

water news

Vol. 7, No. 6
JUNE 1966

Enclosure 2

A RIG WITH A DIFFERENCE
See Page 4

BRINKERHOFF BROTHERS LTD.
RIG #39-H

PUBLISHED BY

WATEROUS
Equipment Limited

**USED EQUIPMENT
SPECIAL EDITION**

ALLIS - CHALMERS HD7G MAKES CONTRACT EXCAVATING PROFITABLE BUSINESS

Apex Excavation, a newly formed Edmonton company looks to an extremely bright future, made even more secure by the purchase of an Allis-Chalmers HD7G Tractor Shovel. The economy and versatility of this unit has already proved that their decision to acquire a tractor shovel was a wise one, and the infant company is quickly finding its venture to be a very profitable business.

Some 14 years ago Herbert Friede entered the construction field as the owner and manager of El Rancho Construction Co. Ltd., a company which he still operates as a going concern. At a similar time another young man, whose experience in construction went back to his school leaving days, also entered the industry as a builder of homes. Arnold Prochnau's Bylane Custom Builders Ltd. has become one of the foremost specialized building contractor companies in northern Alberta, and is proudly responsible for many of the more imposing mansions which dot this area.



As in every business today, the telephone plays an important part. Herbert Friede uses it extensively, not just to save leg work, but to keep in touch with the many phases of his enterprises.

Both companies are extremely conscious of the need for quality, particularly with regard to materials used in construction, and meticulous care is taken to ensure that only the very best is employed in their buildings.



Herbert relies heavily on Girl Friday, Hilde Kass, to keep the wheels of the ready-mix concrete business turning.

At present Arnold is engaged in the building of three 24 dwelling apartment blocks which he intends to operate himself, while Herbert's El Rancho Company is also busy with a single apartment dwelling. Both companies continue with their specialized custom building work.

As if Herb was not busy enough, after going into the pros and cons of the business, he decided to enter the ready mix concrete field, and in September of last year opened a firm under the name of Apex Ready Mix Concrete Ltd. To his own experience he added, in the form of a partnership, the knowledge of two capable businessmen in Ralph Hanson and Harry Newton. As a combined team their talents have enabled them to achieve a remarkable success in a few short months. With a fleet of 14 trucks they have established a firm foothold in the concrete market.

The next project in this history of achievement was born out of necessity, and sees Arnold and Herbert, long time friends and business associates, at last join forces. Through a series of earnest discussions both men came to realize that their respective companies were up against a common obstacle. With the concrete business supplying both their businesses and with their own construction abilities they were now both able to build from the ground up. The only problem was the ground. They were faced continually with the need to excavate before building, and upon completion of the project they still had to backfill, haul away waste earth and level off for landscaping.

With this realization in mind they began to look for a machine versatile enough to do all this for them. As Arnold was quick to point out, in these days speed of operation was essential. Also at times they would have to move in tight corners, particularly in the city where the size of lots could hamper manoeuvring. They did not need a great big machine. They did need one which was fast moving, reliable and of extreme manoeuvrability. Their enquiries lead them to Watrous Equipment Limited, and eventually to the decision to purchase the HD7G Tractor Shovel. A decision which they have not regreted, for this unit with power shift transmission, power steering, 33,000 lb. crowding power, 29,000 lb. breakout force, ease of operation with a full 1¾ cu. yd. bucket was made to order for their needs.



The A.C. HD7G comfortably moves waste earth from a construction site. The imposing building is one of the Bylane Construction projects for this year.



Landleveling upon completion of a construction job is another of the tasks easily accomplished by the Apex HD7G. Whether excavating, loading or leveling the tractor loader has been proved to be equal to the work required of it.

Herbert is well satisfied with the performance of the HD7G which has proved to be a trouble free unit capable of any task which they expect to encounter.

Knowing that their own needs would not keep the tractor shovel in full time operation the latest move is the formation of the **Apex Excavating Company**. The boys fully intend to use their machine to its fullest capacity, and when they don't need it they will readily contract it out for other excavating work.

When we saw the machine working it was engaged on one of the firms' construction sites loading waste earth and leveling. We spoke to the operator, George Herceg, who, although new to a machine of these proportions, found he had "quickly caught on to it" and considered the HD7G as a real easy unit to operate.

Arnold is now considering the purchase of an angling dozer, one of the numerous attachments offered as extras for this amazingly versatile machine.

Apex means "the peak". Arnold and Herbert have the ambition and drive to reach that goal. Watrous Equipment Limited congratulates them on their success to date, and is proud to have been instrumental in helping them up the long ladder to the top.