

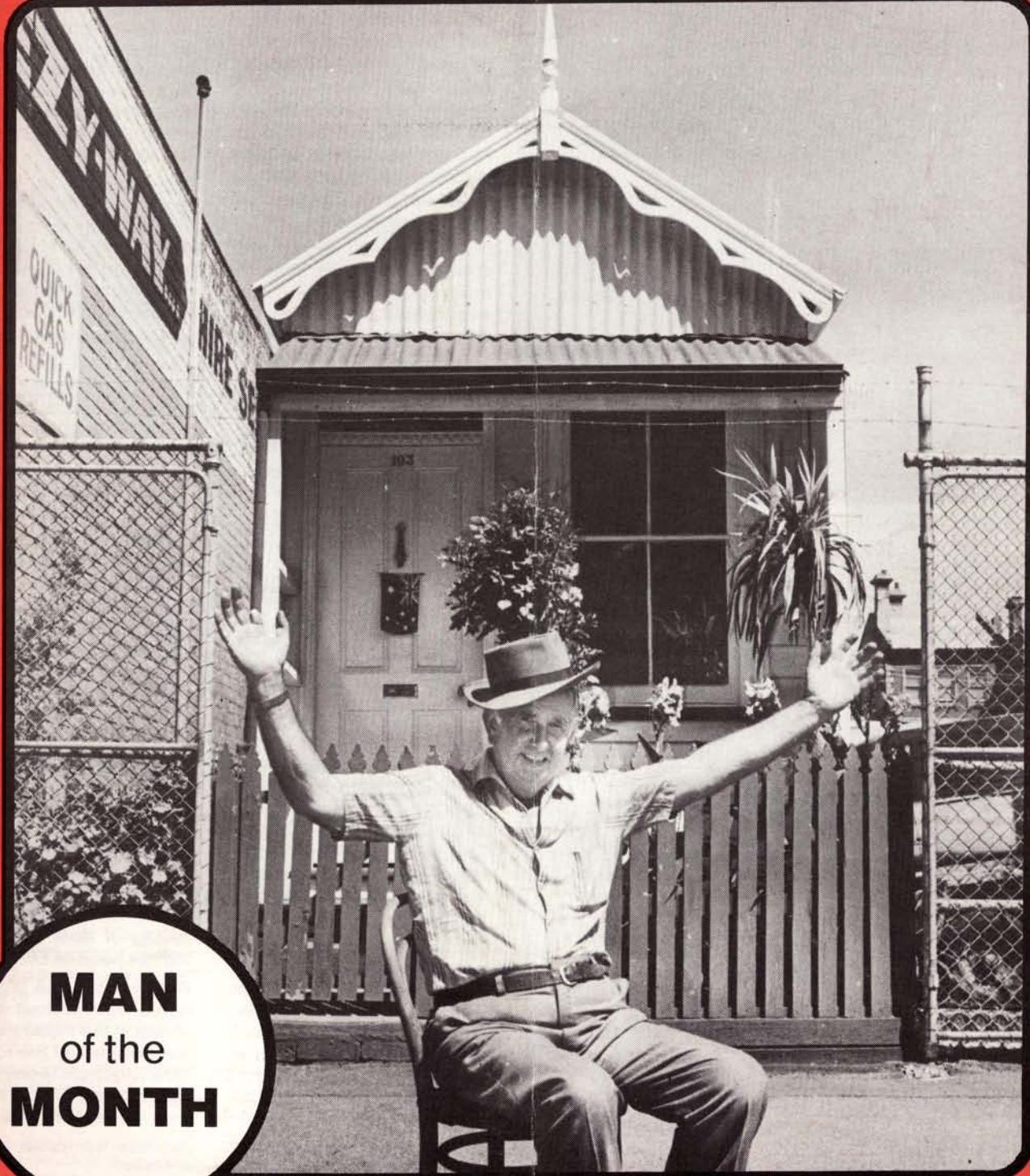
# HIRE & RENTAL

Volume 4 Number 7 1983

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## AUSTRALASIA

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



**MAN**  
of the  
**MONTH**



## EZY-WAY HIRE SERVICE Collingwood — Victoria

### Bob Neylon Man of the Month

In 1964 Norm Cuttris operated a hire store in Wellington Street Collingwood before his business was transferred, in a weekend move, to new premises in Victoria Street Abbotsford.

The Wellington Street premises were left vacant and unattended on the Monday morning following the move and a steady flow of people called to try to hire equipment.

Local tradesman Bob Neylon noted the callers at the locked gates and made his move. He successfully negotiated the lease of the premises and immediately opened the doors to greet his new clientel.

Ezy-way Hiring Service had arrived, stocked only with a few personal tools Bob was able to find at his own home.

To meet the challenge Bob followed the Wanted to Sell advertisements in The Age and other local newspapers. He made many late night and early morning calls to buy equipment he needed to service the hire orders placed by the customers the previous day. The stock levels grew and so did Bobs clientel. Today Ezy-way Hiring Service is a thriving business, servicing the local building renovation market.

Located in Collingwood, Ezy-way is close to the factories, breweries and businesses which have become his regular customers. The current trend for people to move in and live closer to the city has brought many new families into the neighbouring suburbs of Fitz-

roy and Carlton and with them has come a boom in home renovation and repair with the inevitable spin-off to Ezy-way Hire.

Bob grew up at "Paradise Ridge" the family farm just south of Hay in New South Wales. A youth in the 1930's he turned his hand to any work that was available in the district.

As a drover—"we could cover 76 miles from Hay to the rail head at Deniliquin in 14 days with sheep—6 miles a day is good going, cattle could walk up to 12 miles a day", Bob remembers. Later as manager of a local property Bob was able to follow the farming life he enjoyed so much.

For several years Bob worked for local teamster and contractor Jack Connors. With horse teams they worked to sink dams, some with capacities up to 12000 cubic yards, and to construct miles of roads throughout the Riverina district. "One man, a blue heeler dog and a horse team could achieve a lot in a day."

Bob drove horse teams to and from the wharf at Hay, for the Murrumbidgee in the 1930's and the Murray river system still provided the best means of wool transport to the rail head at Echuca.

But by 1938 the era of the horse was finished with the arrival of the motor truck "we were tooted off the road, too slow to complete any longer" Bob relates, so he decided on a move to Melbourne.

Top left: Two views of EZY-WAY Hire Service in Collingwood showing "Australia's Smallest House in the yard."

Centre left: "We worked teams of 15 horses in the field but were

restricted to 12 in the Hay township".

Lower left: Barges, capable of carrying 1700 bales of wool, travelled the Murrumbidgee River through Hay in the years before the motor truck arrived.

## The Bob Neylon Lamp Collection

By contrast to his stock of tools and equipment Bob has stocked his shelves with part of his collection of oil lamps.

His collection ranges from small terra-cotta whale oil-lamps which date back to the Roman era some 2000 years ago, to the relatively new glass kerosene lamps created to grace the homes of the Victorian era.

For 40 years Bob has been collecting lamps and now his collection numbers over 400 items. "There are still great finds to be made" he admits, "even in suburban Melbourne".

Only a few months ago, while browsing through the Flea

Market at Camberwell, Bob was delighted to find a brass whale oil lamp nestling among the junk on a bric-a-brac stall. He happily paid the \$20 demanded and hurried home to check his reference books. He confirmed his belief that the lamp was made in Holland in the 18th century and that its real value was around \$2000.

Another bargain came his way when he recognized a 16th century whale oil lamp in a Camberwell Antique Shop. It was sold to him for a very modest sum as a cigar lighter.

Bob's oil lamp collection now ranks amongst Australia's best private collections.



## The Smallest House in Australia?

It was 1938 when he settled into suburban Collingwood, married, and established his grocery business in Langridge Street. His grocery serviced an area bounded by Queens and Victoria Parades and Brunswick Street through to the river at Abbotsford. He traded through the great depression years. "They were tough days, we really saw poverty in Melbourne in those years, they were tough times for us all."

But things improved and at the end of the war Bob established another business. He employed several men, in the repair, renovating and maintenance of buildings and properties in the local area. He continued this operation until he entered the Hire business in 1964.

Hirings in my system now, it's a way of life, I have no desire to change said Bob, "I'm happy with this business and my hobbies".

Front Cover: Bob Neylon in front of "The smallest house in Australia". Restored by Bob, it is one of the few remaining package houses shipped to Australia from England in sailing ships during the gold rush days from 1850-1853.

The house was shipped from England during the gold rush in the 1850's. It is a two roomed unit complete with floor and wall linings and was purchased for 35 pounds.

The Islington Street Collingwood property on which the house was erected was purchased for 14 pounds and had a frontage of 8 feet and a depth of 69 feet 6 inches. (What extravagance!)

The house was acquired in 1978 for redevelopment at the sum of \$10,000. Bob was given the old house which he has relocated in the corner of his hire yard. Still with its original wallpaper on the walls in the front room the house has been completely restored and is now furnished with period furniture and Bob is kept busy showing visitors through the tiny rooms.

Right: Advertisements of this style appeared regularly in "The Argus" as merchants promoted the package homes to the miners. By 1853 the yearly sales of iron houses was 6369 units with a total value of £111 380.

176

M'LEAN BROS. AND RIGG, MELBOURNE.



### PORTABLE IRON HOUSES.

*These Houses* are suitable for Squatters, Farmers, Selectors, Diggers, and others. They are simple of construction, are *easily erected without skilled labour*, and can be taken down again in a very short time.

*They are complete in every respect*, with doors, windows, locks, sash fasteners, and everything necessary for their erection. We recommend them especially to Squatters, Selectors, and Diggers, on account of the simplicity of their construction, their suitability to the requirements of the climate of these colonies, and their portability — being forwarded in packages of convenient dimensions. We have them with one, two, three, or four rooms.

#### PRICES.

	Without Flooring and Lining.	With Flooring and Lining.
One-roomed House ... ..	£16 0 0	£21 0 0
(Forming a complete building.)		
Two-roomed " ... ..	£25 0 0	£35 0 0
Three-roomed " ... ..	£36 0 0	£52 0 0
Four-roomed " ... ..	£52 10 0	£70 0 0

# THE MODEST EXERCISE OF TWO AND A HALF PERCENT

BY PETER WOODS

Reprinted by courtesy Hire News

*Improving the profitability of your company can be achieved in a number of ways. Here we publish an exercise showing how it is possible to do this by using the minimum percentage to gain the maximum results.*

Whilst businessmen are constantly being urged to improve the profitability of their companies any overt attempt to do so invariably attracts a hostile reaction from customers. So the trick is to improve profits a) by means of price increases that appear acceptable in the present economic climate and b) by appearing to be creating at least some of that extra profit by an improvement in productivity. Of the two methods the latter makes far better propaganda and can often serve to hide, or at least mitigate, the effect of the former.

So what is an 'acceptable' price increase, bearing in mind that no one willingly pays 10¢ for something that he bought for 8¢ last week? In all probability the Government will, by discreet massaging of the figures, endeavour to contain the official rate of inflation around the 10% level, at least until the next election.

So any price increase must appear to reflect this figure.

So what about 2½%? It is way below the rate of inflation and the use of the magic half percent seems to suggest to the customer that the matter has been given careful thought. But is 2½% really enough? Probably not—until one applies it logically throughout the whole trading activity.

## IMPROVING THE PROFIT

So let us examine the effect of 2½% when applied to a company with a gross

turnover of \$100,000 direct costs of \$20,000 and overheads of \$70,000.

## STAGE ONE—PRESENT TRADING PATTERN

Gross turnover	100,000
Gross profit	80,000
less overheads of	70,000
net profit	
before tax	10,000

Let us now examine the effect of a modest 2½% in rates across the board

## STAGE TWO—INCREASING RATES BY 2½%

Gross turnover	102,500
Gross profit	82,500
less overheads of	70,000
net profit	
before tax	12,500

So a 2½% increase has actually improved profits by 25%.

Let us now apply our second tactic of improving productivity first by reducing costs. Obviously to reduce costs in the direct area would be foolish so we must look to the area of overheads to achieve that 2½% saving. In the case of this company the amount involved is less than \$2000—or \$40 a week—or \$8 a working day—or \$1 an hour. . . If we were to achieve such a saving the figures would improve still further.

## STAGE THREE—REDUCE OVERHEADS BY 2½%

Gross turnover	102,500
Gross profit	82,500
less overheads of	68,250
net profit	
before tax	14,250

Our profit has now improved by more than 40%.

## IMPROVEMENT IN TURNOVER

In the current heady atmosphere of economic recovery it would be justifiable to talk (even to the staff) about some form of improvement in turnover. Although it may be impressive to talk in terms of 10% or even 20% few people would honestly believe that such levels are achievable at present. But 2½%—surely this modest amount could be achieved without the burning of too much midnight Calor gas? In the case of our hypothetical company it would represent a gross increase of just over \$2500 in the year—or \$50 a week—or \$10 a day. In other words, one extra hire each working day. Surely this is a realistic target that most counter staff would accept? To make the figures more realistic we shall build in an increase in direct costs as well.

## STAGE FOUR—INCREASE OF 2½% IN GROSS TURNOVER

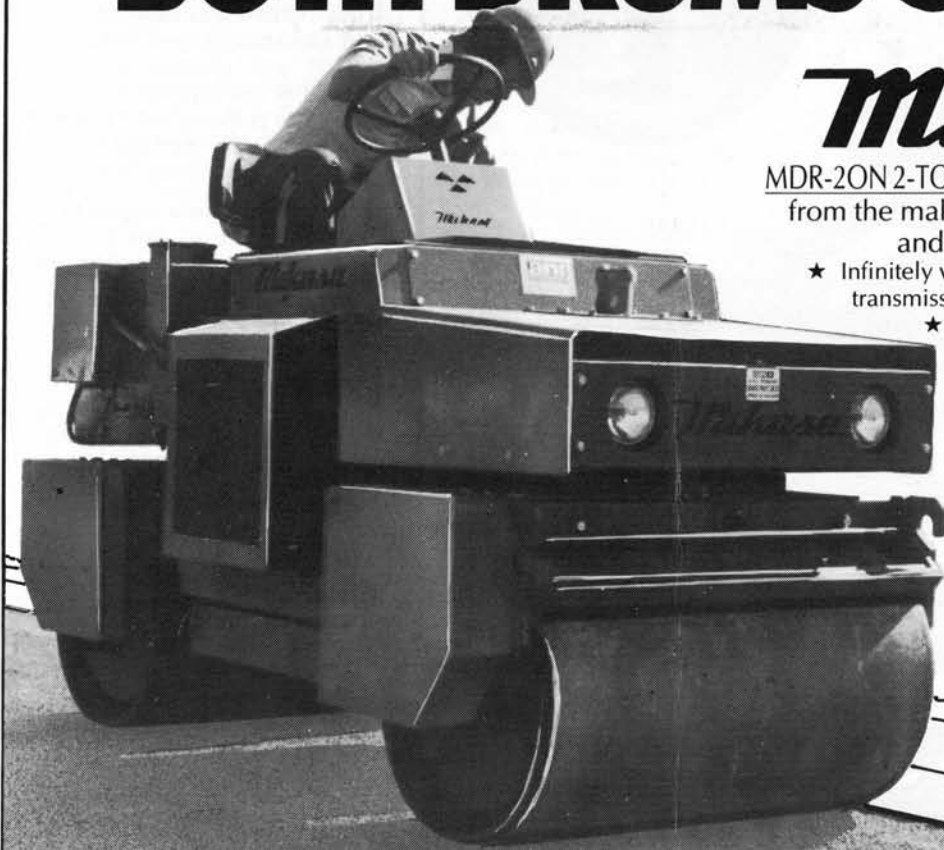
Gross turnover	105,062
Gross profit	84,562
less overheads	68,250
net profit	
before tax	16,312

So now we have improved profit by more than 60% just by the use of the 2½% factor applied to various areas of activity. Furthermore we have done so without increasing the investment or staffing level.

There is no guarantee that one will improve profits simply by increasing sales. No sales come free—they all have to be bought, either with labour, by increased investment, or by a combination of both.

What an exercise like this does is to indicate that remedial action, managerial expertise, call it what you will, needs to be applied across all company activities in order to achieve full compound benefit rather than just a temporary improvement in the trading account. ■

# BOTH DRUMS DRIVE BOTH DRUMS VIBRATE BOTH DRUMS STEER



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Proven in the Rental Industry, the torquemate attachment is easily transported, assembled and operated by one man.

A Torque limiter, located between the auger and the gear box, protects the power head from damages should the auger strike an obstruction while digging.



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## LETTERS

*This letter, reprinted by courtesy R.E.R., appeared in their January 1983 issue. An interested reader referred it to us with a note to say that these practices are relevant in sections of the Australian Industry also — Ed.*

### Discounts And Tails

Dear RER:

Today two incidents happened to us that made me change my rosy outlook of our industry.

The first thing this morning one of our customers called to let us know that he had been approached by a salesperson from another rental centre offering him a 30 per cent discount on a forklift.

This, in itself, was bad enough, but when the salesman offered the discount, our forklift was already on the job being rented at full rate. Of course we had to lower our price to keep the rental going, luckily not by as much as the other centre offered for the lift.

The other incident happened this afternoon when our delivery truck driver called on his radio to tell us that he had a "tail" following him to the job site. This "tail" turned out to be another rental centre's salesman obviously looking to find a new customer.

I know it sounds like I'm crying, and I am. But I'm not crying over the possible loss of business from these two events. The reason for me being so upset is that I've realized the economy has prompted a few rental centres (and I do mean very few) to have lowered their business ethics to such standards.

These types of business tactics are not good for the rental industry's image, nor are they good for the future relations between what has always been considered by many as one of the friendliest of any industry.

The only consolation in knowing that such practices are being used is the fact that many companies that resort to these tactics are probably on their way under anyhow.

My best wishes to all for the new year.

Van L. Dossey  
J & J Rental Inc.  
Patman Transport Service  
La Puente, California

### LIFTED LINES

The codfish lays ten thousand eggs  
The homely hen lays one,  
The codfish never cackles  
To tell you what she's done.

And so we scorn the codfish,  
While the humble hen we prize,  
Which only goes to show you  
That it PAYS to advertise.

## HSANZ AWARD THE PHILLIP LEVY PLAQUE

The Phillip Levy Plaque is an award, organised by Zone 3 members of the Hire Services Association of New Zealand, in remembrance of Phillip Levy, who was lost at sea earlier this year. It is hoped to make it an annual award, with the Board making the selection of the member who has done most for the Association at the time.

The first recipient of the Phillip Levy Plaque was Gordon Dale, and it was presented to him at the Sheraton Motor Inn, Palmerston North, on Wednesday 27 July 1983.



### GORDON DALE Life Member of the Hire Services Association of New Zealand

At the last conference of the Hire Services Association of New Zealand, held in Wellington, it was proposed that Gordon Dale, the founder and first President of the Association, be made a Life Member. This was accepted with acclamation by all.

On display was a presentation package consisting of a silver tray, wine jug and goblets, a gift from grateful members of the Hire Services Association to Gordon.

Unfortunately Gordon was indisposed at this time, and so the President of the Association, Peter Lawrence, at the invitation of Gordon's Zone 2, made the trip to Palmerston North to make the presentation to Gordon on Wednesday 27th July 1983, at the Sheraton Motor Inn.

*Photo: Peter Lawrence (right) presents Gordon Dale the Phillip Levy Plaque and the HSANZ Life Membership presentation.*

# FOR CONCRETE RESULTS SPECIFY THE COATES MARK II TROWELLING & FINISHING MACHINE

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Here's the heavy duty trowel for contractors and hire companies. Over 20 years' production in Australia has proved out these features:

- ★ 5 hp cast-iron sleeve Briggs & Stratton engine backed by Australia-wide parts and service (another make optional).
- ★ Direct-acting fingertip blade control offers easier action and fewer wearing parts.
- ★ Safety runaway switch as standard fitting to avoid operator injury.
- ★ Heavy cast-steel blade arms for maximum strength and resistance to accidental damage.
- ★ Heavy duty gear box with large taper roller bearings for longer life.
- ★ Rugged rectangular tubing handle minimises accidental damage.

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**950**



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**Item No. 10**

**Description:** Acrow Props No. 4 Size 50 only — will separate  
**Condition:** As New  
**Location:** Melbourne  
**Asking Price:** \$40 each

**Asking Price:** \$850.00

**Item No. 14**

**Description:** Lincoln Diesel 400 AS Welders. Reconditioned mechanically and electrically, with 230 volt outlet.  
**Condition:** First class condition  
**Location:** Melbourne

**Item No. 1**

**Description:** Abbey Work Platform 20 foot, Model WP 20  
**Condition:** Excellent  
**Location:** Melbourne  
**Asking Price:** \$5000

**Item No. 2**

**Description:** Distragen Generator 31 KVA, diesel, set on trailer. Single and three phase.  
**Condition:** Excellent  
**Location:** Melbourne  
**Asking Price:** \$7500

**Item No. 3**

**Description:** Hitachi H85 Hammer Uses standard 1 1/8" x 6" Hex-shank air hammer bits, weight 33kg, 1650 watt.  
**Condition:** Excellent  
**Location:** Melbourne  
**Asking Price:** \$900

**Item No. 55**

**Description:** Trailer mounted Elevating work platform, 200 kg capacity, 9m or 11m working height Robin petrol driven  
**Condition:** New  
**Location:** Melbourne  
**Asking Price:** \$15,700.00

**Item No. 4**

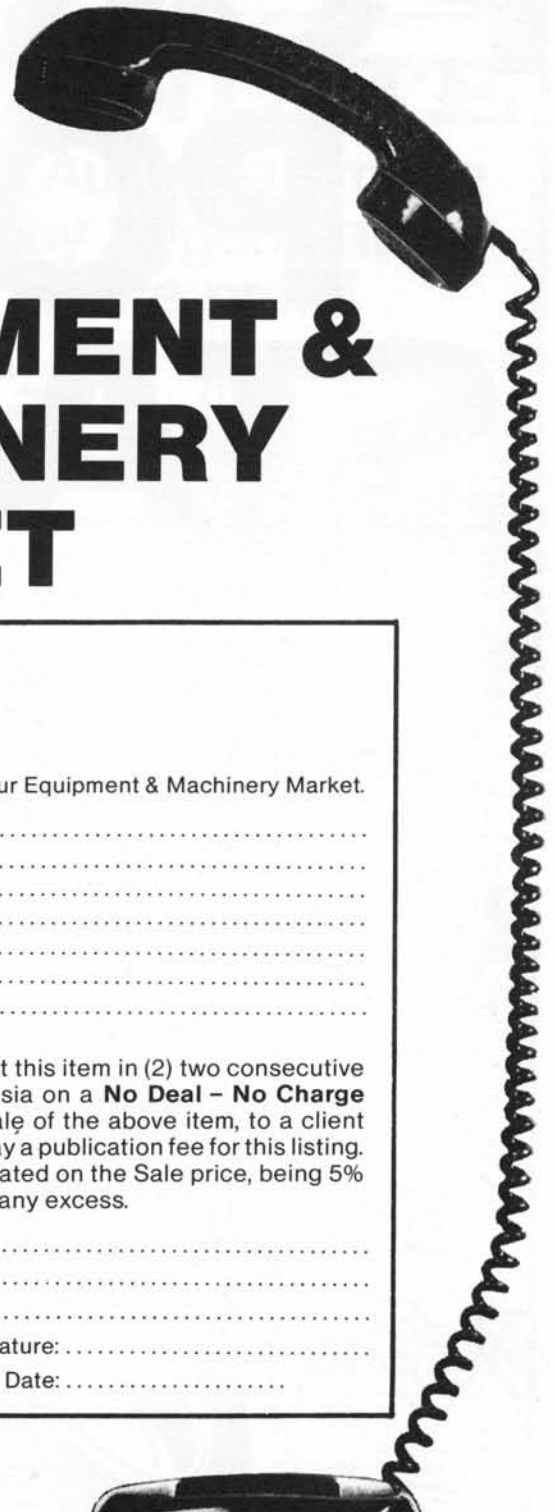
**Description:** Abbey Work Platform 32 foot Model WP 32  
**Condition:** Excellent  
**Location:** Melbourne  
**Asking Price:** \$7000

**Item No. 45**

**Description:** 78T Smooth Drum Vibrating Roller  
**Condition:** As New  
**Location:** Melbourne  
**Asking Price:** \$15,300.00

**Item No. 5**

**Description:** Compressor 275 cfm Compair — silenced  
**Condition:** Excellent  
**Location:** Melbourne  
**Asking Price:** \$9000



# EQUIPMENT & MACHINERY MARKET

The Editor,  
Hire & Rental Australasia,  
PO Box 136,  
BULLEEN 3105, AUSTRALIA

Please list the following item in your Equipment & Machinery Market.

Details for Publication	Description: .....
	.....
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Condition: .....	
Location: .....	
Asking Price: .....	

We acknowledge your offer to list this item in (2) two consecutive issues of Hire & Rental Australasia on a **No Deal - No Charge** basis. However, upon the the Sale of the above item, to a client introduced by you, we agree to pay a publication fee for this listing. The publication fee will be calculated on the Sale price, being 5% on the first \$1000, then 2 1/2% on any excess.

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Business Name: .....

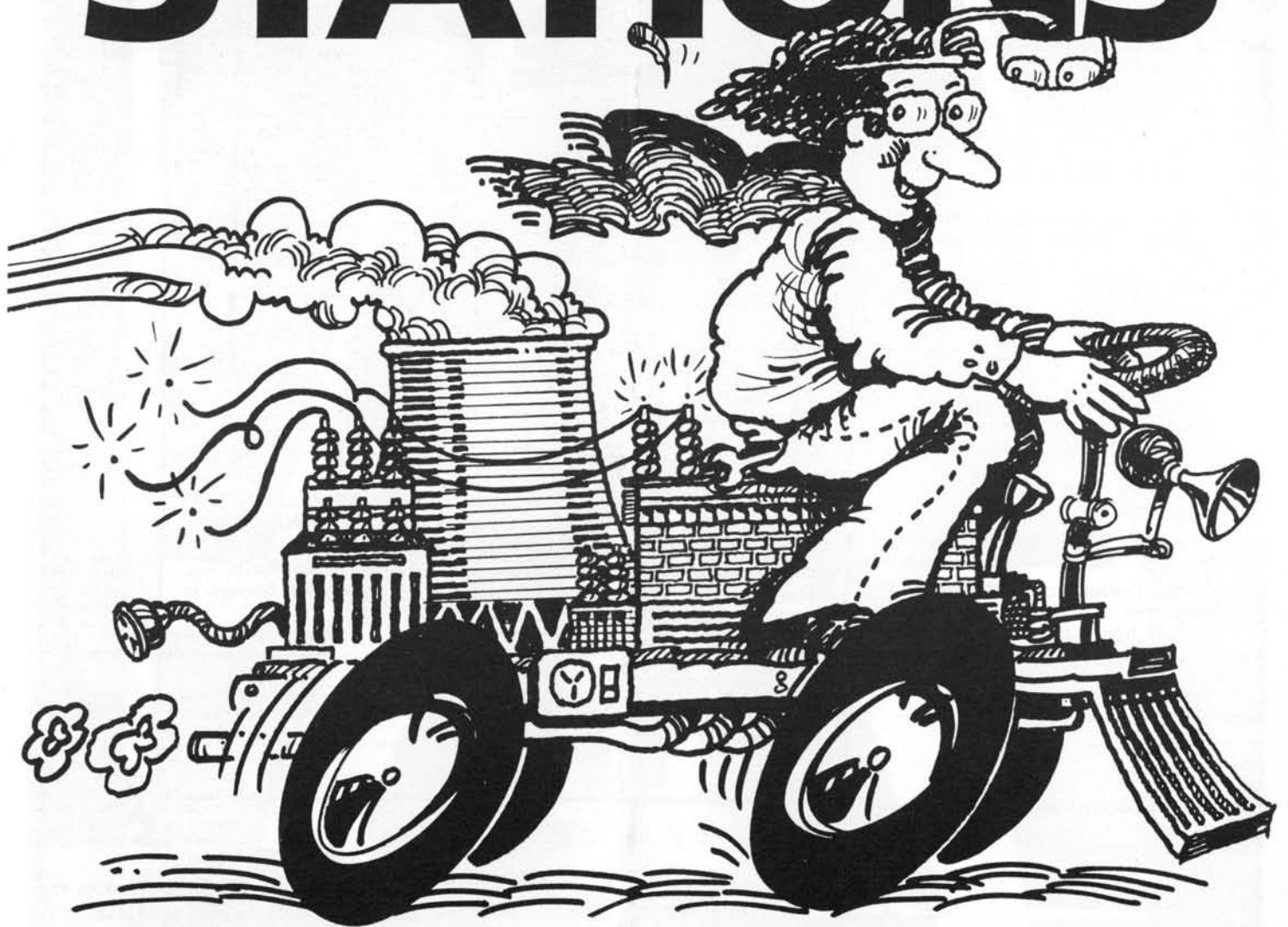
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At MacFarlane's we like to think of our range of portable power generators as just that.

We hire and supply generators for many applications, from a small Kawasaki unit which is perfect for caravan, camping situations, up to our heavy industrial range which can run a whole processing plant.

In emergency situations we're there FAST and our rates are very reasonable. We'll deliver anywhere, any situation, any time. And if you're thinking of purchasing we have an extensive range of new and second hand units.

So when normal power is unavailable call MacFarlane's for a 'portable power station'.

For more information and a price list, phone or send for a brochure outlining in detail the units available.

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109 Carinish Rd, Clayton. Telephone (03) 544 1700.

# Briefly . . .



Joe Woods

## NEW APPOINTMENT

Joe Woods joins the management staff at B.E. HIRE Pty. Ltd. In his new position as Sales Manager, Joe will be responsible for New Equipment Sales as well as the promotion of Hired Equipment.

## TRANSPEC IS SKIL DISTRIBUTOR

Skil Corporation of the U.S.A. has appointed Transpec Limited as the Australian Distributor for all Skil Power Tool Products, Weed Eater Brush Cutters and String Trimmers, as well as Skil's brand of Bug Zappers.

## WITCH APPOINTS CROMMELINS

Witch Engineering, a member of the H.C. Sleigh Group of Companies has appointed T.W. Crommelin & Sons of Welshpool W.A. as dealers for Western Australia and Northern Territory.

T.W. Crommelin will market the extensive range of continuous chain trenching machines manufactured and imported by Witch Engineering.

Since 1980 Witch has manufactured in excess of 400 "WENCO" trenchers for the Australian market.

The popular Midmark, Parsons & Bradco trenchers are imported by Witch to cater for the larger end of the market.

## NEW APPOINTMENTS

MR RON ANSETT, son of Mr Bob Ansett, has been appointed state manager of Budget Rent a Car, Western Australia.

He was previously the company's Gold Coast Manager. MR DAVID PARANTHOIENE, whom he succeeds, has been appointed Budget's Victorian manager.

## B.E. HIRE TO EXPAND

Melbourne transport group Transpec Holdings Ltd will concentrate on expanding its more profitable plant hire business away from its traditional income source in transport equipment

Group chairman Mr A.I. Sinclair said that the transport importing and distribution section is showing "disappointingly" low levels of sales and tight margins.

Without the contribution from plant hire operations, Transpec's June 30 pre tax profit of \$212,490 would not have been achieved.

Profit fell from \$927,619 in 1981-82.

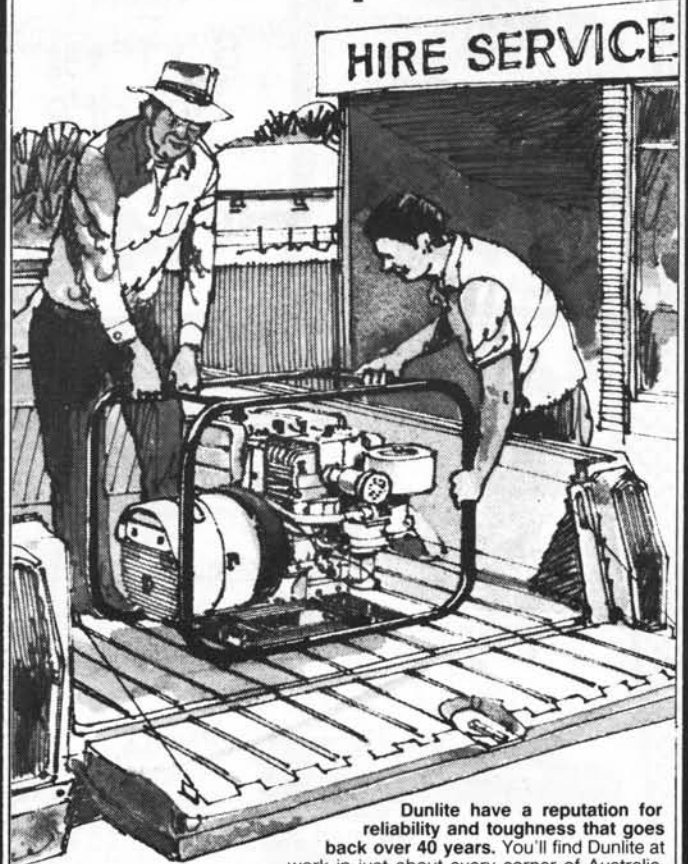
He said expansion of plant hire would be sought in four ways: By purchasing existing operations with good returns; extension of equipment available for hire; opening new branches at selected areas; and considering franchising arrangements.

Turnover and earnings are ahead of budget for the current year and directors were hopeful of returning to "satisfactory" profit levels.

Transpec acquired the Australian distributorship of Skil power tools in August, the sales of which will be reflected in this year's results.

# DUNLITE

## The Australian made way to generate more profit!



Dunlite have a reputation for reliability and toughness that goes back over 40 years. You'll find Dunlite at work in just about every corner of Australia.

That's because Dunlite generators keep coming up with the goods time and time again, even in the worst possible conditions. The toughness and reliability of Dunlite power generators makes them ideal for hire and rental work!

Dunlite parts and service are just across the road, not across the sea. Dunlite has Australia covered when it comes to parts and service. When the generators you hire out are designed and made right here, it makes it easy to keep them hard at work earning money when other generators might be still waiting for parts.

Dunlite offer a huge range of generators from 1 kVA to 375 kVA. Dunlite has every kind of generator that you could ever want to hire out — and more. And because Dunlite is Australia's leading power generation specialist making and designing **ONLY** power generators, they can supply generators, complimentary control panels and sound attenuated canopies as a standard equipment package.

5564

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# DUNLITE

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each  
Stackable Cups  
36 per carton

**82¢\***

each  
Saucers  
36 per carton

**\$2.42\***

each  
9" Round Plates  
24 per carton

**Grinding  
Wheels**

Aluminium Oxide  
Vitreous

8"x1"x5/8"

Set of 2

(1 only A36, 1 only A60)

**\$14\*** SET

**OREGON**

404 x .063

Chain Saw

Chains

60 Drive Links

Per Loop

will fit

Stihl 08S

**\$14\***

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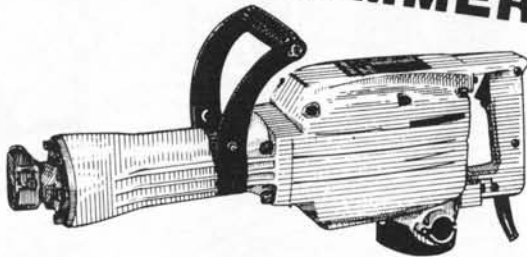
**OREGON  
17" Guide  
Bars**

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will fit  
Stihl 08S  
Chain Saws

**HITACHI HAMMERS**



**PH65A**  
1500 watt input  
Length: 664 mm  
Weight: 15 kg

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1000 watt power input  
Impact rate 2700/rpm  
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**\$190\***  
**CHAMPION  
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**10 Year  
Guarantee**

FEATURES:

Built with 4 stationary copper coils  
A patented locking choke control enables a continuously variable selection of welding amperages between 30 and 140 amps. 25% duty cycle at maximum welding current.  
Twin voltage welding capacity enables excellent performance in both special and general purpose welding applications.

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\*All prices incl. Sales Tax & Freight.  
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Please Supply: .....

Name: .....

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Our cheque is enclosed \$ .....

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(Prior to December 1982)

WILL CONVERT  
TO USE NEW  
TUNNEL TERMINAL  
SWITCHES

Conversion Kits  
#981866 Handle (A)x1  
#981867 Handle (B)x1  
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#981986Z Support x1

**\$4250\***  
per kit

## CARBON BRUSHES

GENUINE HITACHI

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**\$299\*** set

### VRY & PRP 38

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**\$299\*** set

## Accessories for 30-140 AMP WELDERS

1xHand Mask

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## THE CHAIN SAW 'DEHAZARDIZED' (by ECHO)

Following on from a recent independent article we featured questioning the overall safety of chain saws, it is interesting to note that the latest model from ECHO appears to overcome the more disenchanting features of chain saws.

The ECHO CST-600 EVL is a lightweight, twin cylinder chain saw and is apparently already "selling like hotcakes" by virtue of its twin cylinder benefits — much less vibration, greater cutting power, less noise and longer engine life.

The aforesaid article submitted three inherent features that could justifiably place chain saws in the "potential occupational hazard" category... kick-back, excessive vibration and high noise levels.

The twin's distributors, Ariens-Echo Australia Pty. Ltd. are quick to point out that all reputable chain saw manufacturers go to considerable lengths to suppress these hazards. This is evidenced by features like chain brakes, anti-vibration engine mountings and handles, high-efficiency mufflers, etc. Echo, however, with the twin, have gone directly to the source of these hazards... the engine.

Two design elements — horizontally opposed cylinders and simultaneous ignition — are keys to a substantial reduction in engine vibration. Because the pistons are opposed, they offset each other's momentum resulting in much less vibration and ultimately, longer engine life.

The engine's compact design has made it possible to fit an over-sized, wave-interference, spark-arresting muffler underneath the entire crankcase area. Special sound barriers have also been added to the engine cavity.

The Echo distributors referred us to an independent 'road test' conducted by the Weekly Times newspaper early last month — and this report certainly confirmed the manufacturer's claims.

On the subject of kick-back, the test report stated "the flexibility of the ECHO twin means that kick-back is pretty well eliminated. If it weren't for the safety regulations... the chain brake could be left off it."

The report went on to say: "vibration is cut to the point where you can just about balance the saw on a log and it will chew through it under its own weight, without giving the usual lift every now and then to clear the chain."

"The twin cylinder flexibility... seems to keep the saw moving fast without the slight faltering that usually precedes the above sticking situation."

The test report summed up noise level this way: "The ECHO twin... runs at a whisper. All saws have been improved in this area but you can say that this one seems to run at a lower and more even noise level than most."

"There is an absence of the high pitch surge in noise that accompanies opening the throttle before the chain gets right into the wood."

Our original article, quite correctly, stated: "it can be said that above 100 decibels, the noise level produced is decidedly too high for unprotected hearing... currently produced chain saws have noise levels of between 100 and 130 decibels." It is therefore noteworthy that the decibel level of the Echo twin does not, in fact, exceed the mid-nineties.

The Weekly Times report concluded very favourably (from Echo's point of view): "the ECHO twin is a top saw that will be hard to improve on."

With the obvious technological advances developed by the Echo people, it would not be unfair to say that the future of the chain saw (particularly from a safety angle) looks very bright indeed.

# LETTER TO THE EDITOR

## Is Consolidation the Answer?

The Editor,  
Hire & Rental Australia,

Sir,

First, may I say congratulations to Jim Brown on his taking over the helm at Coates.

As one who did, in some small measure, help Coates to the top, I sincerely hope he has 'fair winds' for his epic voyage. Good luck Jim, and a welcome to our new 'retiree' George Tanton, welcome to the happy band George.

Jim's summary of his address to the H.A. Forum only repeats what I said in my last article, "let's talk hire, seriously".

Prior to my retirement, I had believed that the only solution to many of these problems was a "Hire Industrial Society", which would have powers within its body, to discipline those, whom Jim terms "the criminal price cutters".

But the response was nil. Apparently it did not stimulate any thought, although I know for certain it was a topic that had a lot of interest to many people, especially among senior staff.

Price cutting is not new nor was it the birth child of recession. I've always known it in hire. When I managed Donpra, my competitors brought it to the valley during the height of the construction boom, that one company failed dismally, shows it can be a "bogey".

I now believe it is a thing here to stay, for I am certain it can never be righted and when one looks at it and remembers, it really has been with us some time.

When I was a young fellow, I remember their was certain sniggering publicity given to an "odd" ad in the local newsagents window.

*Gentlemen. Yvonne gives satisfaction. 30/- phone 1234.*

Beside it was placed the "cutting" new ad.

*Gentlemen. Mary also gives satisfaction, and to your pocket, too. £1. Phone 5678.*

So there it is.

But to continue, retirement, unless one is active, is killing. Yet inactivity of the body creates greater activity of the mind, therefore, I can say in all honesty that a great deal of thought has been given to this, the following.

If any manager can steer his company ship into profitable waters during this recession, it shows an efficiency which the losers do not possess.

Recessionary pressures have squeezed the profits from far too many firms and their has been a continuous battle for survival.

The dramatic slow down in all industries, especially the heavy sector and the light engineering industry, shows a huge reduction of demands at all levels. Nothing indicates this more than the severe loss of profits. The corporate performances, especially in the 82/83 financial year were generally catastrophic and the current slight easing of the recession, does see them battle for survival.

But what is the strength of this easing. I do believe, regardless of politics and optimistic speeches that recessions will come and go, like the tides. There can be no continuous rise, and those firms who through total efficiency can weather the lows, will reap manifold in the highs.

This total efficiency stems from the top and there can be no variables if solid growth is looked to.

I cannot see total recovery within Australia, as their is nothing pointing that way, only Government endeavours. Like the unemployed, recessions will become a way of life. Any company which hasn't the resources or the staying power will eventually succumb in this, or the next, cycle of recession.

Any organisation, hire or otherwise, must prepare for this cyclic round of ups and downs, great care must be taken in the "recovery" periods and firms must concentrate on efficiency at all levels, more so in the "accountancy" section, for hire is the meaningful source of survival. Simply the care of the money. To put in a "nut shell", profits must be consolidated. Preparations can then be made for next years "rainy days".

It is fairly easy for the larger, financially sound firms, to prepare for any future recessions. Balanced capital investments and economic care in the purchasing of new equipment are a must. Big capital outlays should be held over and equipment culling should be held over longer periods.

This preparation for recession is very logical when one has seen so many failures which when analysed, bears the imprint of monetary inefficiency.

This is bad management and many firms have found themselves guilty with only one way to go. Isn't consolidation the answer?

May I remind my very many friends within hire that I am now retired. I do invite comment on any article either in Letters to the Editor or to me personally at:  
46 Vincent Road, Morwell, Vic. 3840.

HARRY CURRY

## CARDS TO REPLACE CHEQUES — IN U.K.?

An electronic purchasing system to cut the use of cash, cheques and credit cards has been developed by a group of British banks.

It is estimated that the system will replace 10% of the 2.5 billion cheques written annually by Britons, when the system is fully implemented in the 1990's.

The system, to start trials in 1986, will use special plastic cards and modified cash registers. The customer will insert his card and punch his identification number into a check-out terminal to make a purchase.

Using a network similar to banks' automatic cash dispenser systems, the computerised terminals will verify that the customer could afford his purchase and automatically transfer the correct amount from his bank account to the store's account.

The banks, including the Bank of England, Bank of Scotland, Barclays and Lloyd's, said in a statement that electronic transfers would be cheaper, less time-consuming and harder to defraud than cash, cheque and credit card payments.

## COMET safety reeler

The new COMET safety reeler is a self-retracting gas welder hose reeler equipped with 15 metres of COMWELD twin oxy-acetylene hose and two Model F5 flashback arrestors.

This compact unit and stand is designed to improve productivity and keeps the workshop floor area neat and tidy. It prevents the problem of tangled hose, while protecting it from damage.

The F5 flashback arrestors fitted to the unit are special safety features and these readily connect to either the COMET 3, COMET SABRE or multi-purpose blowpipes.

For further information  
**Write 8 on Reader Inquiry Card**  
*The new COMET safety reeler.*



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P.O. BOX 444

Mr Ivan Farley,  
JRA Australia Pty. Ltd.,  
PO Box 68,  
ROCKLEA 4106

20th May, 1983

Dear Mr Farley,

Just a few lines to say how pleased we are with the Kawasaki machines and motors we are using in our hire fleet.

We have been using Kawasaki products since they were first imported into Australia about ten years ago. We started with one Kawasaki motor on a concrete mixer and found it to be such good value that we started fitting more of these motors to different machines as replacements were required.

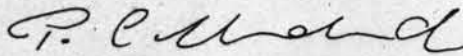
On checking our records we found that some of the motors had over 3000 hours of service up and were still running very reliably and well. As we have used just about all brands of Australian and imported motors in our fleet, it left no doubt in our minds (and pockets) that, as far as we are concerned, Kawasaki products have to be the best value for money.

We have found them to be outstanding as far as reliability performance is concerned and it is our opinion that this is unmatched by any other motor. As a result, we now have in the vicinity of one hundred Kawasaki motors in the fleet.

Another very important thing with hire companies is machinery breakdown. Regardless of what motor is used, sometimes something will go wrong (mainly through operators fault). On the few occasions we have needed spare parts for Kawasaki motors or machines, we have never had any trouble getting them quickly enough to put equipment back into service.

We are very impressed with the overall standard of service from your company, and would very readily wholeheartedly recommend your equipment to all hire operators (except perhaps our immediate competition!).

Yours sincerely,



Peter Underwood

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## HIRE COMPANIES WANTED

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**B.E. HIRE Pty. Ltd.**  
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B.E. Hire, a division of Transpec Limited is expanding its Hire network throughout Australia, and wants to hear from you?

Write 11 on Reader Inquiry Card



### NEW METRIC CATALOGUE FROM ENERPAC

Australia's largest range of hydraulic tools features in a new metric catalogue being released by Enerpac.

The 96-page catalogue includes more than 50 new cost-saving products designed to improve manufacturing and industrial efficiency. They range from a roll frame press to constant-tension chain pullers and automated work-holding systems.

Included are details of the entire Enerpac range of several hundred products, ranging from finger-size hydraulic cylinders through to 500-tonne lifting capacity models with a 1200 mm stroke.

The A-4 size publication is intended to be a useful working document, and includes such charts as cylinder and pump matching guides and pipe-bending specifications.

The catalogue is side-indexed according to user needs, giving quick-flick reference for such groups as engineers, mechanics, minders, farmers and builders.

For further information: Applied Power Australia Limited, Enerpac Division, 11-17 Broadarrow Road, Beverly Hills, 2209. tel (02) 533 1511.

### Switch Conversion Kits for Hitachi PH65A Hammers

As requested by Hire Industry users, all Hitachi PH65A Demolition Hammers sold after December 1982 are fitted with a new tunnel terminal switch #958064Z. This new switch will give a longer service life than the previous screw terminal switch.

To convert PH65A Hammers purchased prior to December 1982 to use the new tunnel terminal switch with its rubber support, a conversion kit is now available.

For further information.  
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## TO BETTER SERVE SOUTH AUSTRALIA NORTON VILLIERS AUSTRALIA PTY. LTD. ANNOUNCES THE OPENING OF ITS ADELAIDE WHOLESALE WAREHOUSE

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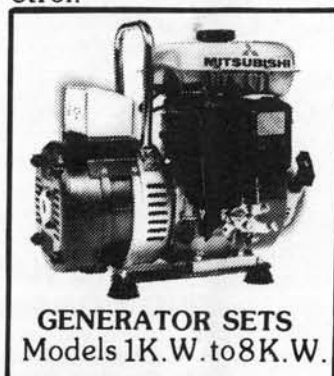
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## Norton Villiers to distribute Kato Pumps

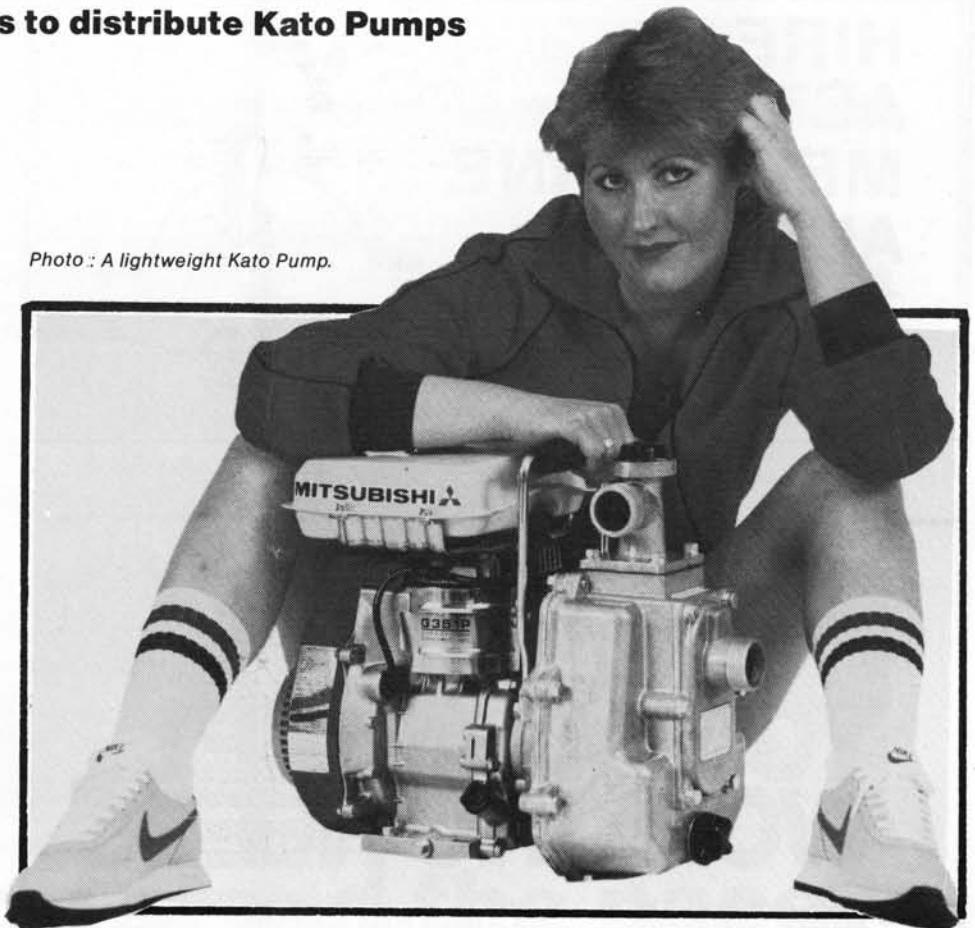
Norton Villiers Australia Pty. Ltd. (N.V.A.) has been appointed the exclusive Australian Distributor for Kato Pumps, manufactured by the Kato Pump Mfg. Co. Ltd. of Mie, Japan. The Kato Organization is headed by Mr. Iwao Kato, President, who carries on a long family tradition in the design, manufacture and development of centrifugal pumps.

N.V.A.'s Managing Director, Mr. Bob Upjohn, who recently inspected manufacturing and product development operation at the Kato factory, has announced the introduction of the popular Kato lightweight MKD Series of self-priming pumps to the Australian market, through N.V.A.'s Dealer Network.

The MKD units are available with Mitsubishi Air-Cooled Petrol Engines or alternatively Air-Cooled Diesel Engines in 40 mm (1½"), 50 mm (2") and 80 mm (3") sizes: providing capacities from 350 L/m (77 GPM) to 900 L/m (200 GPM) and heads to 31m (100 ft).

Mr. Upjohn informed "Hire & Rental" that the "MKD" Series will soon be followed by a wider range of Kato pumps, including special-purpose pumps developed by Kato for its domestic and export markets.

Photo: A lightweight Kato Pump.



### HIRE PEOPLE VISIT THE BAROSSA

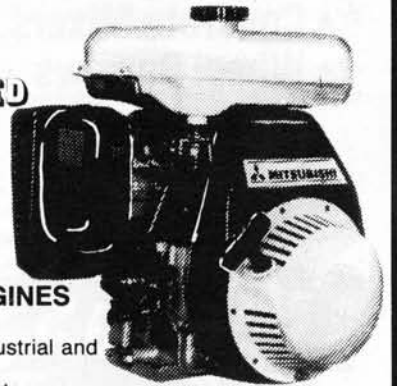
HRA Councillors joined with HRASA members for a tour of the famous Barossa Valley during their recent visit to Adelaide.

Our pictures show members of the tour party assembled on the steps of Chateau Yaldara and later enjoying the wines, the most pleasant part of the tour.

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- Dual element air cleaner.
- Camshaft and crankshaft fitted with ball races both ends.
- Forged steel camshaft.
- Wide helical crankshaft and camshaft gears.
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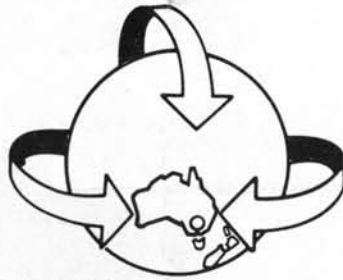
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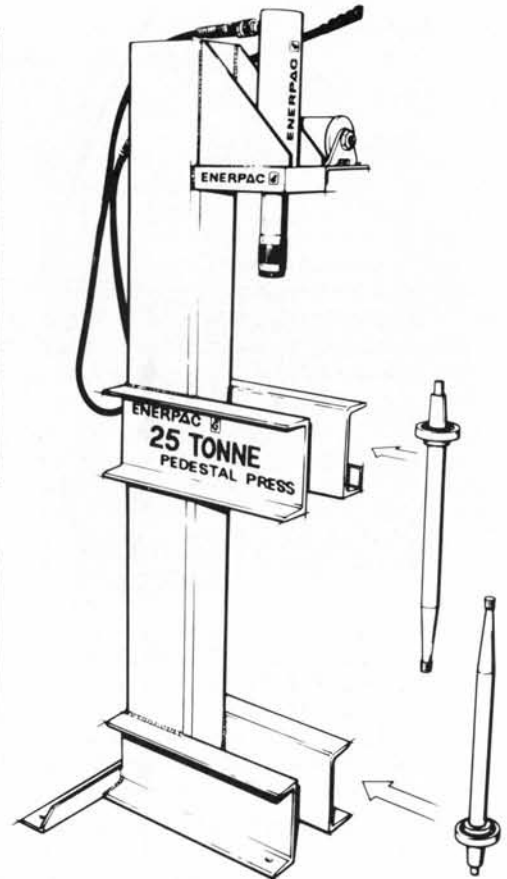
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136 Rooks Road, Nunawading Victoria 3131. Telephone (03) 873 5563

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### SIMPLE IDEA FOR MAINTENANCE PRESS

A new type of compact workshop press has been introduced by Enerpac.

The Australian-designed Pedestal Press is a simply operated hydraulic press available in 10 and 25-tonne versions.

It features:

- \*A single-column design giving 300 deg. of clear access to its work area.
- \*Minimum use of floor and working space with its upright design. At bench height, it is only 300mm wide.
- \*Easy removal and replacement of bearings on shafts. The work bed at bench height is duplicated at floor level for this work. (See illustration)
- \*Fast adjustment, by screw-on adaptors, of the air gap between the hydraulic cylinder head and work subject.
- \*Use of standard 10 or 23-tonne Enerpac single-acting hydraulic cylinders, which may be quickly demounted for other jobs.

Pedestal presses are the latest in a range of work-holding tools and equipment that Enerpac has designed to be powered by its 10 and 23-tonne standard cylinders and pumps. These are among its most widely sold products.

The presses are available in several different versions, ranging from a frame without hydraulics, to hand pump or power pump options.

For further information.

Write 17 on Reader Inquiry Card



# Could you stand the pace?

## Then Join the 1985 Convention Cruise with The Hire & Rental Association of Australia

Join our **1985 South Pacific Convention Cruise — 9 nights at sea**, visiting three exotic ports, August – September, on P & O's Oriana Cruise in **First Class Twin Bed Cabins** on top decks. The best cabins have been reserved for up to 300 H.R.A. members, their staff, friends and suppliers. **Discount price is guaranteed 2 years ahead at \$A1625 per adult**, with special rates for children who can have trundle beds in their parents cabin or two sharing twin bunk cabin.  
Teenagers 75% of fare; 6-12 years 50% of fare; 3-under 6 25% of fare; 1-under 3 10% of fare.

Bring your family for the holiday of a lifetime while you get down to the serious business at convention.

The FARE includes: All meals, morning teas, cocktail parties, entertainment, hospitality suite, convention venues and equipment, top speakers at our seminars, departure taxes, plus a **PRIZE of future cruise** for two to be drawn at our last seminar of the trip, duty free shopping, child minding facilities for those wishing to bring their families.

Items not included: Private drinks, personal shopping, on shore tours, air travel to and from Sydney.

**AIR FARES** for delegates travelling from **New Zealand** and all Australian States **to Sydney** will be subsidised for example: return fare from Brisbane or Melbourne will be \$80, Adelaide \$110, Perth \$260, Cairns \$200, Rockhampton \$130.

**PASSPORTS** needed only by persons terminating voyage at a foreign port.

**SUPPLIERS** are invited to join the cruise and enjoy all of the above-mentioned benefits, including the chance to win **prize of free cruise**. Imagine having a captive audience for 9 days and nights.

**A BONUS for SUPPLIERS is FREE EXHIBITION SPACE.** Displays will be restricted to small equipment, audio visual and free standing display. P&O will handle customs clearance and loading of equipment which is to be suitably crated. P&O will also move it from storage to display areas each day of exhibition.

**DEPOSIT** \$50 per person, so register with P&O as soon as possible to obtain the choicest cabins, "First in will be best dressed". Allocation of cabins is the responsibility of H.R.A. Queensland Convention Committee, all bookings being referred to them by P&O. **We**

**We need to know your requirements before the end of this year 1983 when the cruise goes on sale to the public.**

**BALANCE** 50% of balance due 4 months prior to sailing, remaining balance 56 days prior to departure.

**CANCELLATIONS** \$20 fee per travel document may apply if made 56 days before sailing date; if made within 56 days of sailing, all or part of passage money could be forfeited.

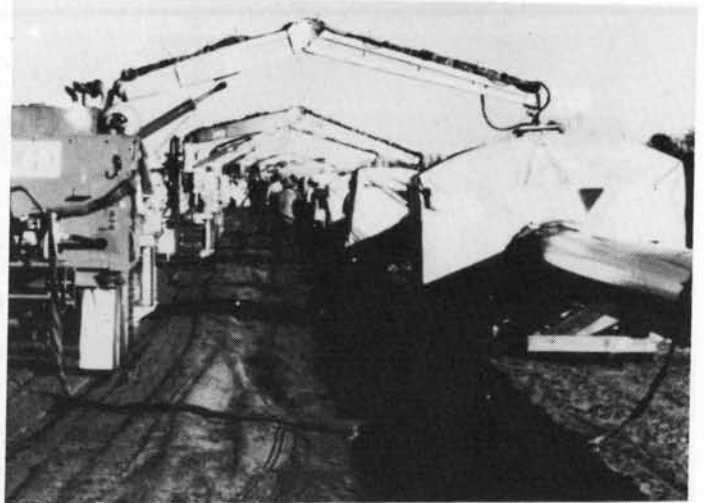
Special P&O comprehensive holiday insurance is available.

This is AN EXCITING CHANCE from the type of Convention we have held previously and we look forward to your participation. For further information contact Arthur Staines (07) 391 5666, Dorothy Verney (07) 269 9171, or P&O Cruises, 2 Castlereagh St, GPO Box 546, Sydney 2001, (02) 239 1422.

**BOOK NOW in your Company Name**, the names of persons can be supplied later particularly if you wish to offer the cruise as incentive to management or sales personnel.

**—Come Alive in '85—**

Write 16 on Reader Inquiry Card



### CRC AUTOMATIC WELDING AIDS FAST CONSTRUCTION OF WEST AUSTRALIAN GAS PIPELINE

With construction of the Dampier to Perth 660mm gas pipeline running in top gear, the production capacity of the CRC Automatic Welding process continues to highlight the value of this welding system. With enthusiastic operators — the total team effort has frequently resulted in better than 5500 metres daily pipe production.

Weld rates exceeding 160 lengths of double jointed pipe per day are frequently being achieved by both Saipem and I.C.C. Construction on the long northern and central sections. A world record length of pipe welded with CRC system was achieved by Saipem — when 230 joints were completed over 10 working hours. This has since been surpassed on I.C.C.'s central section with 244 joints in 10 hours on 7th August. It seems likely that even these impressive production records will be exceeded during the remainder of construction.

In order to weld and lay pipe at such impressive rates, a finely tuned construction team is required — starting with the ditch, right through the back-fill and clean up.

The accompanying photographs, courtesy of Saipem/I.C.C., joint venture show typical activities on the two spreads.

*LEFT: CRC automatic welding equipment sends the sparks flying.*

*RIGHT TOP: Welding tents provide cover for the equipment.*

*RIGHT BOTTOM: Pipe laying is synchronised for maximum production speeds.*

## READER INQUIRY CARD

The Editor,  
Hire & Rental Australasia,  
PO Box 136, Bulleen 3105, Australia

No postage stamp is required in Australia if envelope is endorsed  
FREEPOST No. 2.

Please supply further information on the items listed below.

My Name is: \_\_\_\_\_

Company: \_\_\_\_\_

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# TEN LITTLE DRIVERS

**Ten** little drivers, cruising down the line; one had a heavy foot and then there were nine.

Speed limits are set for your safety.

**Nine** little drivers, the hour was getting late; one dozed a moment, and then there were eight.

A tired driver is a dangerous driver.

**Eight** little drivers, and the evening seemed like heaven; one showed his driving skill, and then there were seven.

Drive sensibly and sanely at all times.  
A car is no place for a clown.

**Seven** little drivers, their lives were full of kicks; one bought a bottle, and then there were six.

Petrol and alcohol are a deadly mix.  
Don't drink when you drive.

**Six** little drivers, impatient to arrive; one jumped a traffic light, and then there were five.

Don't gamble years of your life to save a few seconds.

**Five** little drivers, touring near the shore; one viewed the scenery, and then there were four.

Careful driving demands alertness at all times.

**Four** little drivers, happy as could be; one passed upon a hill, and then there were three.

Never pass another car when your vision is obscured.

**Three** little drivers were busy, it is true; one neglected car repairs, and then there were two.

For safety's sake, always keep your car in top condition.

**Two** little drivers, and day was nearly done; one didn't dim his lights, and then there was one.

Slow down for dusk or darkness; adjust your driving to existing conditions.

**One** little driver is still alive today; by following the safety rules, he hopes to stay that way!

## Low Interest or Interest Free Loans to Employees May Be Taxable

A leading accountancy firm observes that it appears some companies may be operating under the false assumption that low interest or interest free loans provided to employees which are not specifically allocated in the remuneration package or paid by the employer to the employee as an interest subsidy are **not** subject to pay-roll tax.

This is incorrect. Under the new definition of wages, from 1st January 1983 low interest or interest free loans, whether part of a remuneration package or not, paid to or in relation to an employee, are subject to pay-roll tax.

Section 3A of the Payroll Tax Act defines what is considered to be a

loan and the value of the 'benefit' for pay-roll tax purposes, the value of the benefit being the difference between the interest (if any) paid by the employee on the loan and the prescribed rate which is currently 13% per annum.

An exception is made where a loan was provided before 1st January 1983 and the rate of interest payable was the current market rate for loans of that type. In this case, it is necessary to place a submission to the Commissioner detailing the circumstances of the loan and, in particular, reasons why the loan agreement does not have an allowance for the adjustment of interest rates.



### SIMPLY BETTER TORQUEMATE'S TORQUELIMITER

Simply better, the slogan adopted by Torquemate to promote their auger attachment certainly applies to their torque-limiter.

The torquelimiter is fitted between the earth auger and the gear box.

Shear pins, shown loose, are inserted into the torquelimiter and retained by the slipping shown in the photograph.

Should the auger foul an obstruction while digging, the pin shears preventing damage to machine and operator.

For further information.

Write 18 on Reader Inquiry Card

## HIRE SERVICES ASSOCIATION OF NEW ZEALAND 7th INTERNATIONAL HIRE CONVENTION AND EQUIPMENT EXHIBITION

WHEN: 11th, 12th, 13th, 14th June 1984  
WHERE: Tauranga in the sunny Bay of Plenty  
VENUE: Tauranga's brand new BAYCOURT complex  
CONVENOR: Harvey Bryant  
Tauranga Hire Service  
PO Box 2233  
TAURANGA  
Telephone 82082

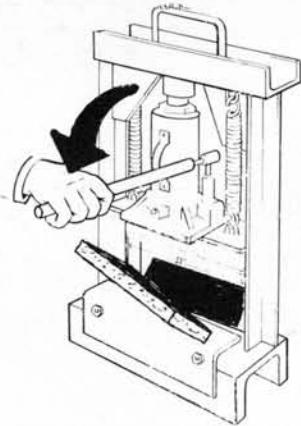


Harvey Bryant

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## HISTORY OF THE COATES TROWEL.

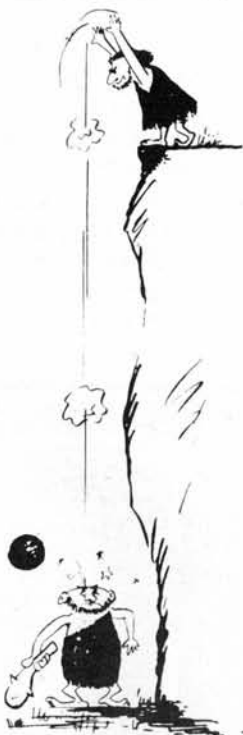
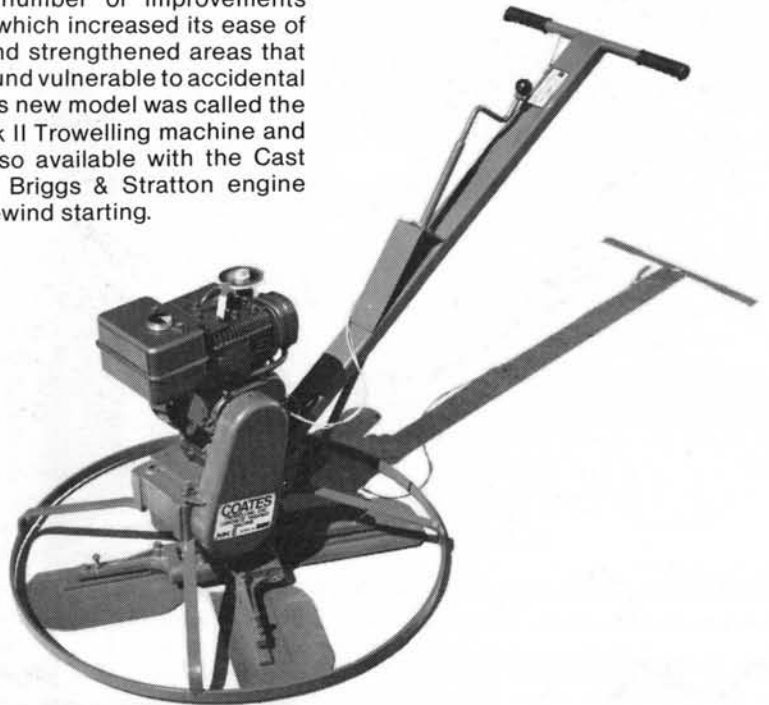
Over twenty years ago Coates and Co. Ltd., the parent company of the present Coates Hire Service entered into an arrangement with a U.S. maker of Power Trowelling machines which led to the manufacture in Australia of the well known Coates Trowel.

For many years Coates were the only local manufacturers and pioneered the principle of mechanical concrete trowelling which has now become standard practice in industry. Prominent amongst early advocates of the advantages of power trowelling was George Tanton who has just retired after 27 years with Coates. George's enthusiasm and willingness to get out and show concreters and others the benefits of this "new fangled gadget" led to the machine quickly gaining popularity, particularly in Queensland.

For many years the Coates Trowelling machine continued unchanged but recently a number of improvements were made which increased its ease of operation and strengthened areas that had been found vulnerable to accidental damage. This new model was called the Coates Mark II Trowelling machine and was then also available with the Cast Iron Sleeve Briggs & Stratton engine fitted with rewind starting.

The popularity of this model increased and it became the standard with hire companies throughout Australia and contractors who were looking for a heavy duty machine. Unfortunately ANI Perkins decided to cease manufacture of small equipment some two years ago and the Coates Trowel disappeared from the market. Although there were several other machines still available a number of customers still wanted to buy the Coates Trowel which has now led to the re-introduction of this popular machine. ANI Perkins are again marketing the Coates Mark II throughout Australia and this machine is identical with the earlier Mark II units even to the extent of complete interchangeability of parts.

This news has been well received by the Industry and ANI Perkins are again seeing many of their old trowelling machine customers coming back with repeat orders.



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### NEW WHISPER QUIET PORTABLE GENERATORS FROM KAWASAKI

JRA Power Systems Pty Limited, distributors of Kawasaki stationary engines and generating sets, have released an exciting new range of portable generators.

The new Kawasaki "B" Series represents six totally new models, ranging from the handy man 460 watts to the powerful industrial 4500 watts, A.C. power pack.

All models are designed to provide both 240 volts A.C. and 12 volts D.C. simultaneously. This important feature enables 12 volt battery charging to take place, whilst power is being generated to run the every day 240 volt appliances.

Kawasaki have thought of everything, this exciting new "B" Series incorporates many new standard features not shown on other similar brands on today's market.

These features are not just gimmicks, but real benefits to the end user, for instance, the new "B" Series display a sophisticated (easy read), instrument panel including a voltmeter on the larger

KG1600 and KG2900 models for accurate voltage output readings.

Another very important time saving benefit is that all new models have incorporated a fuel gauge on top of the fuel tank.

Whisper quiet? Yes, up to 24% noise reduction has been achieved by Kawasaki on these new models.

Oil alert is another feature that Kawasaki have added to the largest portable model, the KG5000, as this particular range is designed to work trouble free all day long.

These Kawasaki air-cooled 4 stroke engines are easy to start, economical, simple to operate and light enough to really be called "portable".

Kawasaki portable generators sales and service are readily available throughout Australia from the JRA Power Systems' large Kawasaki dealer network.

For further information

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### NEW HEAT GUN FOR RENTAL USE

Tradesmen and home-handymen alike are becoming aware of the special appeal of the heat gun as a paint removal tool. Especially in renovation of Victorian houses where the task is to remove layers of paint without damaging the valuable timber, the heat gun is vastly superior to messy paint-strippers or laborious sanding.

Now available at the Australian market is the English Costech Heat Gun. An industrial quality tool, originally developed for laboratory use and for thermal forming in the plastics industry, it is

ideally suited to all demands of the rental industry. 1500 watt output combined with a weight of 1.2 kg means this tool has plenty of heat output yet is light enough to be used all day in one hand without causing fatigue. Robust construction combined with ease of maintenance make this a first class rental item as Hire Service and Leasing Pty. Ltd. of Abbotsford have found in just under 2 years of having Costech guns in their hire fleet. A full range of spare parts is carried by the distributors.

For further information

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## HIRE & RENTAL AUSTRALASIA

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