

OFFICIAL JOURNAL OF THE HIRE ASSOCIATION OF AUSTRALIA
AND THE HIRE SERVICES ASSOCIATION OF NEW ZEALAND INC.

HIRE

AND RENTAL EQUIPMENT NEWS

VOL.12 No.5 MAY, 1979

Registered for posting as a periodical - Category (B).



IN THIS ISSUE:

★ LEASING ★ THE RISE OF THE PHOENIX

**THE
NEW**

Gerni

Model G-mini

**HIGH PRESSURE CLEANER 240V
AN ECONOMICAL SOLUTION FOR
SMALLER AND MEDIUM CLEANING JOBS**



SPECIFICATIONS:

Weight, kg	24
Width, mm	440
Length, mm	660
Height, mm	285
Electric Supply	240V
Electric Motor	2 H.P.
Electric Cable, m	10

SIMPLICITY! LIGHTWEIGHT! GOOD RETURNS!

For demonstration phone —
HIRE KINGDOM

351 Newbridge Road, Moorebank, N.S.W. 2170

601-1766

HIRE

AND RENTAL EQUIPMENT NEWS

VOL.12 No.5

MAY, 1979

Included in this issue of 'HIRE':

	Page
Viewpoint	5
Leasing: How You Can Benefit	6
The Phoenix of the Hire Industry	10
National President's Message	13
Inflation in one page	15
Swedish Chain Saws	16
From Sunny Queensland	20
Hire Association of S.A.	22
T-Shirt design wanted	23
New Zealand News	24



One of the Ingersoll-Rand's earth compactors delivered to Wreckair. See page 18.

THE HIRE ASSOCIATION OF AUSTRALIA

60-62 York Street, Sydney, N.S.W. 2000.

President: John Mason

Vice President: Richard Stevens

Secretary: Rolf Schufft.

Phone: (02) 290-0700

THE HIRE ASSOCIATION OF VICTORIA

165 Eastern Road, Sth Melbourne, Vic. 3205.

President: Brian Elms

Secretary: Sydney Moody.

Phone: (03) 699-1022

THE HIRE ASSOCIATION OF N.S.W.

P.O. Box 73, Pennant Hills, N.S.W. 2120.

President: Rob Wallis

Secretary: Mrs. Denise Layton.

Phone: (02) 807-3084

THE HIRE ASSOCIATION OF QUEENSLAND

C/- Sandgate Hire Service,
Hancock Street, Sandgate 4017.

President: Mr. M. Williams

Secretary: Mrs. D. Verney.

Phone: (07) 269-1673

THE HIRE ASSOCIATION OF S.A.

5 Aldridge Avenue, Plympton Park, S.A. 5038.

President: Mick Young

Secretary: Mrs. C. Mounsey.

Phone: (08) 297-6617.

THE HIRE ASSOCIATION OF W.A.

2 Gibberd Road, Balcatta, W.A. 6021.

President: Ken Sims

Secretary: Gary Bettridge.

Phone: (09) 349-9455

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

All Editorial copy and advertising material should be addressed to:

**MARTYN FROST: Suite 6, 38 Rowe Street,
Eastwood, N.S.W. 2122.
Telephone (02) 85-2030**

PUBLISHER:

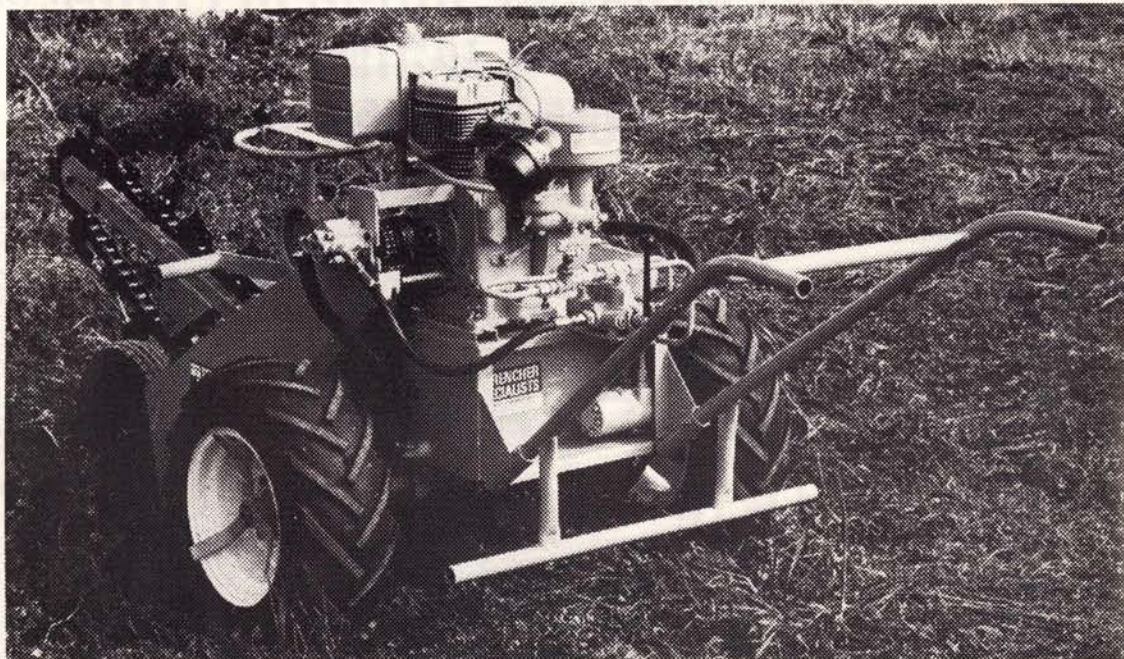
Leader Publishing House,
2 Dale Street, Brookvale,
N.S.W. 2100. Phone (02) 93-0351

ADVERTISING DEADLINES:

Hire & Rental Equipment News is a monthly magazine. Advertising booking deadlines are the 15th of month preceding month of issue.

HYDRAULIC DRIVE

means fewer moving parts
 . . . lower maintenance costs



Built tough to dig, and keep digging, the Wenco hydraulic drive trencher has approximately sixty fewer moving parts than mechanical drive units. That simply means less down time — lower maintenance costs — greater adaptability to varying ground conditions.

- Three basic models — 6 to 12 kW (8-16 h.p.)
- Fully-self propelled with infinitely variable ground digging and transport speeds — power steering option.
- Trench widths from 75 mm to 300 mm wide (3"-12").
- Horizontal boring attachment available.
- Widely used by rental companies, instrumentalities and contractors.

WENCO

Hydrostatically Driven
 Trenchers



Manufactured and distributed by
**PACIFIC PIPELINE SUPPLY
 CO. (VIC.) PTY. LTD.**
 7 Brooklyn Avenue, Dandenong.
 Victoria. 3175. Tel: 792-5953
 NSW: P.O. Box 67, Regents Park, 2143
 Tel: 644-8000

To: Pacific Pipeline Supply Co. (Vic.) Pty. Ltd.,
 7 Brooklyn Avenue, Dandenong. 3175.

Please send me technical literature on the
 Wenco Hydrostatically driven pedestrian
 trenchers.

NAME.....

ADDRESS.....

POST CODE.....

viewpoint

The promotion of the 'hire' concept continues to remain dormant. A few members of the industry have gone a certain way in trying to promote an overall theme that hiring is better than buying.

Talk to anybody in the industry and they will tell you the same thing: "Yes, we need to promote the industry, not as individual fragmented companies, but as a body with a united voice". And that is that. Nothing else. Zero.

Until the industry **does** promote itself we cannot expect the average consumer – the man in the street – to be aware of the services we can offer.

Two of our States have made a start by promotion in the form of a stand at organised home shows. This is merely the tip of the iceberg and more is needed. That is the problem.

What then is the solution you may ask? Not so easy. But the base camp has been established. We've got strong and viable strength at the state grass roots level. The States elect their delegates to the National body so the strengths and weaknesses of your organisation depends to a large extent on the policies undertaken.

Perhaps we could draw a parallel between ourselves and other organisations who promote a joint united effort. Sales of milk in Victoria and New South Wales increased for the first time in years after recent industry promotion. So did the sales of eggs after another industry promotion. And there are many more examples.

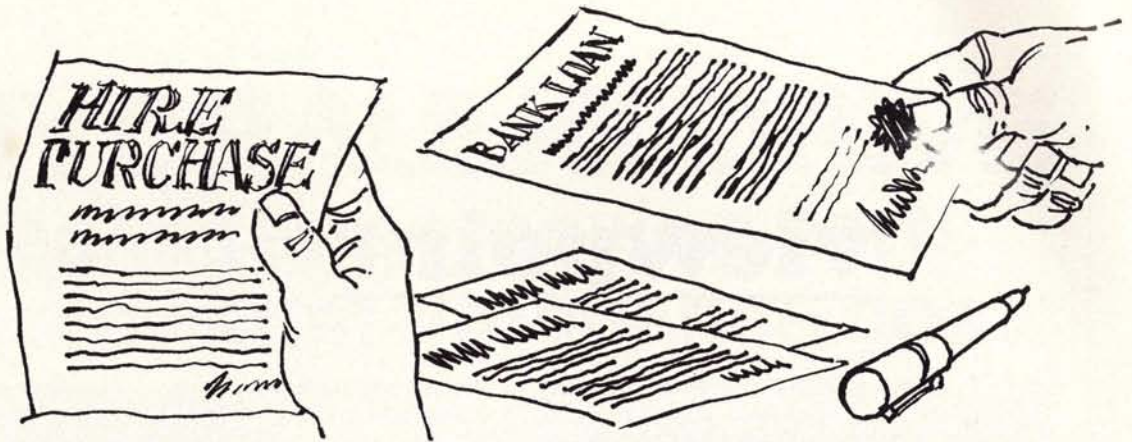
Certainly a plan of action is needed. We just need the impetus to start the ball rolling.

What do you think?

Marty Trost

P.S. Just received the months message from John Mason, our National President. Would you believe, his topic is almost identical to mine. Seems we think the same way, John!





LEASING:

The advantages of leasing your equipment.

How you can benefit.

The latest trend in financing equipment, particularly with our larger organisations, is leasing. Actually leasing has been with us for many years but has only recently become popular, as more companies look for methods of maintaining profitability in today's economic squeeze.

Leasing is a system that all companies can take advantage of, regardless of the size and turnover. Even the smallest Hire company can take advantage of a lease arrangement when considering the purchase of new equipment.

"Never a lender or a borrower be" was the edict of our puritanical forefathers. Think how if this motto was maintained in our society today how we would all suffer. Very few of us would ever be able to own our homes, our businesses — even the purchase of a car would represent a major commitment involving years of frugality.

And one of today's best methods of using money to the best advantage is to lease.

To realise the popularity of leasing consider the figure of \$4000 million which was the amount outstanding on leasing arrangements during 1978. To bring this figure into perspective it represents about one fifth of the market capitalisation of listed companies in Australia, and equivalent to our gross farm product for 1977.

Leasing is playing an increasingly important role in the strategies of equipment suppliers and equipment

users. Not surprisingly most users report that the principal attraction of leasing is the reduced requirement for capital. A substantial proportion of equipment manufacturers report that they engage in leasing because of competitive necessity. Manufacturers are realising, very quickly, that they not only have to offer goods of a satisfactory standard, but also financial arrangements that are attractive and advantageous. Leasing is such an arrangement.

To explain more fully how equipment leasing works we are indebted to the advice and consultation of Mr. Ed Chidgey of The Ingersoll-Rand Financial Corporation Pty. Ltd., who prepares leasing agreements on behalf of Ingersoll-Rand (Aust) Ltd.

What is equipment leasing?

Leasing is similar to renting. You pay a regular rental for the use of somebody else's property for an agreed period. At the end of this period the equipment still belongs (as it has from the beginning) to the lessor.

What can you lease?

Virtually anything — providing the tax commissioners allow it to be depreciated for tax purposes. This included anything on wheels or tracks, computers, manufacturing machinery and less obvious equipment such as partitions, carpets, fittings and neon signs. For our more sporting minded reader you may even lease a stud or race horse.

Residual Value

In theory the residual value is the written down value

of the equipment at the end of the lease. In practice, residual values are closer to realistic market values.

Who Can Lease?

Anybody can lease, but the lease rental (not including stamp duty) is only a deductible expense if you are in business to make a profit and if the equipment will be used to produce assessable income. Naturally Hire companies fit exactly into this category.

Companies with a long record of profitability will find little difficulty in arranging satisfactory leasing whilst younger companies may have to produce some form of collateral security.

How much does it cost?

The inevitable question. How long is a piece of string? How much it costs depends on many varying factors including the current interest rate, time span involved and the company you decide to deal with.

Broadly speaking most leases of equipment are fixed at a true lease rental rate of between 16% and 18%. Continual adjustment both over and below these figures takes place depending upon the financial environment.

COMPARISON OF LEASE vs BUY

When is leasing the best choice?

There are a number of other sources of finance from

Continued on page 8.

WHAT ARE THE ADVANTAGES OF LEASING FOR THE HIRE INDUSTRY?

Advantages of leasing are many and highly practical for an industry that of necessity has so much cash sunk into capital equipment.

Listed in no particular order of importance some of the advantages are:

1. It has been demonstrated that the net present value cost is up to 20% less than using traditional Hire Purchase, Bank overdraft or cash purchase.
2. No deposit is required. It is 100% finance.
3. New equipment generates new earnings.
4. Cash capital can be used for other business activities.
5. Lease rentals are tax deductible.
6. The terms of the lease can be tailored to fit the effective life of the equipment — as it earns it pays.



Flextool

FLEXIBLE SHAFT 50mm SUBMERSIBLE PUMPS

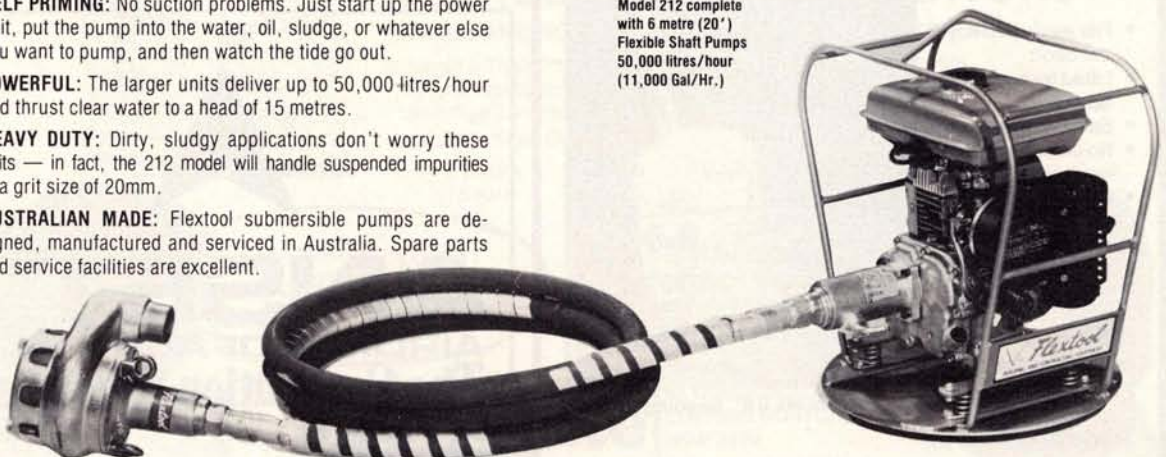
SELF PRIMING: No suction problems. Just start up the power unit, put the pump into the water, oil, sludge, or whatever else you want to pump, and then watch the tide go out.

POWERFUL: The larger units deliver up to 50,000 litres/hour and thrust clear water to a head of 15 metres.

HEAVY DUTY: Dirty, sludgy applications don't worry these units — in fact, the 212 model will handle suspended impurities to a grit size of 20mm.

AUSTRALIAN MADE: Flextool submersible pumps are designed, manufactured and serviced in Australia. Spare parts and service facilities are excellent.

Model 212 complete
with 6 metre (20')
Flexible Shaft Pumps
50,000 litres/hour
(11,000 Gal/Hr.)



Contact your nearest Flextool branch for details.

Head Office **FLEXTOOL (AUST) PTY. LTD.**

213 WELLINGTON ST., COLLINGWOOD, VIC. 3066 Phone 41-5064

Branches

VIC Melbourne
419-3718

NSW Sydney
660-3411

QLD Brisbane
52-2306

WA Perth
451-2077

which finance can be obtained more cheaply, so why do people lease?

It cannot be the convenience of being able to send the equipment back to the Finance company because the lessee cannot. The lease is in fact a commitment under which the user undertakes to make regular payments, on a monthly basis, over a period, in return for the right to use the equipment, while the finance company has legal ownership, and makes the initial payment for it.

The answer to the question varies from case to case, but the reasoning usually boils down to three: perceived cash flow advantages, perceived taxation advantages, and perceived financial advantages.

Under a lease 100% of the cost of the equipment is financed. It is not possible to raise a loan of such a high percentage on assets. It is clearly good business to borrow money at say 18% if you can invest it so as to earn 22%, and it is clearly bad business to borrow at 10% if having regard to all of the returns available, you can only earn 8%.

KEEP AT IT!
Morale is what keeps hands and feet working when your head says it can't be done.

NUFLOOR — The Money Spinner

No other floor sander offers you all these advantages —

- Fits easily into any car boot!
- Lifted by one person up stairs
- Sales with every hire
- No complicated controls to explain
- Easily cleaned & serviced
- Designed specially for the Hire Industry



Bantam Mk II 8" Sanding Drum

Full range of spares available.

Trade enquiries to:
TOONGABBIE HIRE SERVICE PTY. LTD.
 4 Junia Ave., Toongabbie, N.S.W. 2146.
 Phones: (02) 636-2757 — (02) 636-5727

Lease rates

As an example we have set out below a typical lease rate system.

The example comes from the Ingersoll-Rand Financial Corporation and shows the costs involved of equipment valued at under and over \$5000.

Remember, this is an example only.

Lease cost per month Per \$1,000	2 Year term	3 Year term	4 Year term
Equipment Selling Price Over \$5,000			
New equipment — current model — good resale value.	\$32.77	\$27.88	\$25.03
Residual	50% of cost	40% of cost	30% of cost
Used Equipment — discontinued stock — poor resale value	\$36.30	\$29.96	\$26.40
Residual	40% of cost	30% of cost	20% of cost
Equipment Selling Price Under \$5,000			
New equipment — current model — good resale value	\$33.70	\$28.77	\$25.86
Residual	50% of cost	40% of cost	30% of cost
Used Equipment — discontinued stock — poor resale value	\$37.17	\$30.80	\$27.16
Residual	40% of cost	30% of cost	20% of cost

Note:

1. Lease factors are subject to change. Therefore, please check with your distributor representative, or your financier periodically to ascertain the current rates.
2. The above factors are based on equal monthly payments, **should your customer require some other type of payment, schedule or option.**
3. The law relating to the Lease Agreement is Victorian Law.
4. The above factors includes Stamp Duty and Charges.



ANSETT
AIRLINES OF AUSTRALIA
The Convention Specialists

**OFFICIAL CARRIERS TO THE 1979
 HIRE ASSOCIATION CONVENTION.**

If I've got to pay for it, then I'm going to use it!

I liked the story from Charles Price of Noseda Party Hire service in Melbourne, who tells about a customer who hired a gas barbecue plus gas cylinder for the weekend.

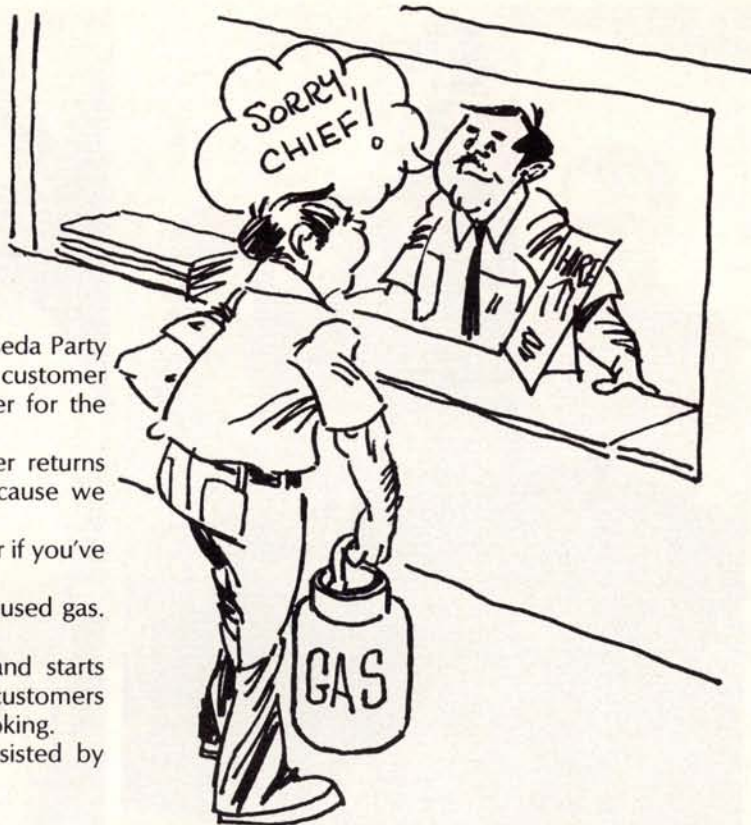
Come Monday morning and the customer returns both and requests a complete refund "because we decided not to have a barbecue after all".

"Sorry, Chief", says Charles, "doesn't matter if you've used it or not - you've still hired it".

Customer then asks for a credit on the unused gas. No way, according to the management.

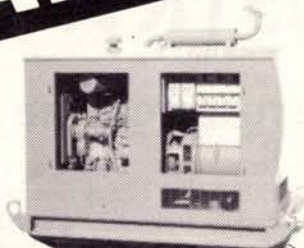
And so customer rushes off in a rage and starts emptying the gas cylinder amongst other customers with car engines running and cigarettes a smoking.

Exit one customer, very quickly, ably assisted by company personnell!



SALE!

READY FOR THIS YEARS POWER STRIKES? TAKE ADVANTAGE OF THESE PETROL & DIESEL GENERATORS



SPECIAL SKID MOUNTED LISTER POWERED GENERATING SETS.

- * Single & Three Phase Switchboard
- * Engine Protection
- * Skid Fuel Tank Base
- * Lockable Steel Canopy
- * Anti Vibration Mounts
- * Residential Silencer
- * Centre Lifting Eye

7.5 KVA	\$5560	12.5 KVA	\$6400
15 KVA	\$7400		

WHAT ARE YOU GIVING AWAY THIS MONTH NEIL?

LISTER SETS, JOHN... SPECIALLY MADE UP FOR THE HIRE BOYS.

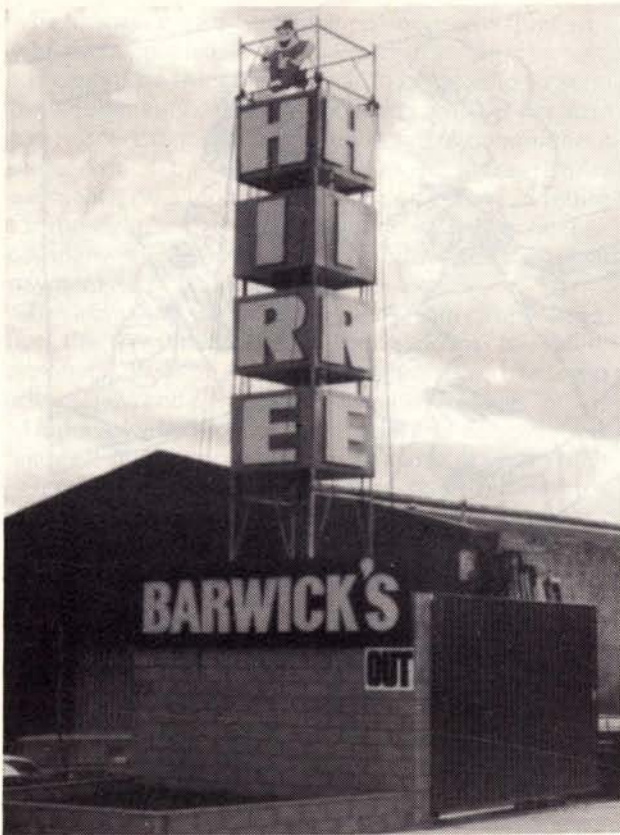
Powerlite

GENERATING SETS

61 GORDON ROAD,
CHIPPING NORTON,
NSW 2170
TEL: (02) 727-0077
TELEX: AA24893

Also available through:

SCAN-HI — Melbourne (03) 42-1429 • L.P. JENSON — Brisbane (07) 44-4511
• KENNEDY & MIDDLETON — Brisbane (07) 52-8994.



THE PHOENIX OF THE HIRE INDUSTRY:

or how Wal Reynolds and Barwick Hire rose from the ashes

Our more educated readers, who have studied the intricacies of mythological folk lore, will remember the Phoenix as being the bird who was consumed by its own flames, was recreated and resurged stronger than ever before.

Now the similarity between that particular legend and the recent activities of Wal Reynolds, owner of Barwick Hire, may not be immediately apparent unless we cast our minds back to late 1977 when the Barwick Hire establishment at Auburn, Sydney, was burnt to the ground.

Much publicity to the Hire trade and also the general public resulted and so we won't retread that familiar ground again.

What we do think is of interest to our readers is how Wal started his business anew and how he has progressed since.

If you think about it Wal had a remarkable opportunity to plan, literally from the ground floor up, a completely new and modernised hire yard.

"Only problem of course was money" Wal smiled ruefully as we discussed the situation in his new modern office recently.

"I was woefully underinsured. People don't think about fire as being a hazard until it happens". (Readers are invited at this point to recall the article in the April issue of HIRE on fire prevention).

Rebuilding Barwick Hire commenced almost immediately the Fire Department had left what remained on the premises. The bulldozer moved in and cleared the land.

Wal's plans were to maintain his service based on a fifty fifty split between party hire and builder/hand-man equipment.



Wal & Jackie together with some of the staff of Barwick Hire.

A layout was needed that offered the customers maximum convenience – drive in and drive out all in one smooth operation – plus storing of equipment in the most economical manner.

The new building extended over a larger area than its predecessor with also a higher roof. This enables party gear, in particular, to be stacked on a pallet basis. As Wal and all Hire people know the cheapest form of space is upwards and not outwards.

In the initial stages Wal, accompanied by his charming wife Jackie ("She really runs the place", smiled Wal), were thankful for the assistance offered by all sections of the industry. Other Hire companies did what they could, employees rallied around and equipment manufacturers gave extended credit.

Since then Barwick Hire has really got its act together. Business is up fifty per cent, 24 employees are on the payroll and everything is starting to run well.

Future plans include extending the current building 100ft forward to offer customers complete undercover convenience.

A recent feather in the company's hat was being asked to supply the seating at the recent Muhammed Ali exhibition bout in Sydney. Notwithstanding the appalling weather conditions Wal and his team were able to provide seating from the 13,000 Sebel chairs they have in stock. "Plenty available for subcontracting too" added Wal.

So that's about the story. What eventually happened

to the Phoenix I'm not quite sure. But I do know that Wal Reynolds and Barwick Hire appear to be going places, although he described himself as "A boy with big ideas but empty pockets".

HIRE BARBECUES



PORTABLE L.P. GAS DESIGNED SPECIALLY FOR THE HIRE INDUSTRY

- ★ Range of sizes
- ★ Lightweight yet tough

For brochures, price lists, details

YOU DAN ENGINEERING COMPANY

P.O. BOX 71, WINGHAM, N.S.W. 2429

**RING ABOUT THE SPECIAL DISCOUNT
FOR HIRE COMPANIES.**

(065) 53-4145

Just minutes, from chainsaw to slicing steel.



Hire it out either way, as a Chainsaw or a Cutquik. With the Stihl 08S powerhead you can rent out either, and change one for the other in minutes.

With power to slice through steel, concrete and asphalt as easily as hardwood. Plus you

get all the West-German engineering and reliability that makes Stihl such a great, low-maintenance hire tool.

Stihl. The best selling chainsaws in the world.

STIHL CHAIN SAW (AUST.) PTY. LTD.
 N.S.W. 52 Queen St., ALEXANDRIA, 2015. Tel: (02) 699 6053.
 VIC. 41 Barry St., BAYSWATER, 3153. Tel: 729 3522.
 S.A. 15 Ferrers St., MT. GAMBIER, 5290. Tel: (087) 25 5024
 S.A. 394 Main North Road, BLAIR ATHOL, 5084. Tel: (08) 260 3766 & 260 3232.
 QLD. 19 Thompson St., MAYNE, 4006. Tel: (07) 52 4617.
 W.A. CHAIN SAW SALES PTY. LTD. 108 Burswood Road, VICTORIA PARK, 6100. Tel: (09) 361 5444.
 DON McDOUGALL PTL. LTD. 34 Brisbane Street, HOBART, 7000. Tel: (002) 34 4221.
 TAS. CHAINSAWS PTY. LTD. 210 Wellington Street, LAUNCESTON, 7250. Tel: (003) 44 3141.
 AGRICULTURAL SERVICES PTY. LTD. P.O. Box 39545, WINNELLIE, 5789. Tel: (089) 84 3577.

Please send me by return your full-colour brochure on the CutQuik and the name of my nearest Stihl dealer.

ADDRESS

NAME

CODE

STIHL®



NATIONAL PRESIDENT'S MESSAGE

On several occasions I have heard people from within the hire industry say that the biggest industry handicap is that only a small proportion of the general public are hirers. From my observation this is very true. Most probably only between 5% and 10% of the population of Australia have ever made a transaction in a hire establishment. If my assumption is correct, it means that 90% of potential consumers are shut out by a total lack of awareness of our facet of the hire industry.

Isn't this a ridiculous situation? Everyone has hired other services at one time or another – taxis, T.V., Rent-A-Cars, professional services, etc., etc – the list could be much longer. Clearly we owe ourselves a duty. As an industry we should disregard worrying about competition. We are not competing with each other. Primarily we are competing against public ignorance.

The lack of consumer awareness by the vast majority of our population has been brought about by very poor promotional effort to date. I speak only on general terms as, indeed, some individuals have done good work in this field. But, individual effort is not enough. The industry has to tackle this problem in a concerted, united manner. We have to inform the public of all the benefits of use without the burdens ownership.

Exposure is the answer. We must show and tell. I propose that the industry should approach this enormous task in the following way:-

Individual firms should be conscious of the value of exposure. Attractive, clean equipment in good working order is a must. The use of

signwriting on buildings, vehicles and equipment is a must. Equipment should be out front on display – let the public see what is available.

The industry should exhibit at every possible opportunity by organising displays at Building Shows, Home Shows and Agriculture Shows. This is where the most likely consumers will be found.

The local Rotary and Chambers of Commerce meetings should be addressed by association members.

School children should be given conducted tours of hire establishments. They represent tomorrow's consumers and I am certain that they will be much more uninhibited than today's.

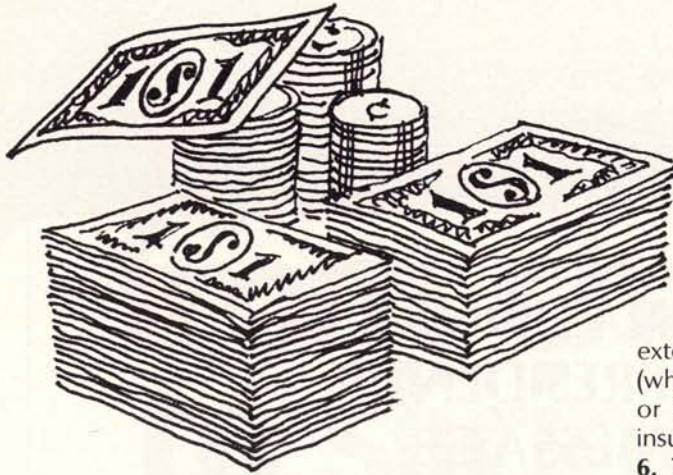
Although yellow pages advertising is expensive it is also a "must".

Local direct mailing is another very valuable advertising medium.

It is my intention to advocate that the Hire Association of Australia should finance the preparation and initial production of promotional material, such as hand out literature and bumper decals. Clearly, this is an Association duty as the cost of such work on an individual basis would be prohibitive.

If we all get together and tackle this assignment we will only need to win over some of the 90% plus, uninitiated public in order to achieve a great result for the entire industry. What a fantastic objective.

Let's get on with the job.



INFLATION IN ONE PAGE

1. Inflation is an increase in the quantity of money and credit. Its chief consequence is soaring prices. Therefore inflation – if we mis-use the term to mean the rising prices themselves – is caused solely by printing more money. For this the government's monetary policies are entirely responsible.

2. The most frequent reason for printing more money is the existence of an unbalanced budget. Unbalanced budgets are caused by extravagant expenditures which the government is unwilling or unable to pay for by raising corresponding tax revenues. The excessive expenditures are mainly the result of government efforts to redistribute wealth and income – in short, to force the productive to support the unproductive. This erodes the working incentives of both the productive and the unproductive.

3. The causes of inflation are not, as so often said, "multiple and complex", but simply the result of printing too much money. There is no such thing as "cost-push" inflation. If, without an increase in the stock of money, wages or other costs are forced up, and producers try to pass these costs along by raising their selling prices, most of them will merely sell fewer goods. The result will be reduced output and loss of jobs. Higher costs can only be passed along in higher selling prices when consumers have more money to pay the higher prices.

4. Price controls cannot stop or slow down inflation. They always do harm. Price controls simply squeeze or wipe out profit margins, disrupt production, and lead to bottlenecks and shortages. All government price and wage control, or even "monitoring", is merely an attempt by the politicians to shift the blame for inflation on to producers and sellers instead of their own monetary policies.

5. Prolonged inflation never "stimulates" the economy. On the contrary, it unbalances, disrupts, and misdirects production and employment. Unemployment is mainly caused by excessive wage rates in some industries, brought about either by

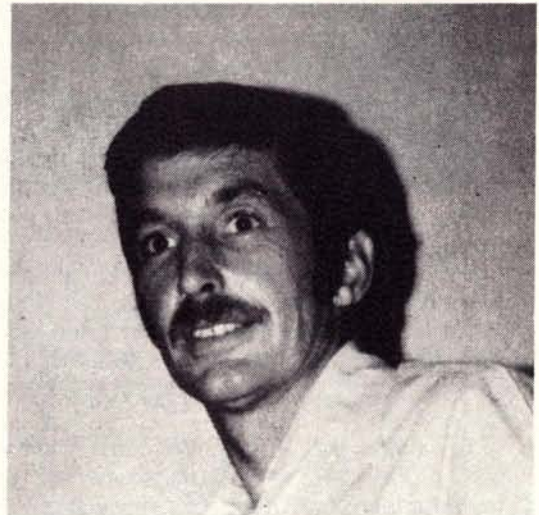
extortionate union demands, by minimum wage laws (which keep teenagers and the unskilled out of jobs), or by prolonged and over-generous unemployment insurance.

6. To avoid irreparable damage, the budget must be balanced at the earliest possible moment, and not in some sweet by-and-by. Balance must be brought about by slashing reckless spending, and not by increasing a tax burden that is already undermining incentives and production.

(Reprinted with thanks from "The Freeman" – distributed by The Foundation for Economic Education – Taringa, Queensland.)

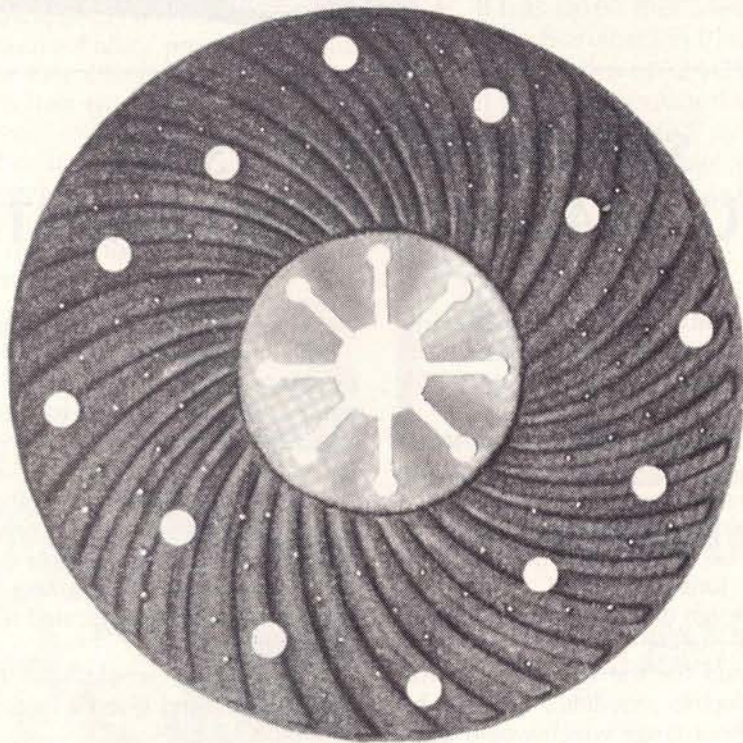
Henry Hazlitt

Henry Hazlitt, noted economist, author, editor, reviewer and columnist, is well known to readers of the New York Times, Newsweek, The Freeman, Barron's, Human Events and many others. Best known of his books are Economics in One Lesson, The Failure of the "New Economics", The Foundation of Morality, and What You Should Know About Inflation.



Welcome and congratulations to
DEREK PORTER
new manager of Kennards Hire Centre,
Ipswich, Queensland.

presenting the
**BESTON — ZEC
SEMI-FLEXIBLE DISCS**



- **FOR PAINT & MASONRY SANDING**
- **THEY LAST FIVE TO SEVEN TIMES LONGER**

- * The ruggedness of a grinding wheel plus the flexibility of a coated abrasive combined to give distinctive advantages over both!
- * Triple coated with tough sharp silicone carbide grit.

- * Twelve large holes and quantities of small ones eliminate disc glaze-up.
- * CS-16, CS-24, CS-36 available in three sizes: 180mm x 22.2mm, 115mm x 22.2mm, 100mm x 16mm.

Contact your exclusive Sales Agents for further details on the Beston — Zec Semi-Flexible Discs.

L.D. BESTON (AUST) PTY. LTD.

65 Princess Avenue, Rosebery, Sydney, NSW 2018

Telephone: (02) 662-6222.



SWEDISH CHAIN SAW: AUSTRALIAN INVOLVEMENT.

During 1978 the giant Swedish manufacturer Electrolux AB acquired ownership of the three Swedish chainsaw manufacturers, Jonsereds, Husqvarna and Partner.

Subsequent to those acquisitions, Electrolux purchased the chain saw operation of Skil the American power tool manufacturer.

In a recent announcement Electrolux stated it was their intention to continue to market under the three brand names with Jonsereds and Husqvarna concentrating on the design and production of chain saws for the professional market.

The Skil range designed for the casual user, with both petrol and electric models, would be incorporated in the Partner range which would cater for the hobby and casual segments and market through the mass merchandiser.

Jonsereds is the largest Swedish exporter of chain saws to Australia and to enable them to retain this leadership and increase market share they have now entered into an agreement for local assembly with the distributors Spear & Jackson Australia Pty. Limited.

Engineers from Jonsereds are currently setting up the operation in Sydney and the first locally assembled machines will be available in May.

The Jonsereds team is headed by Mr Mats Holmin who has over 30 years experience with Jonsereds chain saws. Until recently Mats was the manager of Jonsereds' Brastad factory but today he takes things easier, he is retained by Jonsereds as special consultant and used on assignments where his vast experience in chain saw manufacture is a benefit. His involvement with the Australian operation is an indication of the importance the Swedish

manufacturer places on this project.

In his opening remarks to Rodney Ogden and Spear & Jackson production engineer, Mr Holmin pointed out he had not come to Australia to set up an operation but to ensure the product produced by the Sydney plant was up to the same consistently high quality of performance and reliability as those produced in the Swedish factory.

The most important part of the operation was that our quality assurance engineer was familiar with the operation of the sophisticated test equipment shipped to Australia.

All machines would be tested to Jonsereds specifications and given a factory "running-in" period before packing.

The initial operation would be confined to those models at present on the Australian market, but the initial facilities would provide for the introduction of the new models to be produced later in 1979.

These new models have tagged the Jonsereds chain saw "The Saw for the Eighties" because of their revolutionary design which as resulted in a significant reduction in the number of parts required, the considerable improvement in power/weight ratio and the reduction in noise level and vibration to meet the demands which are expected to be introduced during the 1980's.

When these new models are released on the Australian market they will be recognized as being ahead of their time.

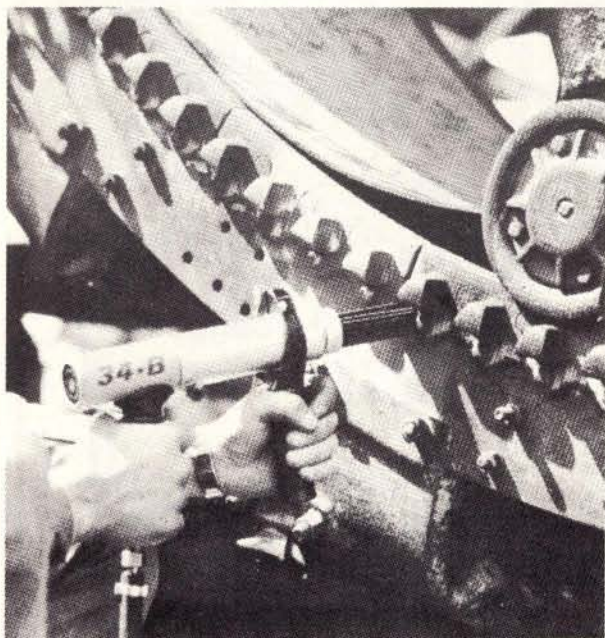
Jonsereds chain saws are distributed by Spear & Jackson Australia Pty. Limited and serviced by warehouse and dealers in all eastern states and Mt. Gambier.

NEW VON ARX NEEDLE

SCALERS: The Von Arx needle scaler is claimed by local distributor L.D. Beston to save between 26% & 37% air consumption. The scaler, which comes in various models, will run adequately off a 6 C.F.M. air compressor and not the usual 9 C.F.M. air compressor. The scalers are ideal for hiring out for such purposes as cleaning old & stained brickwork and masonry and chipping off old layers of paintwork.

The Von Arx has a new type of hammer action which with its lightweight needle holder prevents floating. Each blow is therefore fully effective, as opposed to conventional needle scalers where the inertia of the holder causes the needles to "float". The result is half force on every second or third stroke.

Other claimed advantages for the Von Arx are longer life for the needles, lighter and easier handling and conversion from needles to a chisel hammer or brush hammer in a manner of seconds.



Use the scaler for de-rusting.

Further details of the Von Arx, plus a demonstration, can be obtained through L.D. Beston (Aust) Pty. Ltd., 65 Princess Avenue, Rosebery, Sydney, NSW 2018. Tel 662 6222.

**PRINTED BY
VAUGHAN DOUGLAS PRINTERS
PHONE: 93-0351**

“THE HOT SPOT”

How to be in it and make money!

- ★ The 'HOT SPOT' is a steam wall-paper stripper.
- ★ It has been manufactured with the Hire Services in mind.
- ★ It operates on 240V AC.
- ★ It has a large stainless steel tank.
- ★ The 'HOT SPOT' is uncomplicated, compact, portable and easily serviced.
- ★ It has to be the best value around for \$180.00.

All enquiries to:

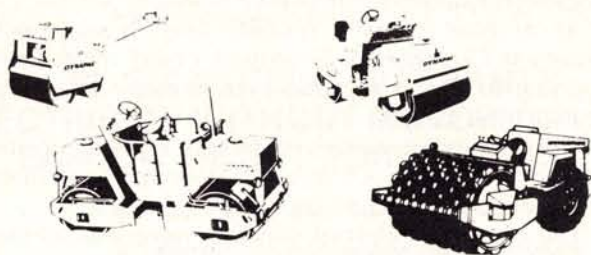
BRISBANE HIRE SALES

Box 55, Stafford, Qld. 4053. Tel: (07) 356-9011.

Interstate enquiries welcome.

↓ DYNAPAC

VIBRATORY ROLLERS FOR ROCK, SOIL AND ASPHALT COMPACTION



Also concrete vibrators, trowels, screeds, form vibrators, plate compactors and materials handling equipment.

WORLD LEADER IN COMPACTION

↓ DYNAPAC Pty Ltd

N.S.W. 49 DERBY STREET, SILVERWATER 647 1822
VIC. 18 CENTURY DRIVE, BRAESIDE 90 8850
QLD. 79 BELLWOOD STREET, DARRA. 376-2644



INGERSOLL-RAND PROVIDES WALLOP FOR WRECKAIR

The front cover of this month's issue of HIRE features an Ingersoll-Rand compactor, delivered for use by Wreckair Hire.

Engineered for asphalt and earth fill compaction, the range of Ingersoll-Rand compactors provide the answer, self propelled or vibratory.

New Concrete Mixer from Vetner

The Vetner group of companies launched a new version of the C-G mixer this month.

C-G, the initials standing for Carpenter & Grosvenor, is the brand name of concrete mixers which have been manufactured for the Trade and Industry over the past twenty five years and have proved very successful amongst hire companies as a result of their durability and design.

Carpenter & Grosvenor Pty. Ltd., the manufacturers of the mixers, are accepted in the industry because of their years of experience in this field and are always looking forward to improve their products.

As a result of their research and development program Carpenter & Grosvenor brand mixers are proving to be an acceptable commodity in a very competitive market.

The Vetner companies distribute these concrete mixers throughout N.S.W. and Queensland and their after sales service is well known to be the best.

The new C-G industrial concrete mixer has all the features that the tradesman wants.

- : Easy to handle
- : Towable
- : No need for jacking up for wheelbarrow
- : Rounded bowl
- : Dependable
- : And the new handyman design suits the man about the house right down to the ground.

The Carpenter & Grosvenor range of concrete mixers has all the durable features that the Hire industry wants as well as being in a cost bracket that is more than acceptable.

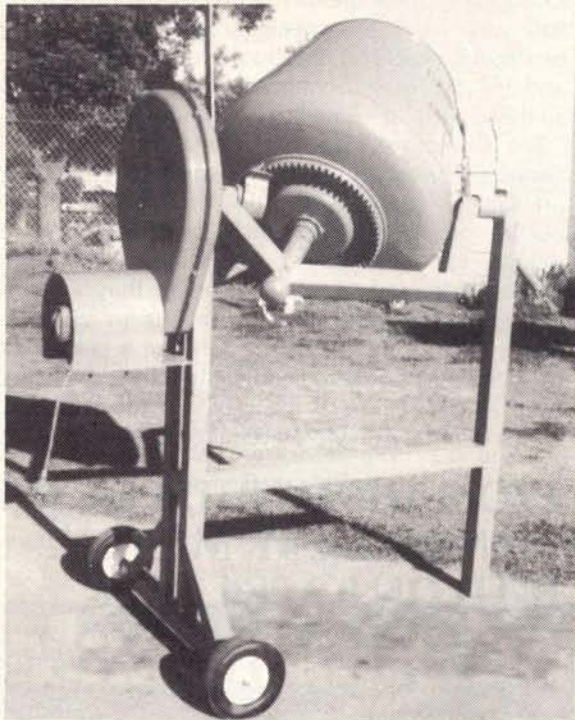


Your contact in N.S.W. is Sydney: Warren Rose, Vetner Pty. Ltd., 126A Bungaree Road, Pendle Hill. Telephone (02) 636-3434, (02) 631-6991.

Your contact in Queensland is Brisbane: Max Sylvester, Vetner (Queensland) Pty. Ltd., 57 Moss Street, Slack's Creek. Telephone (07) 208-7766.

Your contact in Newcastle for Northern N.S.W. is John Kelly, Vetner (Newcastle) Pty. Ltd., 18 Monterey Ave., Cardiff. Telephone (049) 54-9396.

Introducing the new improved range of C-G Mixers



Rugged 2 CF Handyman

Round Bowl • Rubber Wheels • Heavy Duty Drive • All Replaceable Bushes.



Industrial/Trade 2 CF or 3 CF

Round Bowl • Pneumatic Wheels • Tubular Steel Frame • Telescopic Tow Bar • All Replaceable Bearings.

■ **PRICED TO COMPETE**

■ **SIX MONTHS WARRANTY**

■ **AVAILABLE IN PETROL, ELECTRIC OR WITHOUT MOTOR**

■ **INDUSTRIAL MODELS CORRECT BARROW HEIGHT FOR POURING**

New South Wales Distributor:

VETNER PTY. LTD.

126A Bungaree Road, Pendle Hill, NSW 2145

Tel: (02) 636-3434, (02) 631-6991.

18 Monterey Avenue, Cardiff, NSW 2085

Tel: (049) 54-9396.

Queensland Distributor:

VETNER (QLD) PTY. LTD.

57 Moss Street, Slack's Creek, Qld. 4127

Tel: (07) 208-7766.

For further information and illustrated brochure on C-G Mixers, complete the coupon below and forward to your nearest C-G Distributor.

NAME:.....

ADDRESS:.....

.....

..... P/CODE.....

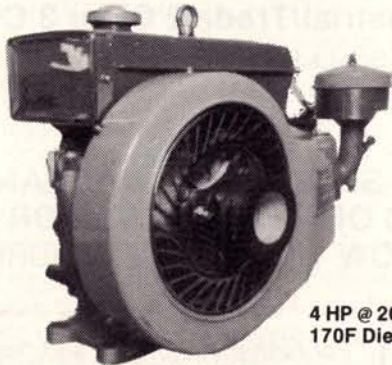


From Sunny Queensland

FROM THE NEWSLETTER... NATIONAL CONVENTION REPORT:

It was reported that we now have Bob Ansett as a speaker and also Sir Bruce Small. The Premier is unable to commit himself until June, so it may be that Sir Bruce Small will open the Convention if the Premier is

ECONOMICAL DIESEL REPOWERING



4 HP @ 2600 R.P.M.
170F Diesel.

REPLACE TIRED PETROL ENGINES WITH RELIABLE LONG LIFE DIESEL ON

- H/Duty mowers • Pumps • Hoists & winches
- Log splitters • Gen. sets.

Reduced Service Time — More Hire Out Time

Write for brochures and prices to

C.M.C. MACHINERY,

12 RAGLAN ROAD, AUBURN, N.S.W. 2144

PH: 644-4711 TELEX AA26487

not available, or alternatively Sir Bruce will introduce the Premier. We also have Bill Cushing from U.S.A.

Some of the printing is on the press now, and the programme is ready to be sent out. 3,000 are to be printed and these will be distributed with the next Hire & Rental Equipment News, together with accommodation reservation forms. A mailing list of 2250 hire establishments. George Tanton, General Manager of Coates is to be a speaker, so we are approaching the half way mark for speakers. Ansett are supplying brochures, pens and notebooks for the convention kit, and are supplying identification tags and holders, and all these items are going to be "on the house".

The Committee has had discussions with Hardy's about a Convention Wine, as something a bit novel, for sale at \$2.00 per bottle. It is suggested that a bottle, or a bottle of each, be handed to each delegate as they register. The wines will be an Old Castle Reising and a St. Thomas Burgundy, both popular wines, and will endeavour to arrange for Brisbane Custom Agents to work out a package deal for overseas people to send wine home. It will also be used as the "Drink of the Day" for the Banquet, for which the Chevron would require corkage to be paid.

FROM THE MINUTES OF THE MANAGEMENT MEETING HELD ON 9 APRIL 1979

Members in attendance were Alladins, All Hire, Betta, Brisbane Hire, Sandgate, Steel Boxing and Coates with apologies received from K. Jeans Chair and Marquee Hire.

Membership of two companys were proposed, namely Hire Kingdom Wholesale (Associate) and Tweed Handy Hire (country).

Meeting agreed to retain the existing 1/4 page advertisement in the Yellow pages, cost to be split between members.

In general Business Section Adrian Verney reported on the success of the "Telegraph Home Show". Adrian thanked Brian Bakewell for his help on th Thursday afternoon prior to the opening.

The display itself seemed to have met with the approval of most of the members, although the criticism that came up was that it was not interesting enough.

Other suggestions included more space at future displays, more comprehensive brochure, and some form of explanation that the equipment on display was not for sale but typical of equipment avialable for hire.

Another comment was the request for an attractive female, viz. a bikini girl, to be employed to attract attention.

Adrian also thanked the assistance of Mark Williams whos help assisted the show being ready on time.

NEW ZEALAND ANNUAL CONFERENCE IMMINENT



The 2nd annual conference for the Hire Association of New Zealand is due to get underway on the 18th June and last through to the 21st of June.

Venue this year is the Hotel Inter Continental, Auckland and the Elleslie Racecourse.

A vigorous and informative programme has been planned by the hard working conference committee with a balance between practical workshop sessions,

industry presentations and social functions.

Overseas visitors, including an Australian contingent, are expected.

The conference will terminate with the traditional ball, which will be held at the Intercontinental Hotel.

A full report of the activities and proceedings, plus photographs, will appear in our next issue of HIRE.

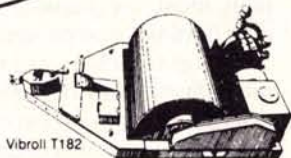
Many many times compaction efficiency of their own deadweight!

Vibroll
VIBRATING
ROLLERS

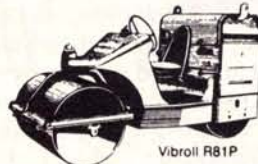
High density compaction capability coupled with light weight for ease of transport make Vibroll popular with Local Authorities and contractors around the world. Low initial cost. Rugged long — life construction. First rate spares service. Well over 1200 Vibrolls in operation in New Zealand.



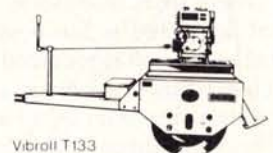
Vibroll W71P



Vibroll T182



Vibroll R81P



Vibroll T133

Get full information on these high performance rollers from the New Zealand representatives:



Richardson McCabe & Company Limited

216-8 Willis St,
P.O. Box 792,
Tel. 847-728
WELLINGTON

68-82 Gavin St,
P.O. Box 2214
Tel. 593-099
AUCKLAND

122-4 St Asaph St,
P.O. Box 4015
Tel. 60-973
CHRISTCHURCH

A Member of Tappenden Industries Group

RMV 77/2

HIRE ASSOCIATION OF SOUTH AUSTRALIA



From the meeting held on 11th April at the Brecknock Hotel.

The meeting was attended by eight members of the Association with apologies being received from five others.

Business arising from the previous meeting included letterheads (to be made up), Telephone Directory Listings (Members to be contacted), the Annual Picnic (programme to be arranged), the Annual Dinner (date to be finalised).

Application for membership from General Party Hire was received and accepted.

The chairman advised that the Australian General Corporation Manager has been contacted and would be present at the next meeting as a guest speaker.

Telephone Call Diversion maintains personal control

Hire companies; particular smaller ones, can now take advantage of telephone call diversion system that eliminates the disadvantages of the conventional answering machine which can only 'take a message'.

FlexiFone has been developed by the all Australian Quintrix organisation to achieve this refinement to the basic telephone service.

When the normal business phone is unattended, the subscriber can select any other substitute number, such as a home number. Incoming calls to the business number are then automatically diverted to the selected number, without the caller being aware of a diversion.

As one of the more obvious advantages, a private phone number does not have to be revealed, and the risk of a private address being traced is eliminated.

Where the telephone is business lifeline, a call not answered is business lost. FlexiFone can ensure that every call is received and answered personally – at lunch times, evenings, week-ends etc. Many options are available with FlexiFone, including the facility to change the diversion number remotely.

FlexiFone is fully approved by Telecom, and is available from authorised sales and service centres throughout Australia. Installation is carried out by Telecom.

Literature is available for Quintrix Pty. Ltd., P.O. Box 142, Mount Waverley, Vic., 3149. Telephone (03) 277 0118.



The Wenco hydraulically driven pedestrian trencher.

Hydraulic Drive Trencher matches travel speeds to digging chain effort

The first Australian designed and manufactured hydraulically driven pedestrian trenching machine, claims the manufacturers, was introduced to the Australian Market under the name Wenco in the early 1970's.

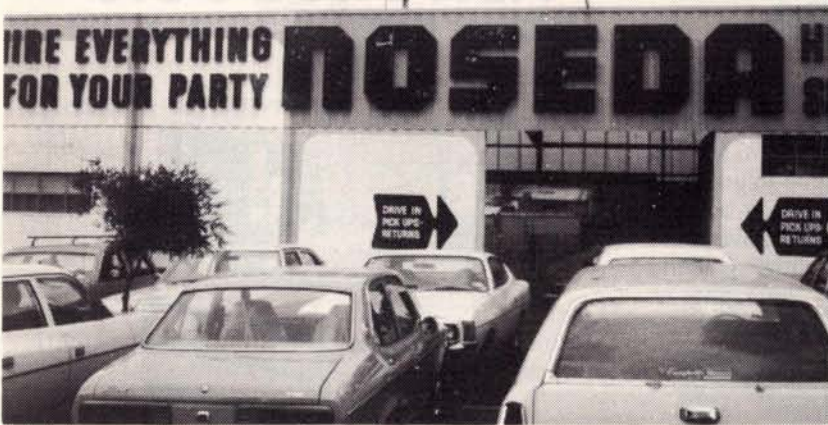
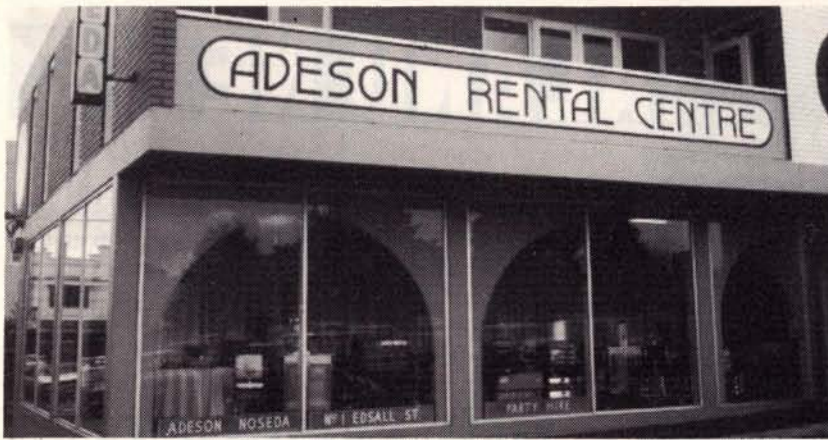
It was a major breakthrough as the application of variable speed motors made it possible to match travel speeds to digging chain effort, reducing overloads and operator abuse to an absolute minimum. This, coupled with the fact that hydraulic drive trenchers have approximately sixty fewer moving parts than most mechanical drive units, gives a trencher with minimal maintenance costs.

Wenco trenchers are now in use in all major Australian States and the satisfaction of equipment rental operators has been expressed by repeat orders – the real barometer of acceptance.

Models of up to 16 h.p. are in current production, and the latest innovation is power steering – which eliminates manual effort.

The Wenco trencher is designed and built in Australia by Pacific Pipeline Supply Co. (Vic.) Pty. Ltd.

For further information contact Keith Britton (03) 791-6419.



The most attractive hire building in Australia? I don't know, you tell me.

Certainly the Adeson Rental Centre incorporating Noseda Hire Service Pty. Ltd. at Malvern, Melbourne, must be a leading contender.

The showrooms are well set out displaying a range of party hire available (except for the concrete cake! It's got to go.!)

The rear area is spacious and well set out – a credit to the staff and manager Charles Price.

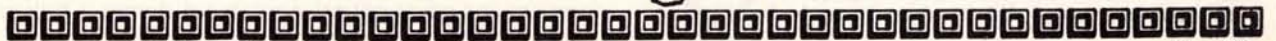


**WANTED!
A T-SHIRT DESIGN
FOR THE HIRE
INDUSTRY**

Can be serious or funny

Send to:

The Editor
HIRE & RENTAL EQUIPMENT NEWS
SUITE 6, 38 ROWE STREET
EASTWOOD NSW 2122





NEW ZEALAND NEWS

PRESIDENT'S REPORT

GORDON DALE



Convention time is here again and for the committee members who are organising this years gathering in Auckland much burning of the "Midnight Oil" is necessary to get arrangements completed in time. No matter how much work goes into running a Convention there are always problems that will arise at the final moment to test the ingenuity and patience of the organisers. The willingness of those attending to intermingle, socialize, talk shop and generally be outright friendly has made every Hire Convention that I have attended both in Australia and NZ an event to be remembered.

I feel that the fellowship created at our conventions should be spread beyond the confines of the conference sessions back to our own hire establishments by involving more of our employees in these events. Last year at least two NZ hire firms sent staff members to the Australian Convention as a reward for outstanding effort. These people are, our future managers and quite often will expound ideas that none of us "oldies" would ever have thought of as practicable.

Travel to a Convention for these fellows is a morale booster, a perfect change of pace for good producers and a chance to unwind. It can be a status award which recognises outstanding efforts boldly yet tastefully. Awards are worthy achievements without causing resentment from others, because everybody has a chance to win and it inspires your staff to get out and develop the concept of hire to the public at large.

The success of future hire industry conventions will in no small way hinge on the support of our suppliers in trade exhibitions held in conjunction with our meetings. Fortunately we are now in an era of specialised trade exhibitions for the days of the huge monolithic exhibitions are slowly but surely fading away. In short, nearly all people viewing a display in a specialised exhibition are potential contacts and in most cases potential buyers. The timing of the show will not suit every buyer who attends but it is an

excellent opportunity for the suppliers to talk to potential buyers about their products.

One trade supplier to his advantage keeps a card recording system and takes the names of everyone visiting their stand. The results of their efforts come in later either by the client contacting them or by their contacting the client. They go about it the right way with the right attitude and reap the benefits.

NEW PRODUCTS



Weldanpower 150

New from the Lincoln Electric Company The Weldanpower 150

An AC Arc Welder ... for field welding. A 4500 watt AC Generator ... for auxiliary and emergency power. The 115/240 volt output can light 45 100-watt bulbs or drive a 1½ HP motor that can be started under no load.

EXTRA PROTECTION

This unit is designed with extra protection. The drip-proof feature allows the generator cooling fan to bring air inside and leave the rain water outside.

PORTABILITY

A compact machine, it fits into the corner of a utility truck. This portability makes the Weldanpower 150 ideal for anyone needing electric power or a welder where stringing temporary power lines is impractical.

VERSATILITY

While it pays for itself as an auxiliary power generator operating tools and lights, the Weldanpower is always ready to power pumps, freezers, furnaces, or other critical equipment during a power

failure. And it serves as a portable welder for repairs or field installation welding work.

Specifications:

Welder Output: Current range 60-150 amps at 100% duty cycle.

Power Generator Output: Single phase 4500 watts, 115/240 volts at 100% duty cycle.

For complete information contact: The Lincoln Electric Co. (N.Z.) Ltd., P.O. Box 19272, Avondale, Auckland 7. Tel: 885-180, 885-146.

AN OPEN LETTER TO ALL SENIOR EXECUTIVES FROM THE MINISTER OF ENERGY

PETROLEUM CONSERVATION

New Zealand's stocks of petroleum products – petrol, diesel and fuel oil – are low and it is impossible to forecast any short-term alleviation of the problem. This being the case, common prudence demands that action be taken **NOW** to conserve the limited reserve we have on hand. The government's overall target for savings is 7%.

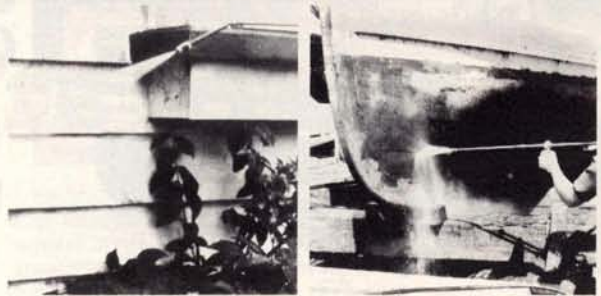
The Government has already taken steps to restrain demand for petrol by 10 percent in the motorist sector, both through mandatory controls and voluntary conservation. Whilst research shows that 66 percent of all private motorists are already acting to conserve petrol, the position is being monitored daily. Further, and firmer, mandatory measures will be implemented if these become necessary.

To avoid any disruption in the business area, arbitrary restraints which might tend to affect productivity or employment have, until now, been discounted. But I am only too well aware, as you must be, that there are opportunities in every business for voluntary petroleum economies. These economies need not cause disruption, but would make a meaningful contribution to our conservation campaign. I have requested that the passenger and freight transport sector uses its best endeavours to save 7%, and industry 5%.

Reports have reached my office from many organisations detailing positive steps taken to conserve petrol, diesel and fuel oil. **If you have not yet taken action I am asking each of you personally to take stock of your organisation's use of all petroleum products and then to issue instructions to reduce usage so far as is commercially possible, without adversely affecting the efficient operation of your enterprise.**

Yours sincerely,
W.F. Birch,
Minister of Energy

waterblasting is Winstone



Models from 1000 psi —
5000 psi (2hp to 70hp)
Hot, Cold, Electric,
Diesel, Petrol powered.
Wet sandblasting, drain
cleaning,
chemical/detergent
application.
**Diaphragm pumps fitted
to all models**



winstone water blasters

For detailed information mail coupon to:
Frank M. Winstone (Merchants) Ltd,
Box 2195, Auckland, New Zealand.
Winstone Water Blasters data required.

Name

Address

1522H



Manufactured by
Frank M. Winstone (Merchants) Ltd
TELEPHONE 33-409 AUCKLAND, NEW ZEALAND



GMHs LIMITED EDITION FASHION PACK, FITTED TO A CHEVROLET C20

Is the Industry ready
for such refinements?

GMH has released a fashion pack option for the Chevrolet c20 and K20 4 x 4 Fleetside pickups.

This is the first time a special option package has been introduced on these Chevrolet vehicles.

The fashion pack is designed not only for style but to help preserve the vehicles' appearance.

A white flash down the sides of each vehicle is bordered by bright protection mouldings. Mouldings follow the wheel arch openings and are used on the door edges.

A silver finish step bumper is added to the rear and the front bumper is chromed.

A white tonneau cover, supported by two booms and lashed down with closely spaced cleats, keeps the pickup area tidy.

The fashion pack interior includes loop pile carpet, vinyl headlining and an AM/PB radio.

C20 and K20 Fashion Pack

- White side flash
- Bright body mouldings
- Wheel opening mouldings
- Door edge guards
- Rear silver finish step bumper
- Chrome front bumper
- White tonneau cover with two booms
- Loop pile carpet
- Vinyl Headlining
- AM/PB radio



**See you
at Surfers!**

A.H.A. 1979 CONVENTION

DATE: 10-14th September, 1979

**PLACE: Chevron Paradise,
Convention Centre,
Surfers Paradise.**



They can't fatten when they're frozen



Cut losses and increase productivity this winter with a portable Master Heater from Noyes. Delivers clean, forced heated air from 23c per hour.

Sudden cold snaps can really hurt pigs, poultry and other livestock.

Unless you're prepared, with a portable Master Heater from Noyes.

These rugged, lightweight units run on ordinary kerosene or heating oil. They plug into any domestic power point for firing. They deliver from 8.79 to 88.41 kw (30,000 to 301,000 BTUs per hour) of clean forced heat and cost as little as 23c per hour to run — (smallest model).

A Master Heater produces clean, forced, heated air — within seconds of you deciding when and where it's needed. Thermostats for automatic control of the temperature you select are standard on some models, optional for others.



Send the coupon today for an obligation-free demonstration on your property. Frozen pork or chicken is great. But not when you're trying to raise it.

Don't miss the opportunity to profit from this national campaign — contact Noyes now!

NOYES BROS. PTY. LTD.,
Frederick Street, St. Leonards, N.S.W. 2065. Phone (02) 43.0466

Please send me a brochure and price list on your Master Heaters and tell me how I can get a free demonstration.

NAME _____

ADDRESS _____

POSTCODE _____



ARE

The Compair Compact 75

(extra quiet)



Australia's smallest diesel powered rotary compressor

Designed specially for the Hire Industry, Municipalities, and Road and Building Contractors for use in areas demanding ultra quiet plant operation.

- 75 cfm (35 litres/sec)
- 4 cylinder diesel engine
- 70 dBA (ISO2151)
- Highly manoeuvrable



CompAir

For further particulars contact:

COMPAIR (AUSTRALASIA) LTD., Head Office, 34 Ricketts Road, Mt. Waverley, Vic. 544 1755. **Victoria:** Sales & Service, 45 Geddes Street, Mulgrave. 561 1044. **N.S.W.:** Granville 637 8200, Broken Hill 2677. **S. Aust.:** Woodville 268 3166. **Q'land:** Salisbury North 275 2022. **W. Aust.:** E. Perth 325 2099, Kalgoorlie 21 1588. **Tas.:** Hobart 72 2100.

Also **Universal Diesel & Engine Pty. Ltd.**, Darwin. 81 6280.
Combustion and Chemical Engineering Pty. Ltd., Townsville. 79 5244.
McGinns Engineering Supplies, Mackay. 57 2261.