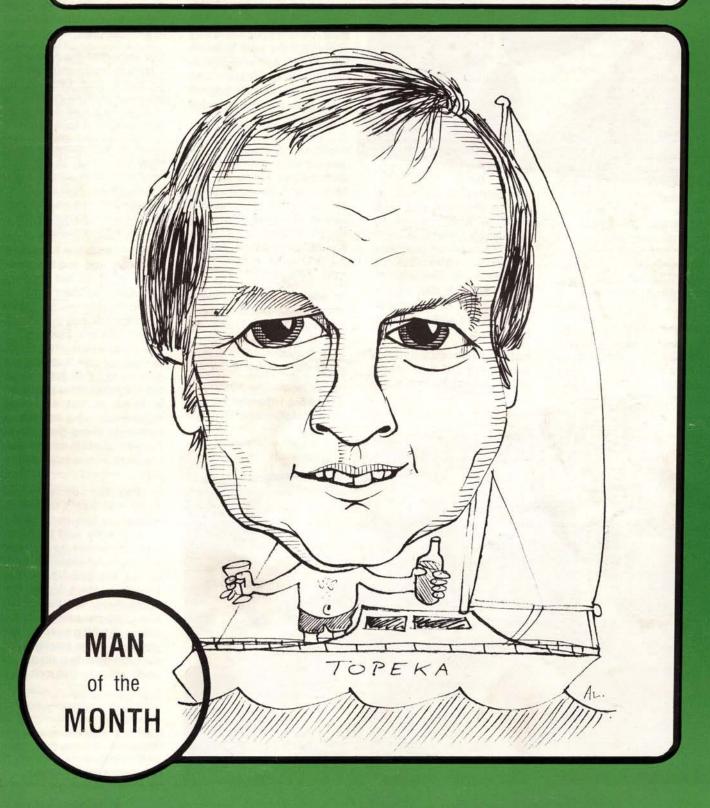


OFFICIAL JOURNAL OF THE HIRE ASSOCIATION OF AUSTRALIA AND HIRE SERVICES ASSOCIATION OF NEW ZEALAND INC.





Ken Sims

Ken started in business at the age of 22. Together with a partner, Kevin Markey, he operated a general store in North Perth selling groceries, hardware, haberdashery, confectionery, newsagency - you name it they sold it. Open seven days a week, their trading week included four hours on Sunday.

As both their christian names started with "K", they used a trade name of "Kays of North

Ken Sims

25 years with Hire Industry

MAN OF THE MONTH

Within two years, their business had expanded to the stage where they purchased their nearest opposition and revamped the new location into a major self service outlet plus delicatessan and newsagency, and the original store was converted to full hardware.

Kevin ran the self service and Ken ran the hardware. Within three years, the grocery went broke; mainly through poor margins and also the fact that "Tom, the cheap grocer", later to be known Australia-wide, opened his first store within half a mile of Kavs.

At this point, the hardware store was still very profitable and had begun hiring out odd commodities such as ladders, concrete mixers, paint spray units, power tools, etc.

It was now early 1957 and, due to the failure of the grocery component, it was decided that the partnership would terminate, and Kevin started his own little milk bar in another area.

Ken accepted the responsibilities of continuing with the hardware store and the repayment of their debts. He thought he could do that in two years - it took six.

The hire and hardware business grew, and in 1958 a new employee joined Ken. His name was Bob Hayes later to become well known as T. W. Crommelins' Eastern States representative.

By late 1959, the hardware business was showing the same signs as the grocery business - no profit - mainly due to the massive discounting in the trade by the wholesalers. The hire business at that point was profitable but very small, and it should be pointed out that Ken thinks the only other hire business in Perth at that time was Broomhalls, who had been operating since the end of the war, so his business was the second hire business in WA.

In 1960, it was decision time again and Ken decided to pursue the hire and sell the hardware. He sold his hardware business to a local hardware wholesaler then rented the Esquire Picture Theatre in Main Street, Osborne Park, for the grand sum of £8 per week with the option of taking over the adjoining theatre gardens for an additional two pounds a week within twelve months if

Left: Kays Hire Service, 12 Main St., Osborne Park. . Opening stock 1960 Top Right: Kays Hire Service, 12 Main St., Osborne Park. 1972 before moving to Roberts St. Lwr. right: Kays Hire Service, 88 Roberts St., Osborne Park 1973



necessary. This was registered in January 1960 as Kays Hire Service.

Well, times were bad — Ken's Bank Manager treated him like the plague — they had opposite ideas. Ken wanted to borrow money and the Bank Manager didn't want to lend it to him. Ken won and borrowed £2,000 to expand his very modest range.

With such a small start, he moved into party equipment. He bought £1,000 of crockery, tables, chairs, etc. and, together with the very small amount of handyman equipment they had originally, he and Bob Hayes struggled through their first month in Main Street, with the grand total hire sales of £40.

It looked like they were going down the plughole again but, with a great deal of fortitude, they struggled on and the second month doubled and so on to the stage where they established a very good name within the local area in the next two years. A good name but not much money.

By 1964, T. W. Crommelin had started in WA, selling and hiring equipment, and was obviously doing very well.

Ken was now employing about five people plus himself and business was growing, but he was not really doing as well as he would have liked in the party business, mainly due to the fact that it was impossible to get prices up as there were too many backyarders who were satisfied with a pittance to live on.

In 1964, it was serious business was poor and, at Ken's suggestion, Bob Hayes accepted a job with T. W. Crommelin and Ken carried on with about three employees, and so it was decision time again. Ken went to see his Bank Manager again who, by now, dreaded Ken's visits. Ken won again. He borrowed more money and made the decision to sell his party hire and go into home handyman and construction only. This was the best decision of his life. The business started to really prosper and, by 1969, he had one of Perth's best

known equipment hire services.

Western Australia is very isolated and, to learn, one has to travel, so in 1969 Ken went to Victoria and Sydney to expand his knowledge. He was bitterly disappointed with what he saw. Most businesses were operating out of backyard workshops and nobody really impressed him until he met Neville Kennard.

Neville persuaded Ken to come with him to America in three weeks' time to the CRA convention. Ken didn't have the money — Neville convinced him that if he borrowed \$2,000 he would recover it in quick time.

Back to the Bank Manager — who by this time was a white haired quivering wreck and completely hypnotised by Ken's persuasive powers and, needless to say, three weeks later Ken was in California.

This was a major turning point in Ken's life and he was so impressed that he programmed another trip in 1971 with the sole purpose of looking at yard layouts and building a new hire yard.

In 1971 he went again to U.S.A., together with one of Neville Kennard's Managers, Des Kane. They had a ball besides being asked to be guest speakers at the CRA, together with Des Whelan and Ray Kelsey of Wreckair plus speakers from the U.K., Germany and Honolulu.

Hosted over the four week period by Bill Grasse, Sam Greenberg, Ron Irvin, the late Bob Serr and Bob Groffe and many others, Ken came back with ideas for his new branch.

In 1972, he found an acre of land near his present location, 88 Roberts St., Osborne Park, but it did not have as good an exposure as he would have liked, however it seemed suitable, and he designed and had built the first open display yard for hire equipment in Australia. This was December 1972.In 1973, his hire sales doubled.

Back in 1972, Coates had begun their operation in W.A. with Jim Brown at the helm.

Jim and Ken were the best of friends but it was becoming obvious to Ken that the Coates "monster" was going to eat into his market.

Coates had their head office in Belmont (the other side of the river to Kays) then they opened Canning Bridge (still ten miles away), then Morley (eight miles away), then Balcatta (only three miles away). Ken could see a real effect on his business as more than one third of his sales came from this area.

It was April 1974 and during a formal visit to W.A. that Mr. Ron Johnson, the Director of Coates Hire, was invited to inspect Ken's premises by Jim Brown. He was visibly impressed and suggested that if Ken wanted to sell, Coates would be a very interested party. The time was right, the price was right and the deal was done.

Ken was to remain under contract for two years. So, in June 1974, Kays Hire Service amalgamated with Coates. It was originally intended to operate both in opposition but, within the first two months, the folly of this was apparent and the name of Kays disappeared. The old Kays premises are now operated as Coates' Osborn Park branch. Within the first month after that, it was decided that Ken could ably manage the Western Australia division of

Coates and Jim was appointed State Manager of Victoria. During the next eight years, Ken has seen the W.A. division grow from the original four metropolitan branches to twelve branches extending from Bunbury, Collie and Mandurah in the South-West, to Geraldton and Kalgoorlie in the Goldfields and Murchison area, and Karratha and Port Hedland in the North.

Ken has designed and built new yards at Ascot, Geraldton, Karratha, Collie, besides his original Kays yard and he has located all the other branches in ready-made sites suitable for their operation.

Besides this, he was responsible for the relocation and layout of their impressive head office complex in Belmont covering approximately three acres.

Ken has been married twice, with two boys 24 and 22 from his first marriage and two boys 3 and 1 month from his second marriage. His lovely wife, Fran, has been to the last five hire conventions with him and is indeed a part of the Australian hire industry herself.

Ken says he can't remember how many times he has served as President of the Hire Association, but he thinks it probably is for about six or seven years over the last ten.



"Two quality brands tradesmen swear by, not a

Kango 900

Demolition Hammer, the most powerful in its class. Use it for the toughest work, its performance is unbeatable.

Kango 637 Rotary Hammer for quick clean drilling up to 38cm holes. A super performer under all conditions.



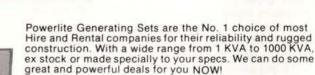
owerlite



Kango 327 Hammer Drill for concrete, brick and masonry; a world famous performer. 450 watt motor, drill only action at the flick of a switch, even while running

Powerlite

61-63 Governor Macquarie Drive, CHIPPING NORTON, 2170. Telephone: 727 0077.



Various makes of engine.
Markon Alternators.
Free Site Inspection.
From 1 to 1000 KVA.
Weatherproof and Acoustic canopies.
Designs to meet your requirements.
Custom built switchboards.
Total installation offered.
Free Technical Advice.
Stationary, Mobile or Portable.



TALKING BUSINESS

Published by Courtesy: Stihl Timber Talk

Advertising – no magic wand, but a powerful weapon.

If no one knows you're in business, then you're not in business. That, basically, is the reason for advertising and promotion. Certainly, any retailer who simply opens his doors and waits for the customers to flock in, isn't going to exist for long.

The people he expects to buy his goods must know where he is, what he has to sell and, most importantly, **why** they should buy from him.

Advertising is not a magic wand something which will mysteriously conjure up sales overnight. It is a recognised business management tool, with well-defined rules, applications and limitations. Properly planned and intelligently applied it will stimulate sales and help powerfully to consolidate your business in its local community.

FIRST QUESTION

Before you even begin to think about the details of advertising, ask yourself one question.

Why should customers do business with me rather than some other retailer?

In other words, what advantages, what benefits, can I offer the customer that can't be matched by my competition?

Dol:

- Offer better after-sales service perhaps with a guarantee?
- Have better parking facilities for customers?
- Stock better quality merchandise?
- Have a larger, more varied stockholding?
- Offer better prices, or give special discounts?
- Give more friendly, courteous service?
- Make deliveries?

Think hard about these and similar questions, then list your "plusses". These will form the basis of your advertising, and establish the most favorable **image** of your business as the customers see it.

The next task is to define your **market**. To whom do you want to advertise?

Who are the people you expect to buy your merchandise?

ADVERTISE WHERE?

Then you must decide what **media** you will use to carry your advertising local or regional newspapers, radio and television are the immediate and obvious choices, but you must also consider direct mail (dodgers, fliers, etc.), catalogues, billboards, bus and taxi signs, in-store and window displays and exterior signs.

The criterion in each case is: "What will get **my** message across most effectively to **my** market?

Naturally, you don't spend up big on every possible method of advertising.

Advertising isn't cheap, and good money can too easily be thrown after bad if you don't do some careful planning and budgeting.

Your advertising has to work and you have to set objectives for it. Obviously, these objectives have to relate to sales — not the sales you are already making, but the ones you expect to make in the year ahead. As a rough rule of thumb for retail trading, your advertising allocation should be from 1 per cent to 4 per cent of projected sales.

WHAT AND WHEN

Having established your total allocation, the next step is to plan your advertising program — what you will advertise and when, taking into account seasonal factors, events such as local shows or festivals, and holiday periods.

The advertising and promotional plans of your suppliers, too, will in-

fluence your own programme, particularly where you are invited to take part in co-operative campaigns.

Just as one swallow doesn't make a summer, so one advertisement doesn't make a campaign. No matter how small your budget, organise it so that you are exposing your business and its merchandise as frequently as possible to your market.

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THE BASICS

Some tips on advertising:

• Give your advertising a "family" look — that is, any ad for your business should be immediately recognisable as yours, whatever the product or service you are promoting. Get yourself a "logotype", an identifying symbol or nameplate, your "badge" which appears on every piece of advertising, promotional or display material.

• Keep your copy simple. Decide what you want to advertise, then state your message clearly and strongly. Don't waste energy, space and money trying to be clever.

• And at all costs, **avoid so-called** "funnies" such as signs saying "Customers wanted. No experience necessary". They do nothing for you or your business. The ultimate test of an ad is not whether your wife or your assistant thinks it clever. It's whether it makes sales for you. Get the "guts" of your message — the principal benefit to the customer — into one compelling heading before going into more detailed description.

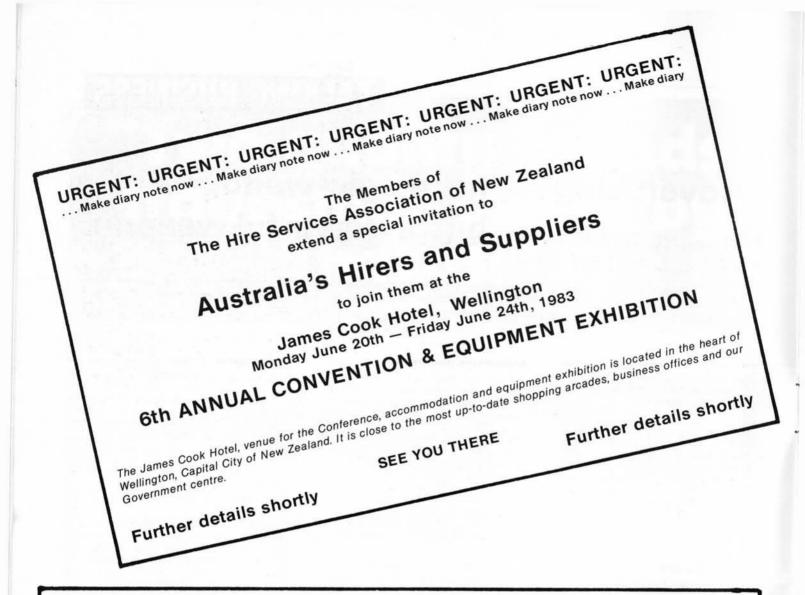
• **Don't clutter your ads** with too many illustrations. They only confuse the reader.

• Don't be frightened to **keep on running the same ad** if it's pulling in customers, and remember that six ads run consecutively are four times as effective as two ads run occasionally. If costs are a problem, cut down the size of each ad rather than reduce frequency. Don't overlook classified ads in this respect.

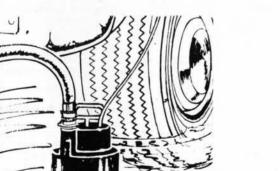
• Don't advertise at all if you've got nothing to say.

"Keeping your name before the public" is not enough. The name of the game is selling. All your advertising should be directed to selling **something**.

Pick other people's brains. Talk to successful advertisers in other types of business. And make use of the facilities and advice of your suppliers.



PORTABLE SUBMERSIBLE PUMPS



PROVEN WORLD-WIDE IN RENTAL INDUSTRY

Ideal for Pumping out:

Flooded garages & cellars Tanks & fishponds Swimming pools, especially final draining

Specification:

240V AC 50/60Hz 3.5 Amps All-metal construction epoxy-coated Continuous duty-10,000 hr. sealed motor 3/4 in. outlet, 66 litres/min. at 1m head Pumps to within 3mm of floor Extremely portable — weight 4 kg.

H. S. L. SALES

253 VICTORIA STREET ABBOTSFORD VIC AUSTRALIA 3067

Telephone: (03) 419 1911



(WHILE STOCKS LAST)

PLANNING IS WELL ADVANCED FOR WELLINGTON CONVENTION



Colin Taylor Convention Co-ordinator

Are you planning to exhibit?

Manufacturers and Suppliers to the Rental industry will receive excellent product exposure with ample opportunity for promotion and sales at this years convention.

Australian and New Zealand suppliers are encouraged to participate in Wellington.

New opportunities exist this year as a result of NAFTA agreements now existing between the two countries, and some Government assis-



tance may also be available to Australian exhibitors, by way of export incentives.

James Cook Hotel

Will you consider exhibiting?

For further details contact:

Colin Taylor, Convention Co-ordinator, P.O. Box 9353, Wellington.

Tel: Wellington 85 8631.

6th Annual HIRE CONVENTION & EQUIPMENT EXHIBITION Wellington, New Zealand. June 20th — June 24th, 1983



Hire Services Association of New Zealand.

Convention Programme

Monday June 20

1.00 – 5.00 pm Registrations Venue: Foyer James Cook Hotel

5.00 pm - 6.00 pm

Presidents Welcome and Cocktails for Overseas Guests. Venue: Presidents Suite.

- 6.00 pm 7.00 pm Cocktail Hour Venue: Harbour Lounge
- 7.30 pm A Free evening tonight. Dinner at delegate cost.

Tuesday June 21

- 9.00 am 9.15 am Official Opening. Speaker: Peter Lawrence, President H.S.A.N.Z.
- 9.15 am 10.15 am Keynote Speaker
- 10.15 am 10.30 am Recess - Coffee break.
- 10.30 am 11.30 am Guest Speaker

12.00 pm - 1.00 pm LUNCHEON

- 1.30 pm 2.30 pm Display and talk on Silverware. Speaker: Peter Lawrence
- 3.00 pm 10.30 pm Tour: Southward Vintage Car Museum, Dinner and Theatre. Coaches leave from Hotel Foyer.

Wednesday June 22

- 8.00 am 10.00 am Breakfast Forum
- 10.15 am 11.30 Annual General Meeting HSANZ
- 12.00 pm 5.00 pm Luncheon and Equipment Show.
- 6.00 pm 7.00 pm Happy Hour Venue: Harbour Lounge
- 7.15 pm Board coach for unknown destination. Casual and Enjoyable Evening.

Thursday June 23

- 9.00 am Breakfast Session Reports
- 10.00 am 11.30 am

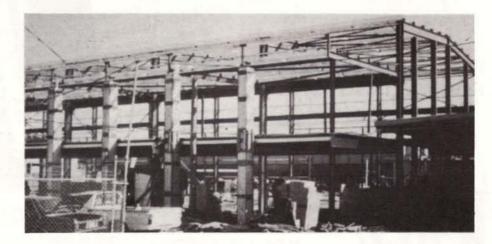
"What's New" for our trade? Speakers: Associate trade suppliers.

- 12.00 pm 5.00 pm Luncheon and Equipment Show.
- 7.30 pm Banquet Venue: James Cooke Hotel.



Circle 67 Reader Service Card

Coates New Service Centre



Coates Hire Service is building an impressive new Service Centre at its Miranda headquarters in New South Wales.

The complex incorporates a revamped office block, a spare parts centre about twice as big as the old facility, and a huge workshop. The new centre will provide more efficiency — shorter downtime, hence lower cost and lower hiring charges, more thorough servicing and as a result fewer breakdowns on the job.

Although the company attempts to standardise as much as possible on equipment, having the right spare parts on hand and knowing exactly where they are can be a problem. Coate's stock of regularly used parts plus items such as exchange engines, transmissions, starter motors and so on is said to be valued at well into the six figure mark. Even with the help of a computer it is difficult to keep track of every item. In the new store this has been solved as in the 26m by 22m area there is room to store every item in a designated place.

When completed this year the workshop is sure to delight time and motion experts. led by operations manager, Ken Burt, executives visited and studied the layout of workshops throughout Australia and overseas. Eventually a draft plan was prepared which formed the basis of the final working drawings by Crows Nest architect Mark Corbet. The building contract has been awarded to Trident Contractors, also of Crows Nest.

The brick and steel clad structure is 72m long and 25m wide and by far the largest proportion of this is taken up by the general workshop, which is big enough to handle up to 20 major items of plant at the same time. A large 150-tonne gantry crane runs the full length of the building. Along one of the 72m walls are the specialists' shops. Each of these is airconditioned, not only to improve the working environment but also because it is felt that a constant temperature will result in a higher standard of repair, particularly in critical areas such as the rewinding of electric motors.

Beside the workshop office is a "nuts and bolts store" where, as the name implies, an almost complete range of basic parts will be kept.

Apart from these there are fully equipped workbays for electrical, hydraulic and transmission repairs as well as an engine overhaul shop, a boiler-making section, a special room for cleaning air and oil filters, and two large spray painting booths.

The spray painting section is large, but a Coates' executive explained that all equipment is kept in tip top condition all the time and this includes appearance. Hence the equipment is resprayed regularly in the familiar Coates orange.

A new item of equipment (one of the very few not for hire and one that with a little bit of imagination can be described as cute) is a source of some pride among the Coates staff. It is an electrically powered lubricating cart. Based on a personnel carrier used in underground mines, it has been fitted out to dispense four types of oil and has a large tank to store waste. This is dumped every afternoon.

The complex is large enough for up to 50 employees and while staffing is not at this level presently, the company is ready for the time when things return back to normal and Coates will be in an ideal position to pursue its expansion program.

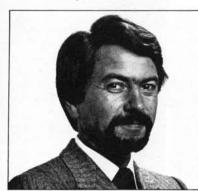


So technically advanced

t renders the alternatives

Get the facts now

20% reduction in diesel fuel costs. 40% elimination of all engine maintenance problems. Extreme Environments – from blistering desert heat to sub-freezing Antarctic conditions, the Air Diesel Compressors start easily and operate efficiently despite the environment.







The great pair in air can do it right for you For: Hire Operations ● Contractors ● Mining Operations ● Semi-Government ● Defence Departments.

Circle 119 on Reader Service Card

Postcode	
Phone:	
Home	Bus
Signature	
Need more	nformation please ring me
Please send	literature
1.1	
	Max and

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RAND

obsolete

INGERSO

Send to: Rick Farrar Air Diesel Portables

Name

City

Address

CONSTRUCTION EQUIPMENT

42 Moray Street, South Melbourne, 3205

State



Rick Farrar Portable Compressor Manager Ingersoll-Rand (Australia) Limited (03) 699 6544

























































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Homelite-Textron

Prize: DM20-12" Demolition Saw. Won by: Geoff Clark, Portable Sanitation Co. New Zealand.

Prize: 'Saruragawa' 2" Submersible Pump. Won by: John Mason,

Cleveland Flextool (Q'ld.) Pty. Ltd.

Prize: UV4 Electric Concrete Vibrator Won by: Graeme Baumann, Handyman Hire,

Lato Industries Pty. Ltd. Prize: 'Mohawk' 1000 psi Water Cleaner Won by: Malcolm Sproat, **BE Hire Vic**

compliments 'Brook-Crompton-Parkinson')

Compair (Australia) Ltd. Prize: Pneumatic Jack Hammer Won by: Graeme Baumann, Handyman Hire, Gold Coast.

Convention Prizewinners

The Convention Committee greatfully acknowledges the generous gifts donated by exhibitors and friends of the Association, for use as prizes at the Convention.

Exhibitor's Special Prize (Tickets issued to visitors to display stand.)

Homelite-Textron Prize: 20" Chain Saw Prize: 20" Chain Saw Won by: John Hinde, L. & L. Hire, Wollongong

Kabpro Sales Pty. Ltd. Betta Hire,

Gold Coast.

(Pump compliments 'Speck', Motor

Bay Textiles Ltd. Prize: Nylex Tarpaulins 1 only 20 x 15 Won by: Malcolm Sproat, B.E. Hire, Vic. 1 only 20 x 15 2 only 10 x 15 Won by: Geoff Clark. Portable Sanitation Co. New Zealand.

Dembicon Australia Prize: 14" Diamond Blade Won by: Ken Nixon, F. K. Plant Hire, N.S.W.

Ingersoll-Rand (Aust.) Pty. Ltd. Prize: 1/2" Air operated Impact Tool

Won by: Dave Eastwick, Gympie Hire.

Archmould Prize: Adjustable Arch Former Won by: Stephen Robertson, Hire Services, N.Z.

Ronald T. Williams & Co. Prize: Airless Spray Unit Won by: Malcolm Sproat, B. E. Hire, Vic.

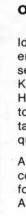
Neville Crocker & Associates

Pty. Ltd. Prize: Flotec Sump Pump Won by: John Stevens, Richard Stevens Hire, SA

H.A.A. President's Award 1982.

Presented to Ray Kelsey Wreckair Pty. Ltd., in recognition of his service to the industry. Photo: L-R: Ray Kelsey receives his award from Ron Williams, President HAA







Registered Delegate Prize:

H.A.A.

Prize: National Video Cassette Recorder. Won by: Neville Oswald, Twin City Hire, Gold Coast.

Equipment Buyers' Prizes:

H.A.A.

Prize: 7 Night Holiday for 2 to Hayman Is. by air from Brisbane flying Ansett. Won by: Lorraine Thorburn, All-Ways Hire, Coffs Harbour

Door Prizes:

H.A.A.

Prize: 5" TV and Radio Portable Unit Won by: Pat Hand,

Ingersoll-Rand, Brisbane.

H.A.A.

Prize: Quartz Travel Alarm Clock Won by: Loretta Kroeger Don McCurdy Garry Silburn Cath Trov



Loretta Kroeger receives her prize - a travel clock, from Arthur Staines.



ANIS COATESHIREUS on the march at Surfers

Identified to the industry by eminent financier and research biologist (alias John Kroeger) the ANIS COATES-HIREUS Caterpillar was seen to stalk its prey through the tables at the Convention banquet.

ANIS COATESHIREUS, a complex species, recently found to be active within the Australian Rental Industry.

With a glutenous appetite; it feeds relentlessly on Hire businesses large and small, recently even devouring the huge Mayday Hire operation in Western Australia.Reports say it continues to march in search of others to satisfy its healthy appetite.

The Surfers Paradise Convention and Equipment Exhibition was a great event. Exhibition was a great event. Equipment large and small was exhibited at the exhibition. The soray equipment. There was something for everyone. Convention Chairman Ron Wvatt even found a little time to man his own sbray equipment. There was something for everyone. Convention Chairman Ron Wyatt even found a little time to man his own Flextool Stand. Delegates arrived by the t Flextool Stand. Delegates arrived by the bus load at The Wright Hire, at the start of the operation, it was back on the bus for a visit to Twin City Hire. It was have we paused for a welcome coffee break before moving on to Wreckair Hire. Wreckair spell it out in a big way to the customers. The entire end wall of their premises is used to prominantly display their conditions of wall of usertimes a Ulice a Color and conditions of hire. their premises is used to prominantly display their conditions of hier Handyman. Hire & Sales was next and a welcome from Graham organised the Convention Yard Tour and was able to provide a working display of equipment for exhibitors at his yata to His own VITO air driven comnactor created a lot of interest as did the provide a working display of equipment for exhibitors at his vari-His own VITO air driven compactor created a lot of interest as did vari-Fuji Power Barrow demonstrated by Metro Tractor Sales. Later at the Hotel our camera man found ARA President George and the Chevron, which is served in their beautiful tropical gardens To Ron W vatt Arthur Staines and to all who particinated in the planning the Chevron, which is served in their beautiful fropical gardens. To Ron Wyatt, Arthur Staines and to all who participated in the planning and running of the Convention, congratulations on a great event.

203

BUILDING AND CONTRACTING EQUIPMENT

SERVING INDUSTRY FOR 30 YEARS

SURFERS CONVENTION

KANCO MELY

POWER TOOL SERVICES

verlite

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RULES OF CASH

TERMS CASH POSITIVE ID. REQUIRED

No.

Hire

NO MOARY 10 6000S

nditions

IME OUT NOT TIME USED

MARTIN DAY STRATE OF A DAY

JEL IS CHARGED PER LITRE USED

KANCO



WE REGRET TO ANNOUNCE ...

... the passing of David L. Smith.

Dave Smith, Adina Hiring Service of Ormond, was a past Chairman of our Party Division, and an active member of the Association.

We extend our sympathy to Audrey and family.



NEW APPOINTMENT BY STIHL

Stihl Chain Saw (Aust.) Pty. Ltd. has appointed Barry Bowler, Victorian branch Manager.

Barry has had wide experience in Sales and Marketing, and holds a Diploma in Marketing from the Australian Marketing Institute.

Barry Bowler

MODRA ECONOMY LIGHTING TOWERS

The many applications for which Modra Lighting Towers have been used, has meant in the past that it has been necessary to adapt a standard unit in order to cater for the exact requirements of the customer.

To overcome this difficulty, which can lead to delays, Modra engineers have developed a system of Mobile Lighting Towers with features and options, to allow each user to have his own custom built unit to meet his particular application.

The basic trailer in itself has numerous options, including mudguards, brakes and road lights, to a lockable canopy enclosure on the more sophisticated units. The masts, which have several methods of elevation, extend in heights from 6 metres, on the smaller



units, to an incredible 18 metres, on the bigger machines.

Generating Sets are available in several sizes and configurations to 25kVA and even the fuel tanks can be designed to cater for up to 24 hour operation. Various switchboards with options can be supplied, including provision for single and 3 phase power outlets, so that electrical equipment can be used while the lights are operating.

Various types and arrangements of lights are supplied, to suit individual requirements.

Applications for Modra Lighting Towers include open cut mining, earthmoving, construction, maintenance and where it is necessary to work efficiently in hours of darkness.

Circle 140 on Reader Service Card.

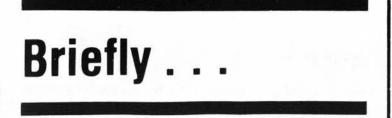
HISTORIAN TO ADDRESS SYDNEY HIREXPO DELEGATES

At the opening of the Sydney Hirexpo, well-knownAustralian author, raqdio personality and historian Philip Geeves will recount the early days of the place where the Hirexpo is being held.

Mr.Geeves, with his inimitable style and flair will bring alive the times of the founding of the town of Sydney and the Penal Colony of New South Wales, where, in 1788Captain Arthur Phillip and his fleet of 11 ships with soldiers and convicts landed at Sydney Cove.

The Sydney Hirexpo, being held August 8th - 11th, 1983 is being organised by the Hire Association of N.S.W. P.O.Box 129 Beecroft. N.S.W. 2119 Australia. Sydney Cove today, setting for the 1983 Sydney Hirexpo.





A.N.I. BUYS SKIPPER MAYDAY MACHINERY.

Skipper Mayday Machinery Limited has sold its business to The A.N.I. Corporation Limited who will continue to operate under the name of Skipper Mayday Machinery — a division of The A.N.I. Corporation Limited. (Incorporated in N.S.W.)

Budget Rent-a-Car has been affected by the drop in the number of people flying on Australia's domestic airlines.

Car hire from Australia's airports represents about 50 per cent of Budget's business.

"People have changed their holiday habits, probably because of concern about jobs, and they are taking their holidays closer to home or at home," Mr. Ansett said.

Two well known Swedes are getting together — Atlas Copco, the compressed air equipment people and Volvo, the car and truck maker.

Volvo is taking a 25 per cent interest in Atlas but it is only a financial agreement Atlas Copco chairman, Peter Wallenburg, says no organisational changes are involved.

The two have no conflicting product areas but they will look at the potential for cooperation, especially on a global basis.

Do you manufacture your own equipment?

All persons, firms or companies engaged in **manufacture** or sale of goods by wholesale must register for Sales tax purposes.

A time-limit exists in which a person must become registered. A person who is required to register must do so within 28 days of becoming a manufacturer or wholesaler.

There is a penalty for failing to register. The penalty is \$200 for each day during which the person or company fails to do so.

A person who registered for Sales Tax is then issued with a certificate stating his/her Sales tax number.

This certificate remains in force until it is cancelled or until the person dies or becomes a bankrupt.

When registration not required

A person who is engaged in transactions which are exempt from Sales tax are not normally required to register.

An exemption is also provided for goods manufactured by "small manufacturers" where the annual value of sales does not exceed\$12,000 or that the amount of tax payable will not exceed\$250 per annum.

Sign in a Rental Store: "If you don't think the dead rise again, you should see this place at knock-off time." WALSH'S HOTEL-MOTEL EQUIPMENT

HIRE INDUSTRY CROCKERY



STACKABLE CUP 68¢ ea.*

> SAUCER 45¢ ea.*

SOUP BOWL 19 cm \$1.05 ea.* • Plus Sales Tax

ALSO AVAILABLE: Local and imported crockery (gold line), glassware, cutlery, disposables, tableware, bain maries, pie warmers, urns, etc.

Country and Interstate enquiries reverse charges 12.00 to 1.00 pm weekdays — Mrs. K. Whelan. These and other specials month of issue only.

WALSH'S HOTEL-MOTEL EQUIPMENT PTY. LTD. 73 GERTRUDE STREET, FITZROY. Tel: (03) 419 6799

Circle 74 Reader Service Card



Circle 112 on Reader Service Card.



Portable concrete breaker

Concrete breaking takes on a totally new degree of speed, simplicity and economy with the introduction of a versatile award-winning British machine by Cory-Wright & Salmon Ltd. Named Pacebraker, the machine incorporates a unique patented system of high pressure, low flow hydraulics to provide the power. Instead of the massive costly compressor needed for pneumatic breakers, the new unit has only a small engine and pump (see illustration) - light enough to be taken up in a passenger lift. The breaking tool makes no exhaust noise and the power unit can be left running in the back of a van. Moreover, it is rated for continuous duty and even runs under water.

The special hydraulics are claimed to give the machine up to 2½ times the working speed of alternative hydraulic breakers. Plug-in accessories include a submersible pump, hammer drill, chain saw, abrasive saw, pole saw and a tree pruner.

The Pacebraker is now available with fuel options and a wide range of accessories ex-stock.

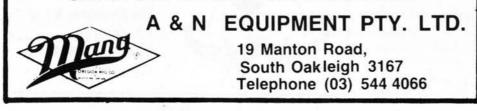
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MANG JR2000 ROTARY HOE

Every hire yard should have one!

Mang is designed to provide high profit, because Mang requires low maintenance.

Built for professional use, Mang will withstand amateur abuse. ORDER NOW TO AVOID DISAPPOINTMENT.



VITO COMPACTORS

The new DAMVIT air compactors offer the rental industry, as well as the contractor, a series of distinct advantages: a more versatile compaction equipment selection, extremely low maintenance costs, years of reliable service, single person portability, only one moving part and low noise levels. In addition, the operator is not subjected to continuous shock forces or exhaust fumes as experienced on other engine driven compactors.

For further information: Handyman Hire & Sales, Ozone Pde., Miami, 4220.

Or circle 15 on Reader Service Card.



Circle 116 on Reader Service Card.

The contractors' choice



Circle 112 on Reader Service Card.



Witch Engineering expands its range of Australian produced trenchers

Following the successful establishment of its 8HP – 16HP range of walk beside machines, Witch Engineering has moved into the field of RIDE-ON trenchers.

The first development is aimed at the extensive market for quickly removed tractor attachments.

Tractor mounted trenchers have traditionally required expensive "slow down" kits in order to travel at the feet per minute speeds for ditching.

Kubota, in producing the all hydrostatic Model 7100HST 2 & 4 wheel drive 16HP diesel tractor, has eliminated the problem and provided for Witch an ideal basic carrier for the trencher. Infinitely variable travel speeds allow operators to match the "crowd" to the digging chain function – regardless of the type of ground. A bonus for Witch is the two speed power take off. Two digging chain speed ratios are built into the trencher – as well as variations available through throttle settings. What all this means — is a smart quick detach trencher capable of digging 100mm to 300mm wide — to 1200mm deep. 15 minutes to remove the attachment and direct the tractor to its multitude of other uses — mowing, hoeing, boring etc.

A neat hydraulic backfill blade is part of the kit and balances the total unit.

Witch has devised an auxiliary hydraulic power kit available as an option. This kit mounted on the front crank shaft, gives enough oil supply to run hydraulic accessories such as pruners, chain saws, tampers, water pumps and under-road borers.

All in all, a tidy machine, economical and competitively priced to fill a definite slot in the trencher market. Kubota is marketed through an Australia wide dealer network and the complete combination is available also directly from the manufacturer.

WITCH ENGINEERING, 15 CAMBRIA ROAD, NOBLE PARK. VICTORIA.

Witch is the trencher selected by Kubota..



Kubota have a reputation to protect — so their trenching attachment had to be good. It <u>is</u> good. It's Wenco, by Witch Engineering.



You have the same assurance with every Witch trencher – pedestrian or ride-on, 2HP to 50HP. We, too, have a reputation to protect.

N.S.W: Cnr. Woodpark and Percival Streets, Smithfield, 2164. Tel. (02) 604 9333 VIC: 15 Cambria Road, Noble Park, 3174 Tel. (03) 798 7977

OR CONTACT YOUR LOCAL KUBOTA DEALER

WKH31

For tax purposes . . . What's a Repair?

The deductibility of expenses incurred on the repair of income-producing assets is subject to conditions laid down in the income tax law, in Section 53, which reads:

S.53(1): Expenditure incurred by the taxpayer in the year of income for repairs (not being expenditure of a capital nature) to any premises, or part of premises plant, machinery, implements, utensils, rolling stock or articles held, occupied or used by him for the purposes of producing assessable income — or in carrying on a business for that purpose — shall be an allowable deduction.

S.53(2): Expenditure incurred upon repairs to any premises, or part of premises not so held, occupied or used, shall not be an allowable deduction.

Put simply, Section 53 allows a deduction for the cost of repairs to physical assets used by the taxpayer for the purpose of producing assessable income provided that the repair is not of a capital nature.

What is wear and tear?

A repair is the making good of the deterioration in an income-producing asset that occurs due to one or more of several factors. Among them —

1: Ordinary wear and tear,

2: The operation of natural causes which result in rotting, crumbling, rusting, surface break-down, etc.,

3: Exceptional damage such as may be caused by storms, accident, careless tenants or hirers. The engine of a car:

A car motor standing alone performs no complete or separate function. The engine's true function is found or recognised only when it is placed in the shell of the vehicle or boat, and when it is connected to all the other parts of the vehicle.

The engine is an integral part of the functional entity we know as a car, truck or boat It's immaterial that the same type of engine might sometimes be used to drive a generator to produce electricity.

So, to replace an engine of a truck, or to replace some other minor or major part of a truck can easily be classified as a repair — and it would be allowable for tax purposes provided all of the other conditions in Section 53 are satisfied.

A different kind of engine:

Be careful: To replace an engine with one of the same type and of the same general capacity creates no problem with repair claims. However, when a different type of motive power is used, then things change.

In the 1979 Budget, the Treasurer introduced a special provision that gave an outright deduction for the cost incurred in changing from oil/petrol and LPG gasdriven items to some other energy source. That highlights that such a changeover isn't within the normal concepts of repairs.

In 3 TBRD, Case C73, decided in 1953, a taxpayer lost a claim for the total cost of replacing a petrol engine in a truck with a diesel engine. The fact that future running costs (and tax claims for them) would be diminished was not of any help to him.



Portable diamond saws for the professionals

These great new brick and tile saws from Boart Australia have been designed to handle production cutting with precision for professional needs. They are as strong as it is possible to build with many superior design advantages.

When you purchase a Boart brick or tile saw, you are assured of dependable performance, operating efficiency and economy plus the back up of Australia wide sales and service that's second to none.

- Quality construction
 - Precision cutting
- Base of operation
- Instant portability

Available from: Boart Australia, 36-40 Northern Road, Heidelberg West, 3081 Circle **6** on Service Card.

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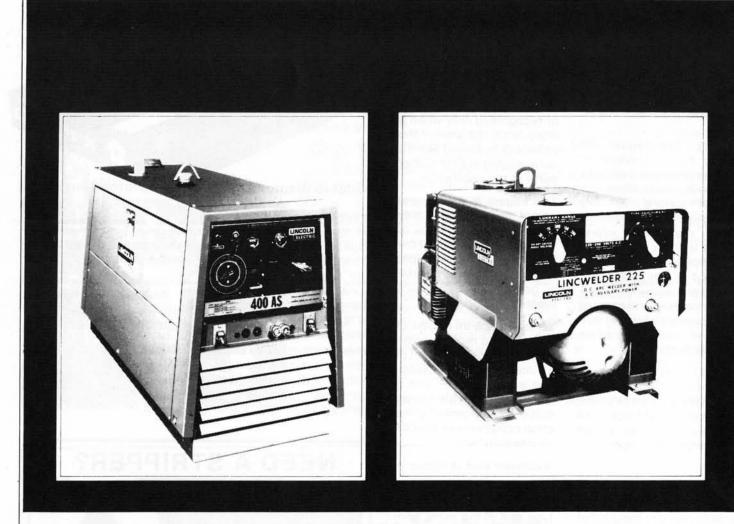


The **LEICESTER** '**ELECTRON**' Hot Air Tool delivers a stream of hot air up to 650° C. for the stripping of oil and water based paints, drying of fillers, etc., and many other uses in the painting and decorating trade.

Ask for brochure H280

Australian Agents: PLASTRAL TRADING Co. Pty. Ltd., Inc. in N.S.W. 11B Lachland Street, Waterloo 2017. Tel: (02) 698 4866.

PLASTRAL TRADING (VIC.) Pty. Ltd., Inc. in Vic. 163 St. Georges Road, Northcote 3070. Tel: (03) 481 1166.



New Model — 400AS Heavy Duty Diesel Welder

The new, improved model of the famous Shield-Arc 400AS on-site welder. Provides 400 amps DC plus 6kW of 240V AC auxiliary power. Faster and easier starting, and the fact that the auxiliary power can be used whilst welding, are only some of the upgraded specifications on this tough, reliable unit.

Portable Welders/ 240V Power Sources – Five Models

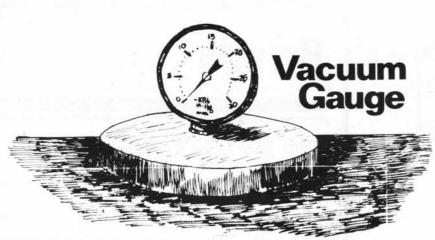
A range of compact, easily handled engine driven welders with 240V auxiliary power facility. For repair work and light construction welding see the Weldanpower and Lincwelder range. Optional undercarriages available.

Lincoln welders, power sources, guns and electrodes.



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ROUTINE MAINTENANCE

It is always a good idea to have a suction gauge to check the condition of pumps when returned from hire. The test does not take very long and all that is required is a suction gauge preferably reading in feet or inches of mercury and fitted with a rubber disc large enough to fit over the suction spigot of all pumps in your fleet. Preferably you fill the pump body with water, particularly in the case of selfpriming centrifugals, run the pump and place the gauge over the suction spigot. The gauge reading register at or near the self-priming suction lift given for a particular pump. Generally this will be between 24 and 28 ft. Switch off engine. Watch the gauge reading. It should remain steady or drop very slowly. If the gauge reading drops off sharply check for air leeks. Always check hoses for splits.

Check any sealing rings which may be fitted to hose connections.

If these procedures are followed most problems will disappear.



STOLEN EQUIPMENT

AIR COMPRESSOR Atlas Copco XAS 160 DEUTZ POWERED

Serial Number 690686 Engine Number 5634353

Any information to: Hawthorn C.I.B. (03) 818 2235 or

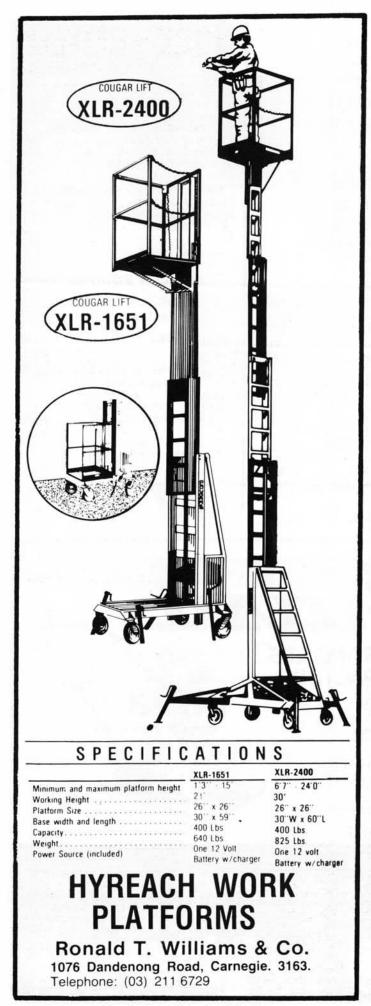
> Brian Elms, Builders Aids Pty. Ltd. (03) 850 2316



Hire & Rental Australasia

Circle 73 Reader Service Card

AN 303 HAH



Briefly . .

STIHL DEALERS FLY TO GERMANY

Forty-seven Stihl dealers took off on an 11-day visit to Switzerland and Germany on October 2 as a result of the 1982 Stihl dealer sales competition.

The tour, which included inspections of the Stihl chain manufacturing plant at Wil, in Switzerland and the company headquarters at Waiblingen, West Germany, also gave the guests entertainment at top restaurants and hotels, a boat trip on the Rhine and visits to the Autumn Bierfest in Stutt-

AERIAL CONTROL CABLES

The Standards Association of Australia has published a standard dealing with aerial control cables.

AS 2373.2 has been prepared at the request of the Electricity Supply Association of Australia, and will provide benefits to manufacturers and users from the rationalization of types of cables.

The 'bones' of our Association

It has been said that the membership of the Hire Association is made up of four bones.

- "WISH" bones, who spend all their time wishing someone else would do the work;
- "JAW" bones, who do all the talking but very little else;
- "KNUCKLE" bones, who knock everything that anybody else tries to do and;
- "BACK" bones, who get under the load and do the work.

WHICH ARE YOU?

gart and casinos as Constance and Baden-Baden.

Members of the tour party included Rental Industry personalities Reg Moody (Lilydale Hiring and Handyman Tools), John Tainsh (Deniliquin Hire & Sales Service), and Richard Stevens

Now it's Do-It-Yourself Sickies

From London comes the news that people staying away from work will be able to write their own sick notes for the first seven days of illness instead of getting a doctor's certificate.

After the seven days, a doctor's statement will be needed.

If anyone makes more than four self-certified claims in a year the Department of Health and Social Security will investigate.

RULES DEFERRED

The NSW Government has deferred regulations to control the supply of car stands, jacks and ramps.

Consumer Affairs Commissioner, Mr J. F. M. Wilson says the NSW Consumer Protection (Safer Goods) Regulations were due to come into effect on 1 January

Because definitions used might be open to misinterpretation, they might be altered, if necessary, to remove any ambiguity.

It is not anticipated the Regulations will now come into effect before 1 June next.



Circle 71 Reader Service Card

HANDYMAN CHAINSAW RANGE

So great is the demand from home handymen, hobby farmers and other occasional users that chain saw manufacturers are now turning out ultra-lightweight models specially designed for what they see as a big and rapidly-growing market.

Stihl, for instance, now has a range of three light saws of differing powerweight ratios for jobs from simple firewood sawing to felling and timber cutting under "semi-professional" conditions.

Baby of the Stihl range is the new 009 model which takes a 12in. or 14in. bar, weighs only 4.3kg (9.5lbs) and claims the welcome distinction, for suburban neighborhoods, of being the quietest chain saw on the market.

Next up the scale is the 010 AEVQ, weighing 4.5kg, but with special anti-vibration handles — less tiring on long sawing jobs.

More powerful but weighing the same as the 010 is the 011 AVq, which can tackle some of the heavier jobs, particularly on the farm, including light tree-felling.

The 010 and 011 which can take a 12in, 14in or 16in bar, feature the Stihl "Quickstop" brake, which stops the chain immediately in the event of a "kick-back".

Circle 131 on Service Card.

The ultra-lightweight Stihl Model 009 Chainsaw which can take a 12 inch or 14 inch bar, weights only 4.3 kg (9.5 lbs) and is claimed to be the quietest chain saw on the market.





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Advertising copy, bromides, transparencies or color separations should reach us no later than the 10th of the month preceding the month of publication.

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Hitachi power tools: with quality that shows, inside and out. Built with the best materials, precision engineered for top performance plus reliability you can trust.

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Amongst our extensive range is a wide selection of robust yet lightweight hammer drills, built to do the toughest jobs well.

the impact drill the disc grinder the sander the circular saw the planer the chain saw the router

Two speed impact drill. Depth stop Lightweight Capacity 19 mm (3/4") concrete, 13 mm (1/2") steel. Power input: 570 W. Speed: 1500/920 r.p.m. Full load impact rate (max): 17600/min. Weight 3.5 kg (7.7 lbs)

VRT-22A Two speed hammer drill Capacity: 22mm (%") concrete Power input: 460 W. Speed

540/430 r.p.m. Now with Impact Stop. Weight: 4.8 kg (10.6 lbs)

VTP-19

PDU-230

Discgrinder, 230 mm (9") discs, 22 mm (%") centre Power input: 2300 Watt No-load speed: 6500 r.p.m. Weight: 6.2 kg (13.6 lbs)

CS-280A Chain Saw. Capacity: Bar Size 280 mm (11") Power input: 1140 W. Full-load speed: Chain speed 350 m/min. (1148 ft/min) Overall length: 571 mm (221/2") Weight: 4.0 kg (8.8 lbs)

DUT-13 Two-speed high performance drill Sizes to: 13mm (1/2"). Power input: 750 W. No-load speed:

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