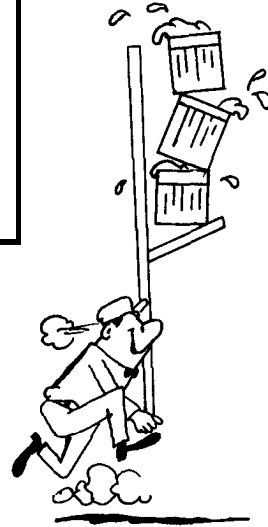


SUPER MAX: Hard Work Demonstrated

"Some people think I'm a 30-pound-a-week plasterer's mate by day and a burglar by night—but that's not true. The truth is I just work hard."

"That hod of mine holds a hundredweight and a half of plaster . . . and the job amounts to getting the muck from there to there quick as electricity."



This British hod carrier has the United Kingdom agog over his Demonstration of hard work's rewards

(Editor's Note: One of the feature educational programs scheduled for iaWCC's 59th annual convention and exposition in London, March 19-26, 1976, will deal with productivity and related production techniques. An effort is being made to have Maxie Quarterman, the subject of this article, on that program.)

The secret to success is not how hard you work but how smart you work.

Right?

. . . Well, now . . . there's this plasterer's mate in England, and he . . .

What he is is a national celebrity.

He's Maxie Quarterman, a 33-year-old hod carrier whose demonstration of just plain hard work has the British Isles agog.

He rates more space in the papers than Princess Anne, is nearly buried under the sacks of mail from admirers, and has TV crews lined up to interview him.

And he's being held up as a sort of national hero, the kind of man

that Britain is searching for to carry her through the current storms of economic recession.

Right now, that's what just about nearly every influential Briton is talking about—how the country must work harder and quit trying to pay people more than they earn. Even Prime Minister Harold Wilson has lately been pegging his country's survival on people doing "a fair day's work for a fair day's pay."

Such an approach apparently has been rather difficult to achieve in Britain where hard work has taken on a bit of a bad name in favor of constant strikes and ever-present tea breaks.

Maxie Discovered

Then somebody discovered Maxie. He not only worked hard but backed up his efforts with a remarkable demonstration of the material rewards that plain hard work can produce.

In Britain the national average weekly wage runs 40 pounds—about \$80.

Maxie, though, earns an average

of \$475 a week—and he does it with a custom—built hod with which he moves seven and a half tons of plaster a day. Of his hod, Maxie explains, "it's the biggest one in the world, mate."

Hustling back and forth with his "super hod" that holds 150 pounds of plaster at a time, he turns in a \$950 week on occasions.

Hard Work Rewards

His hard work has earned him a \$15,000 Lotus, a string of racing greyhounds, and a \$117,000 house which features a custom-built sunken circular bath with gold plated faucets.

The latter is for soaking away the grime of the construction projects he works on.

And there's no big secret at all as far as Maxie is concerned. No workaholic, he limits himself to an eight-hour day, five days a week. But he works at a dead run during those 40 hours.

"Some people think I'm a 30-pound-a-week plasterer's mate by

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Construction DIMENSIONS

SUPER MAX:

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day and a burglar by night,” he said, “but that’s not true.

“The truth is I just work hard. Bloody hard. While other blokes stop for a smoke I just keep going.”

Maxie became a plasterer’s mate after leaving school at 16. He worked for several years earning the usual \$45 a week. But about four years ago he got fed up with the “let’s take it a bit easy” attitude of others in the trade and teamed up with plasterer John McLintock, who had the same sense of frustration.

Hired Out

After adding an apprentice plasterer to their new team, they hired themselves out as subcontractors.

For the kind of hard work he intended to do, Maxie bought himself the biggest hod on the market and then had it made even bigger. His so-called “super hod” carries enough plaster to do an entire wall.

“Maxie and his team are the best in the business,” says George Tallon, the building contractor he works for now. “What my previous team did in two weeks they do in a day and a half.”

The team is paid strictly on results. That works out to 63 pence (about \$1.20) per square yard of plaster applied.

“That hod of mine holds a hundredweight and a half of plaster,” he explained. “That’s a whole

bloody barrel load, mate. And the job amounts to getting the muck from there to there quick as electricity.

“I bring it in, keep John up to his ears in the stuff so there’s no hold-up. We can complete four houses a week. Beat that.”

Married and the father of three children, Maxie said he always wanted the good things in life. But he concluded that he did not have the education and brains that most

people use to get them, so he settled on hard work.

Now, when he gets home at night, he admits he is rag tired.

“But I have a good soak in a hot bath, a hot supper and in an hour I feel like a new man again.”

Despite his affluence, Maxie used to go out the back door of his Buckingham house so his doctor, airline pilot, business executive-type neighbors wouldn’t see him in his working clothes. □