal problem. Some people can handle drink O.K. — some can't. The latter usually try harder to prove they can.

Even though the employee is sent off for help he may not come back O.K. If they return cured they may have a guilt complex. Then there is a communication problem. He doesn't spark as before and you may have to protect this employee's image for a while.

Initial recognition of a problem in your business may be elusive. The alcoholic is cunning and conniving. His Monday sickies are accompanied by the most plausible excuses. At work he makes a great play at being efficient and sober. But his refreshment is shrewdly hidden nearby or disguised. One may hide his bottle in the water closet. Another may blatantly pour pure scotch or rum into a teacup from his own private little teapot.

The problem calls for diplomacy and careful handling but must be faced if your business is likely to suffer. If the person does not fancy seeing his doctor, there are several good organisations he can go to for help. In Victoria the Victorian Foundation for Drugs & Alcoholism is a great help.

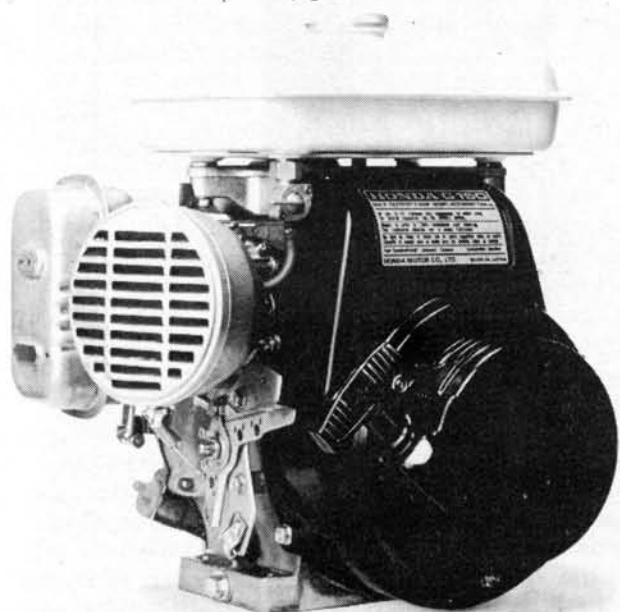
NEW EQUIPMENT

HONDA INTRODUCES NEW MODELS, EXTENDS RANGE

Bennett Honda Pty. Ltd., has announced the introduction of a new range of Honda engines, pumps, tillers, and outboard motors.

New Engines

Two new single cylinder, four stroke, aircooled, horizontal shaft, petrol driven stationary engines — the G150 of 3.5 horsepower and the G200 of 5 horsepower — are now available replacing the G35 and G42 respectively.



Both engines are available in types with various P.T.O. configurations and are said to provide excellent torque characteristics across the whole of the recommended speed range.

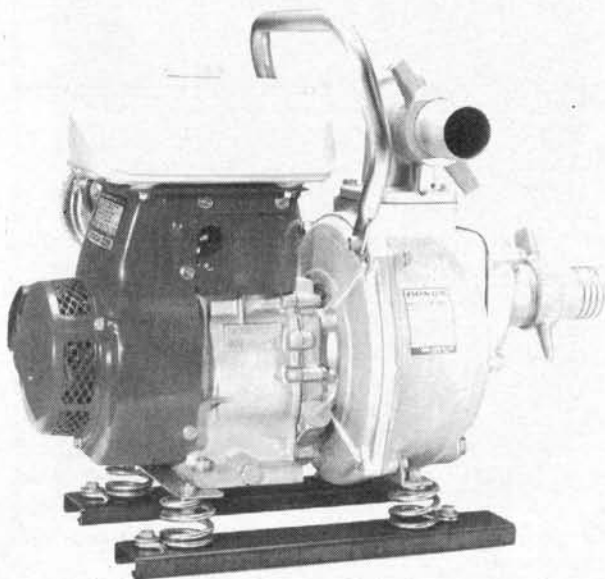
The G150 is of 144 cc piston displacement, with a bore of 64mm and stroke of 45mm. Maximum power output is 3.5 hp at 3600 rpm, maximum torque 0.72 Kg-m. at 3000 rpm, and the compression 6.5:1. Dry weight is 13.5 Kg.

Piston displacement of the G200 is 197 cc with the bore and stroke of 67 mm x 56 mm. Maximum power is 5 hp at 3600 rpm, maximum torque 1.06 Kg-m at 2500 rpm, and the compression ratio 6.5:1. Dry weight is 15.0 Kg.

Benefits claimed for the new engines include easy maintenance; quick and easy starting even in cold weather with automatic decompression; and a

safety cut out switch. A rotary breather, which allows the engine to be used without leakage when inclined at various angles, is standard.

Applications of the new engines include concrete mixers, vibratory rollers, augers, pumps, etc. The Honda four stroke engines now available are from 3.5 to 8 horsepower.



New pumps

The Honda WA20 and WA30 pumps have been introduced, replacing the W20 and W30 models.

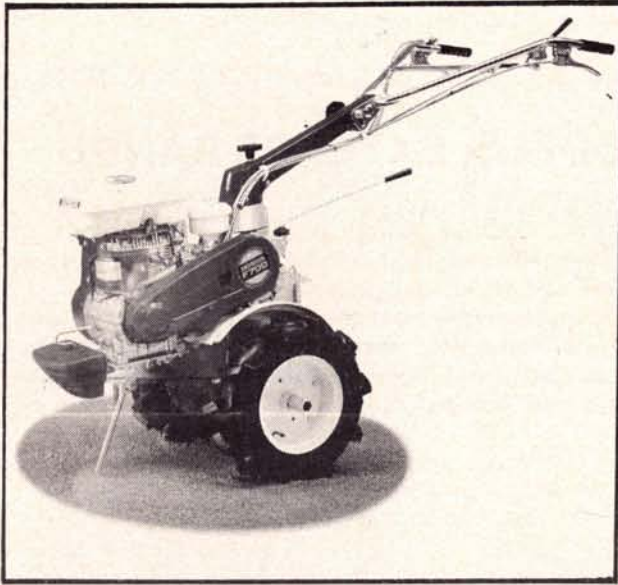
Both are centrifugal self priming pumps powered by a 3.5 hp 4-stroke engine (WA20 model), and a 5 hp 4-stroke engine (WA30 model).

Suction and discharge ports of the WA20 are 50 mm in diameter.

Total head is quoted at 30 m, with a maximum capacity of 600 litres/minute.

Figures for the WA30 are: suction and discharge ports 80 mm in diameter; total head 28 m; and maximum capacity 1100 litres/minute.

Both pumps use coil springs on steel runners to isolate noise and vibration, and to permit operation on uneven surfaces, while the pump units are claimed to be fully corrosion resistant. Suggested applications include tank filling, dewatering, and draining.



New tillers

Honda tillers F400 and F700 are also now available, and should prove to be of interest to hirers of equipment for use in gardens, and for the smaller market gardener.

The F400, which replaces the F28 model, is powered by the new G150 3.5 hp engine. Described as a garden tiller, it features easy starting, simply adjustable handles, P.T.O. shaft, and is available with a choice of transmissions. Type D1 has two forward speeds and one reverse, and is said to be suited to light work such as with a rotor; and type D2, which has 4 forward and two reverse speeds and is capable of powering a variety of attachments.

The F700, an entirely new model, uses the G65 6.8 hp engine. More powerful than the F400, the F700 is said to be an implement suitable for professional farmers and can be used with a rotary, as well as for raking wet fields, trenching, plowing, mowing, or powering a sweeper. It has three forward speeds and one reverse.

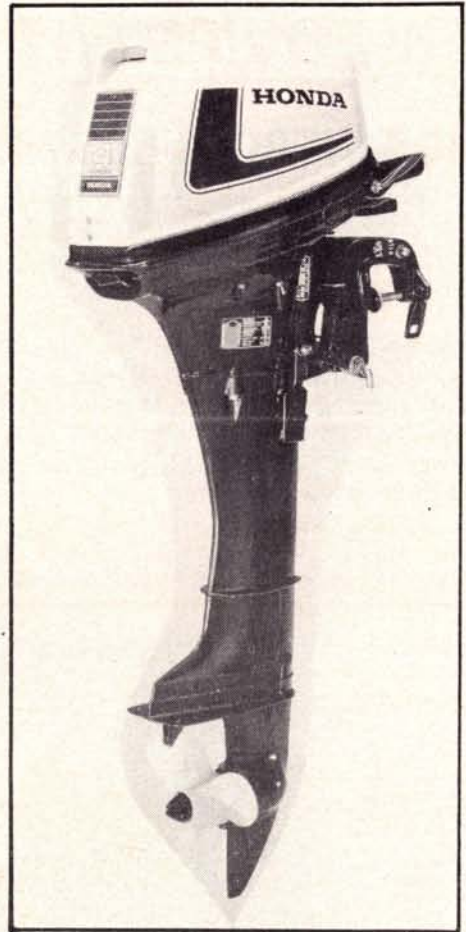
Two new outboards

Honda's outboard motors have been recognised for their rugged construction and dependability, and the two new models are claimed to offer further improvements. The B75 delivers 7.5 hp at the propeller, while the all new B100 delivers 10 hp.

The B75K3, which replaces the model designated B75K2, features a 149 cc, four stroke, twin cylinder OHC engine delivering 7.5 hp at 6000 rpm.

The new B100 has a 197 cc, four stroke, twin cylinder OHC engine delivering 9.9 hp at 5700 rpm.

Both outboards are available with a simple



forward-neutral-reverse gear change control, and can be used with either a two or three bladed propeller.

They are claimed to be easy to start, and stop, with a choke control for quick starts when cold, and throttle positions of slow, fast and start settings.

Optional equipment includes a remote control unit, washing adaptor, engine cover, gear oil bottle, and a lamp coil outlet.

All the figures and specifications quoted here for the new engines, pumps, tillers and outboards, have been taken from the manufacturers factory specifications.

Bennett Honda moves

The sales office of Bennett Honda Pty. Ltd., has now returned to 6 Wood Street, TEMPE, 2044, 'phone 559-3111. Spare Parts remain at 2 Ralph Street, ALEXANDRIA, 2015, 'phone 669-5722.

NO FLIES ON THE M.F. MOBILE TOILET

If rumour is correct then first prize for sales initiative at the Convention goes to Reg Denny, distributor of M.F. Mobile Toilets. With his Merlin Fibreglass toilet on exhibition at the Convention Reg stood a little apart and pretended he didn't belong to it. Thenceforth he collared every passer-by, pointed to the toilet and said in his most aggrieved manner,

"Wouldn't you think the Hilton would provide better loos than that for their guests?"

Inquisitive, the guest would look, examine, ponder and report,

"It's not the Hotel toilet at all! It's a mobile one on show — even so it's good enough anyway."

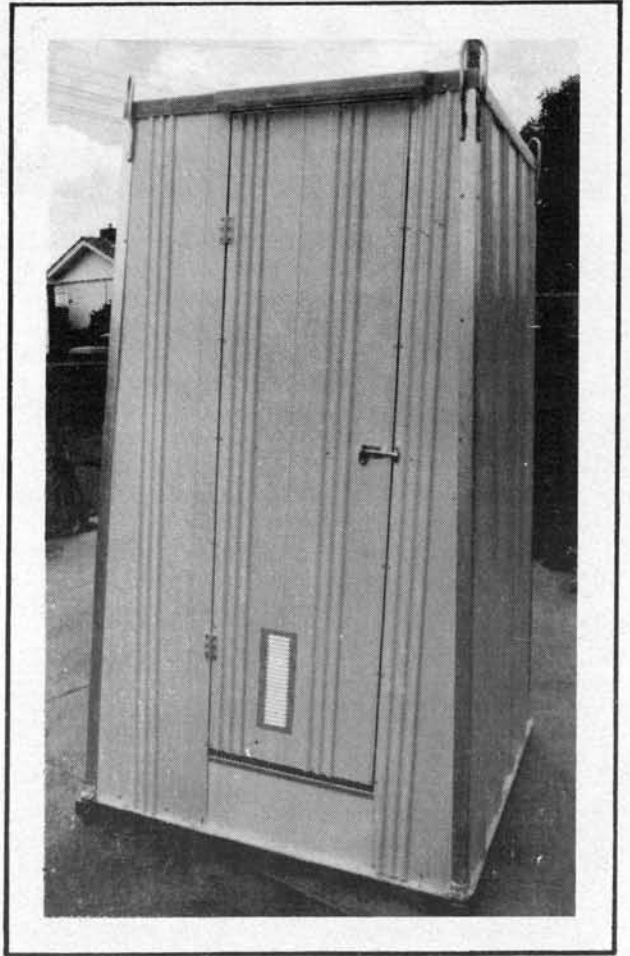
And so it is! The Merlin Fibreglass mobile toilet is a beauty and provides the on-site worker with luxury class convenience.

Details

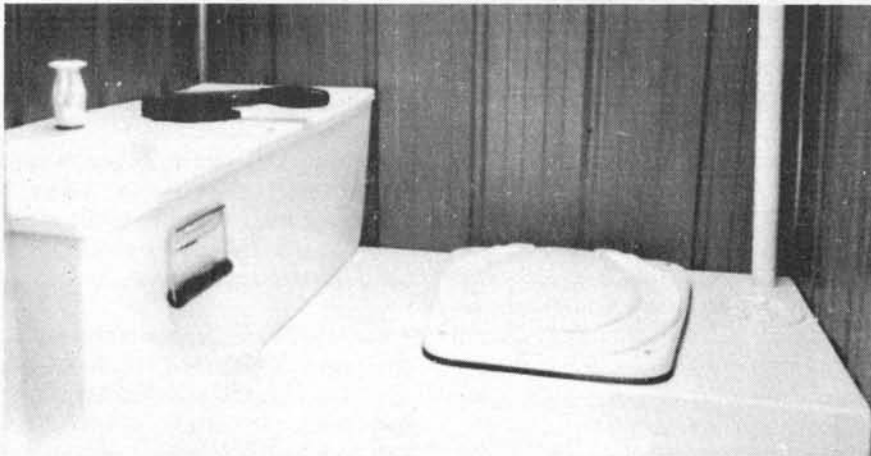
A lightweight 350 lbs when empty, the M.F. toilet has only two moving parts — three with the operator. The interior is pleasing, attractive — even enticing (the toilet not the user) — with hand basin and marine type flushing pump. For public viewing there is a see-through window for gauging level in the waste tank, which holds 100 gallons.

The M.F. toilet is water flushing, has a water seal similar to domestic types — which makes it hygienic and odorless and conform to union requirements. (After carrying on undeterred for many years the Building unions in Victoria finally banned the old pan type toilet only last year).

With simplicity of design, maintenance free and easy to clean — can be hosed out — this unit is worthy of investigation. About 2,500 are in current use and Telecom chose it for use Australia wide.



**Manufactured by Merlin Fibreglass Pty.Ltd.,
39 John St., Oakleigh, Victoria. Distributed by
R.F. Denny (03) 850-2652.**





State News & Views

QUEENSLAND NEWS

MACKAY — IT'S COATES' NEWEST BRANCH

A new hire centre — its sixth in the State — has been established by Coates Hire Service at Mackay, a city serving what is fast earning the title of Queensland's most exciting area of current growth and future development.

The Mackay region, extending north to Proserpine, south to Sarina, and west to Claremont, has a population of 77,000 of which 32,000 reside in the city of Mackay.

Mackay has so many things currently going for it, there is no doubt it is on the brink of a long-term of growth and prosperity. Currently the district accounts for one-third of the national sugar crop.

At Hay Point, the largest coal exporting complex in the World services the numerous mining developments, and there are plans to extend facilities for the Hail Creek and Nebo Mines projects. Another, the Norwich Park development is a \$254 million project which is expected to provide jobs for 1,000 people.

Recently the Mackay District Development Bureau estimated that two billion dollars will be spent on coal development over the next three years.

Beef continues to be another important industry, and more recently there has been tremendous growth in tourism.

Coates have moved into this exciting scene with the opening of a modern equipment hire operation, with a full range of equipment for building and construction, earthmoving and general industrial use.

The man with the responsibility for managing the new venture is Colin Sargisson, following four years of valuable experience in sales in the Brisbane area. Prior to that Colin worked as a fitter in the U.K. and his wide technical experience is proving valuable in his management role. Others in the Mackay team are fitter/mechanic, Bennie Lee and driver Gary Collins.

SOUTH AUSTRALIAN NEWS

Dear Sir,

The following information may be suitable for the Hire magazine.

T.W. Cronnelin are now well established in S.A. since the appointment of Trevor Woodard as S.A. Manager.

Trevor lives the life of a country gentleman on his property at Willonga but still manages to sell Scott welders, generators and Q.P. pumps in record numbers.

C.I.G.

Bert May has now taken over as manager of C.I.G.'s Hire section in Adelaide. Frank Quinn having been promoted to manager of C.I.G. Whyalla.

C.I.G. known throughout Australia through gas and welding supplies run five branches in Adelaide each of which has a sizeable Hire section — tools which are hired range from garden equipment to welders and compressors.

Richard Stevens
PRESIDENT HIRE ASSOC.
OF SOUTH AUSTRALIA

FIRE AT BARWICKS HIRE

A STORY OF PEOPLE

On Saturday night, October 1st, 1977, Wal Reynolds of Barwicks Hire, Lidcombe, N.S.W. and his father were working hard to finish new extensions to the premises in time for the Xmas rush. With some satisfaction they drove the last nail about 8 p.m. By 2 a.m. Sunday morning the whole premises and stock had burned to the ground. The scene was tragic. Piles of charred smouldering marquees and tarpaulins, hundreds of burnt up chairs, a pile of 40 or 50 ruined Kango hammers — even young Chris Reynolds' set of drums. About the only thing that didn't burn was Wal's own fibre. By 8 a.m. Sunday morning a sign appeared; **BARWICKS OPEN FOR BUSINESS**. As the stuff was returned Wal was right there hiring it out again.

The miracle of transformation had begun as people came from everywhere to help; Hire Association members, suppliers, friends and family alike. Wal Reynolds expresses sincere gratitude to all those who offered help.

To Association members; Ron Goodall and Glen Maher of Wreckair who deposited a mobile office on the site and came to help. And Barry MacDonald and Max Watson of Macbro who supplied a truck. Andy Kennard and John Spinks of Kennards who also gave a truck. Active Hire — Lyle Hamilton, Eric Vortuni and Ron. Jeff Marsh of Toongabbie Hire, Jerry Nolan of Handimans Hire. Laurence Lockhardt of Pattis Hire and Greg Pages of Pages Hire.

The Police and Fire Brigades involved earned high praise from Wal and several Firemen had a narrow escape from a falling beam.

Ray Oakleigh of Elderton Insurance Brokers came to the party on Sunday to assess the damage and Farmers & Graziers, Insurers, were smartly on the spot to give the O.K. Even Wal's bank manager, Dennis Brockenridge, came on Sunday with supplies of liquid refreshments and encouragement.

Ralph and Jim Kent of Aspect Demolishers were on the spot within the hour to begin moving the wreckage while it was still hot.

Wal has great praise for his staff. They gave their services free on Sunday and Monday. Lorna Morris cut short holidays to come back and help. Frank

Caridy left another job and returned — and stayed. Rick Nyz, formerly on the staff turned up to help. Steve Norris of operations. Dave Parker, mechanic who became demolitions expert and hot metallurgist. Nick Conditis, an accountant in blackened overalls. Rosalie Jones of accounts who also returned from holidays to assist. Drivers Peter Diffin and Col Sims became demolishers and Wayne Preston and Danny Nixon of the yard worked like Trojans, stacking and loading debris.

Peter Diffin, hot on the scene during the fire, was overcome by smoke in trying to save office records and had to be treated by Ambulance.

Next day all the wives and girlfriends were also on the job — Coral Sims, Debbie Caridy, Fay Plumber, Jean Nyz, Debbie Compton and others. Wal's attractive wife Jacqueline was soot blackened from head to toe slaving among the ashes. Son Chris, apprentice mechanic, worked non-stop with the oxy-cutter to remove steel framework. Sister Sue and brother-in-law Roger Porterat, neighbour Tim Bevis and Wal's father all pitched in to help.



Cleaning up after the fire.

By Sunday night all the blackened and twisted steelwork, beams and roller shutters had been cleared out even though the site was still hot. Fyvie Electrical were smartly on the job to restore power with Wally Lloyd doing long overtime for free.

Suppliers also came good with offers of extended credit. John Weige of Steam Master (Australia). Sebels provided 2,000 chairs immediately. These were stacked on a temporary loading dock in the front yard devised by Col Sims and Frank Caridy.



Mr. & Mrs. Wal Reynolds still manage a smile.

Three days after, an observer may not have realised there had been a fire. Barwicks was a hive of industry, helpers swarming like ants over the site, loading the last of the debris, cleaning up and stacking. An open air coffee bar for refreshments. The front yard was orderly and busy. Two trucks stacked high with new chairs were proceeding out the gate on a hire job.

Wal's gratitude to all is deep and sincere. If a name has been missed the appreciation is not less.

This is not the story of a fire but the story of people. Good luck Wal Reynolds and Barwicks Hire.

Compair introduces compact compressor

Compair (Australasia) Ltd., compressed air equipment manufacturers, has announced the introduction of the Compair Compact Rotary Compressor, also illustrated on the front cover of this month's journal.

Direct driven, through a rubber cushioned coupling, by a Perkins 4-107 four cylinder diesel engine, the new compressor delivers free air at the rate of 76 c.f.m. (2.1 m³/minute) at a working pressure of 100 p.s.i.

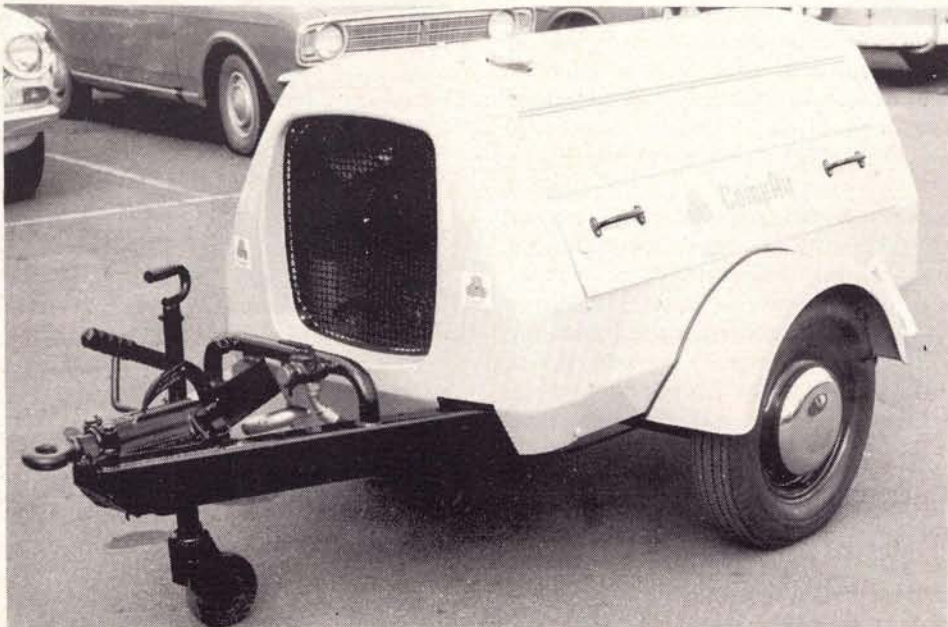
Full speed of the engine under load is 2,000 r.p.m., and the off-load speed is controlled to 1,250 r.p.m. A sealed cooling system is employed.

The compressor unit features a rotary oil sealed sliding vane, with air intake filter, oil filter, safety valve, and automatic pressure unloading control. Average noise level at 7 metres quoted at 75dBa.

Other features of the Compair Compact Rotary Compressor include a heavy steel channel section chassis; independent torsion bar suspension; 12 volt electric starting, with heavy duty 95 ampere hour battery; service hour recorder; lights and reflectors for on-road use.

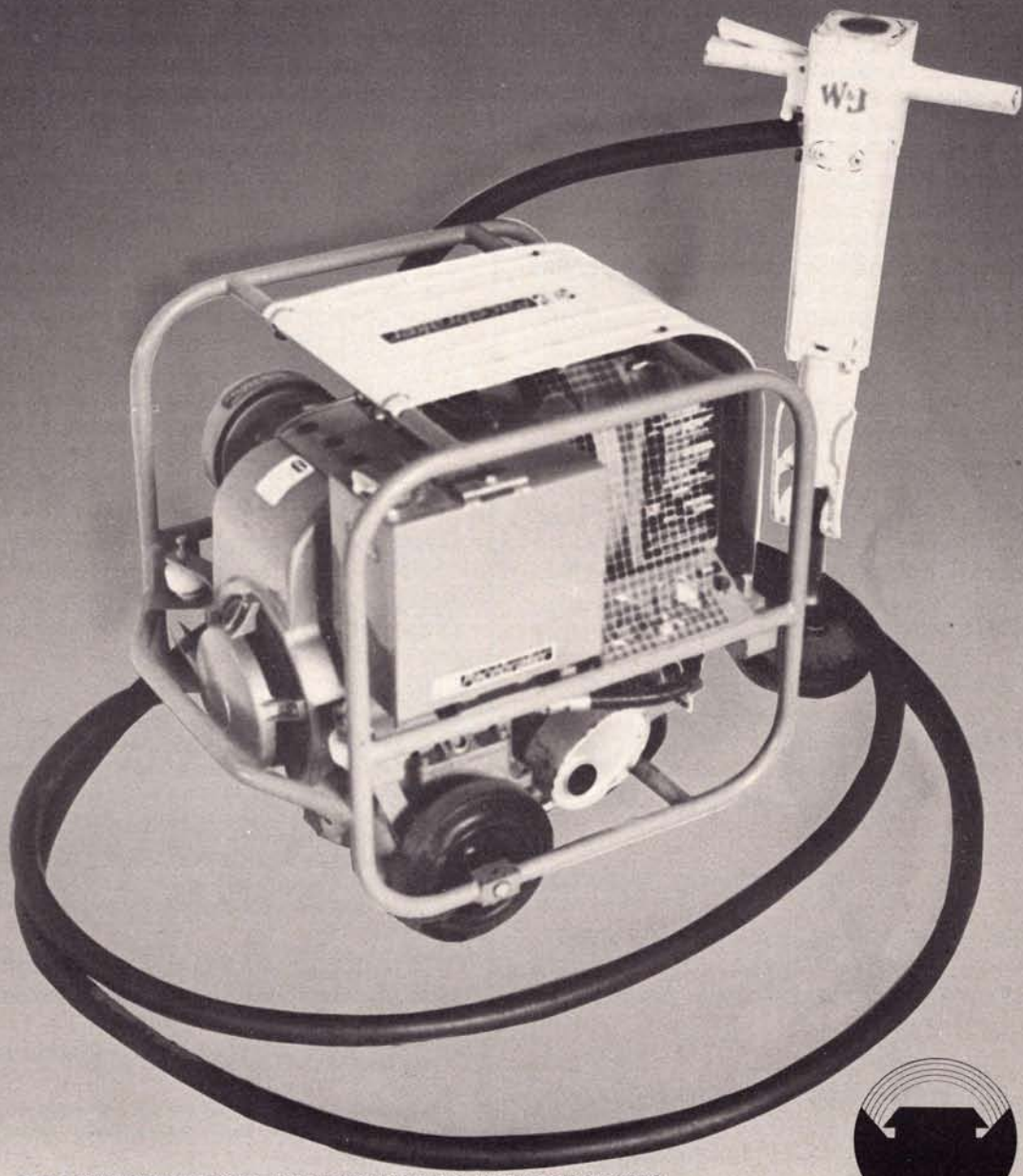
Dimensions of the unit are: length 93" (2360mm); width 49" (1240mm); height 43" (1090mm); towing-eye height 20" (510mm). Weight is 1,288 lbs. (583kg).

For further particulars contact: Compair Australasia Ltd., 34-40 Ricketts Road, Mt. Waverley, Vic. 544-1755. **N.S.W.:** (Granville) 637-8200 **S.A.:** (Woodville) 268-3166 **Qld.:** (Salisbury North) 275-2022 **W.A.:** (E. Perth) 325-2099 **Tas.:** (Launceston) 31-7866.



Compair's New Compact Rotary Compressor unveiled at the National Hire Convention.

Pacebraker



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Pacebraker Sales Hire Lease

The Liner 'Giraffe'

SITE PLACING VEHICLE

A film showing the operation of a new site placing vehicle was premiered at the National Convention in Melbourne last month.

Called the Giraffe, the vehicle has been designed and built in the U.K. by Liner Concrete Machinery Co. Limited, and is being marketed throughout Australia by A.N.I. Perkins.

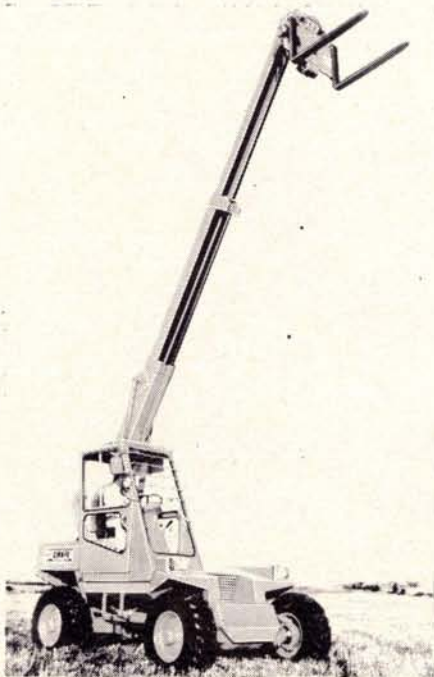
According to the manufacturer, the Giraffe represents a breakthrough in the safer more effective handling and placement of materials on any site. Because of the steering linkage being mounted above the chassis and four wheel drive, the Giraffe is suited for use on rough, uneven and muddy terrain.

With a telescopic boom instead of a mast, the operator is given a clear view of the forks at all times.

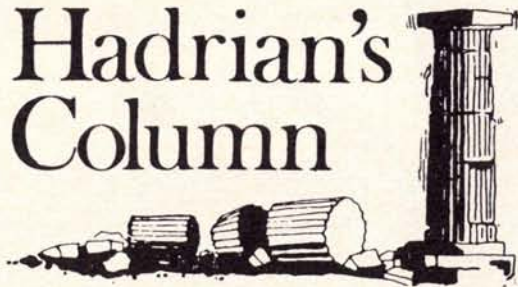
Features of the Giraffe include a fully automatic overload protection system; mechanism to cover any risk of boom or load dropping in the event of accidental hydraulic hose damage.

The unit uses a 4 cylinder Ford industrial diesel engine developing 47 h.p. at 1600 r.p.m.

Further information is available from A.N.I. Perkins.



Hadrian's Column



A DATE IN THE DESERT

I was at the Convention but you wouldn't have known me. I was travelling in magnetite. I merely went along to add a little tone to the Hilton. But it was irksome having to fly back from the Middle East. What was I doing in the Middle East? Read on!

On discovering that the Treasurer had fobbed off our last Investment Allowance delegation on to the Minister for Aboriginal Affairs I decided on a change of strategy. It called for lateral thinking. Where does one start in lateral thinking? China of course! But because every one says China it's wrong because not everyone is a lateral thinker.

There are possibly only two real lateral thinkers in Australia at this point in time. Me and the Treasurer. And as the Treasurer was heard to say into his tapes,

"Man who stoop to pick up soap come down in last shower."

So because the Treasurer thinks I am in China I go to the Middle East. 'Tis an exciting place. In the Middle East Allah is God. In the West Allah is an oil rig.

What do I discover in the Middle East? That the Australian Government is giving billion dollar loans to the Arab oil countries. How? On the money saved by excluding the Hire industry from the Investment Allowance.

Sheik el Sharm gave me a lift back in his private plane. Every family over there has three planes. I asked the Sheik what collateral his country had to qualify for the loan? His black eyes burned around the corner of his souvenir tea towel.

"We have some of the best sun baking areas in the world," he said. "Also we have a great potential for sandpaper factories," he added abrasively.

Why was the Sheik coming to Australia?

"To make a take-over bid for your Western Australia. Then we'll own all the sand in the world."

"Our politicians would never agree," I advised. "Some of them need it to keep their head in."

"Ah!" murmured the Sheik. "Man with head in sand show bum where brain should be."

HIRE EDUCATION

CRACK OF THE WEEK

Crack of the week to Wal Reynolds of Barwicks Hire; standing by the burning ruins of his premises with a fireman when a sudden blue flame flared from one corner. The alarmed fireman asked what it might be. "That's probably my blue movies going up," said Wal.

HIRE OF THE WEEK

John Weige of Steam Master (Australia) who hired out a steam cleaner to heat up a baptismal pool for a religious sect.

FILM OF THE YEAR

In the world of film producing a great new star has appeared on the horizon — Ken Sims, W.A. Manager of Coates Hire Service. Ken and his W.A. team produced an instructional film depicting what can happen to your business if you employ the wrong man. This is indeed one of the funniest comedys ever seen on the Australian scene. Photography, acting, dialogue, timing and content are superb and leave most professional Australian productions in the shade. The title involves the activities of some person named "Marmaduke". The film is an absolute must for all — whether in or outside the Hire industry. Perhaps Coates can be prevailed upon to arrange a series of showings.

DEFINITION OF AN EXPERT

From Ray Kelsey, chairing the Breakfast Seminar at the Convention, who defined an expert as follows;

"An ex is a has-been and a spurt is a constant drip"

U.K. CONVENTIONS

Andrew Griggs, British delegate to the National Convention expressed surprise that we organize our own conventions. Apparently in U.K. these things are put in the hands of professional organizers.

FRINGE BENEFITS

When Fred Kent's men worked on the roof of Bendigo Base Hospital, all upstairs windows in the toilets were of clear glass. But only people on the roof could see in. Prior to throwing stuff to the ground, the roof workers shouted the warning "Look out below!" It was observed that all the women then got hurriedly up from the toilet. Apparently the workers were near the air duct and the call boomed down loud and clear to the toilet occupants.

THE NEW ZEALAND CONNECTION

The recently formed Hire Services Association of New Zealand already has some 60 members, several of whom were welcomed at the National Convention in Melbourne including President Gordon Dale. Informal dialogue with HAA officials promises interesting developments with perhaps some form of affiliation or close liaison between the two Associations. (ANZHA?). President Gordon Dale is from New Plymouth Hire Centre, Box 822, New Plymouth, N.Z. The Annual 1978 N.Z. H.S.A. Conference is to be held at the Avon Lodge motor hotel Christchurch on June 20-22. Contact Gordon Dale is interested.

AMERICAN CONVENTION

Irvin Juster invites all Australian and New Zealand hirers to attend the C.R.A. Convention in mid-February, 1978. American hospitality guaranteed.

THINGS THAT MAKE YOU FEEL WANTED

The gift briefcase issued to all participants at the Melbourne Convention — containing City map and brochure, souvenir pen, pad, ruler, key ring, cigarette lighter, etc. The daily bulletin issued by Denise Layton with witty reminders, anecdotes, atrocities and case histories.

TO THE EDITOR

Dear Bill,

Melbourne was a most enjoyable conference. I feel to have gained much by the experience and warmly thank the H.A. of Australia for inviting us to attend.

Ted & Helen Cowley,
Cowley's Hire Centre,
Whangarei, N.Z.

Dear Bill,

I think the exhibition stands at the Convention were fantastic and certainly helped me with some new ideas. The presentations from Bob Ansett, Bob Cameron and Ken Sims were most interesting as were the yard visits rounded off with the barbecue at Emerald Lake. I enjoyed the social side of the Convention particularly the Melbourne night life and full marks to the Victorians for looking after us.

Noel Pederson,
Manager, North Shore Branch,
Hire Pool Ltd., Auckland N.Z.

Dear Bill,

The 6th Australian Convention was a most enjoyable and informative experience. I would like the opportunity to thank all concerned for the hospitality extended during my visit to Melbourne,

and would be pleased to see any of the Australian Hire people should they visit New Zealand.

Colin Crooks,
General Manager,
Air Hire Centre Ltd.,
Auckland N.Z.

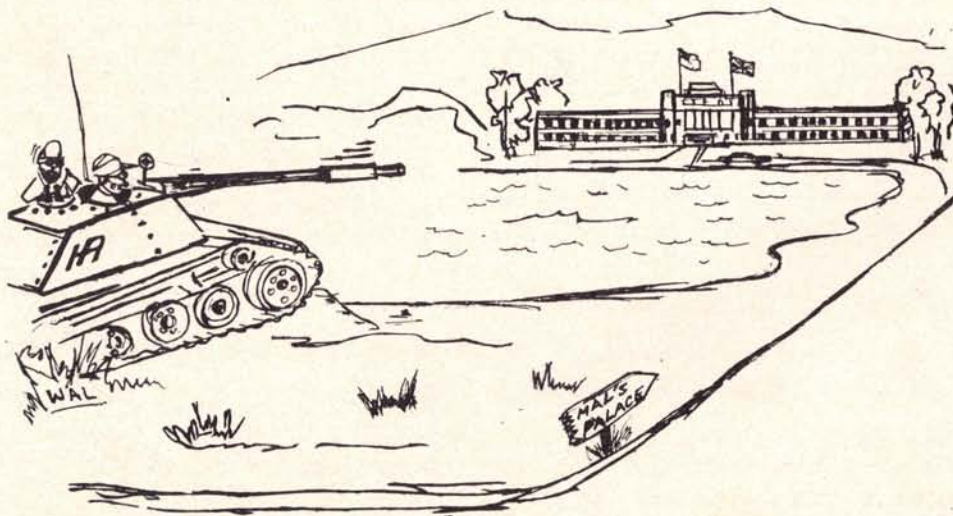
Dear Bill,

I thought that I was beginning to know something about the Hire industry until I attended this; my first Hire Convention. I soon learned what a wealth of experience exists and the particular highlight to me was the willingness of people to share that experience.

Reading back through the program and my notes, I wonder how we managed to get through so much in such a limited time. Full credit to the organising committee for such a complete program and comprehensive equipment exhibition.

Many thanks to Victorians for their hospitality and for guidance in local customs such as the difference between a 'can' and a 'tube' and interpreting the gesticulations of the umpires in the Rules final replay.

Ian Collinson,
Product Manager,
Home Handyman Division
Hire Pool Ltd., Auckland.



"Carryin' this Investment Allowance thing a bit far aren't you mate?"

How quiet is quiet?



Maybe you won't know until you have to meet possible anti-noise regulations.

Be safe and specify Compair SEQ Series portable air compressors — at little extra cost you are guaranteed noise level below 70 dBA.

In Compair's extra quiet Broomwade rotary vane and Holman rotary screw compressors low noise level is a built-in feature through "Total Tuning" design.

The SEQ Series is available in models ranging from 85 cfm to 275 cfm.

— and don't forget Compair can also supply a range of stationary air compressors (also silenced), rock drills, air tools and accessories.

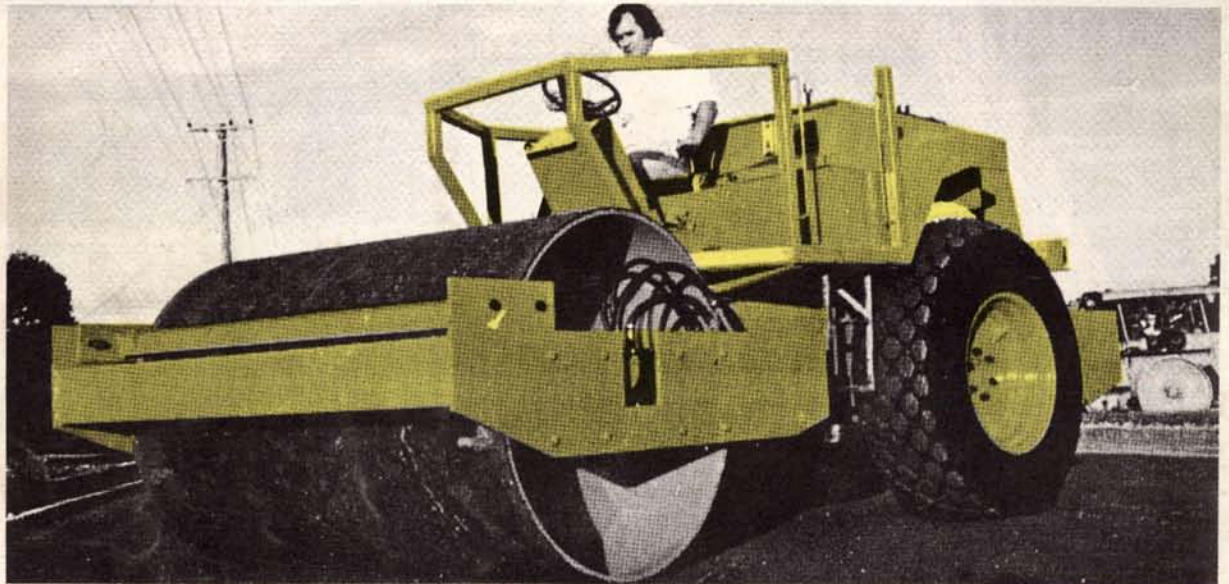
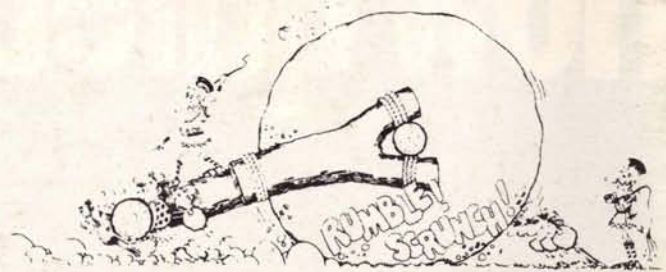
It pays to standardise on Compair.

 **CompAir**

For further particulars contact:

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Also, Combustion & Chemical Engineering, Townsville, Queensland, and McGinns Engineering Supplies, Mackay, Qld., Treloar & Son, Broken Hill. Exploration Supplies, Kalgoorlie and Universal Diesel & Engine, Darwin.

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