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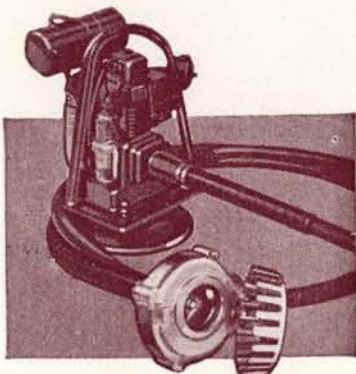
**\$1 P.A.**

# HIRE

**OFFICIAL JOURNAL OF THE HIRE ASSOCIATION**

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**"HIRE" is the Official Journal of the  
Hire Association of N.S.W.**

## "Hire"

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"HIRE" - April, 1968

# YOUR MAGAZINE

"Hire" is the official organ of the Hire Association of New South Wales.

We want it to develop as the journal of record in the industry, its voice, mouthpiece, guide, philosopher and friend.

This issue, "Hire" carries its first Editorial: each edition, we intend to give the Association President a chance to lay policy and guidelines down.

This issue also carries an article on the new Stamp Duties. We intend to keep abreast of developments in the industry, to bring you authoritative coverage of what they imply, and how they work.

Each edition, we plan to carry stories of the people making up this vital, new industry, and the businesses they run. "Hire" is people!

Most of all, we want to hear from YOU!

Your opinions, ambitions for the industry, complaints, requests, ideas are what we exist for. For next edition, would you please throw pen to paper, as briefly as possible, and drop us a line.

This is YOUR journal: help us to serve you better, by taking an active role!

## CONTENTS

	Page
EDITORIAL .....	3
WHAT THE FUTURE HOLDS .....	4
HOW BIG .....	5
STAMP DUTIES .....	6
MARKETING STORY .....	8
CREDIT CONTROL .....	11
INDUSTRY NEWS .....	11
HISTORY OF MIXERS .....	13
PUMP SALE PATTERNS .....	15

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## why an Association?

**Why has the Hire Association been formed?**

**What is it trying to do?**

**What's in it for me?**

The Aim of the Association (as laid down in the Rules) is a progressive profitable and ethical Hire Industry.

That's all very well, but how does that help the hirer? Well, these are some of the things we have done in our first few months:

**Delinquent Debtors List**—We have, open to all Financial Members, a list of Delinquent Debtors, as supplied by our members. It is alarming to see the same names appearing again and again. The cost of bad debts and misappropriated equipment is very substantial. By wise use of the Delinquent Debtors List, this cost can be reduced by each member.

**Referred Business**—All members have a List of Members, their addresses and their field of business. When enquiries come in that they cannot fill, they refer the business to the nearest or most likely member. Members thereby benefit; this fact alone should encourage many would-be members to join.

**Publicity**—The Association has already had editorial stories published on its behalf in trade publications. It will seek publicity for the industry in general, and for its members in particular, wherever possible. The Public will be encouraged to trade with Association Members.

**"Hire" Magazine**—This quarterly publication, which will be issued to the industry, is a big step forward. Members' ideas, suggestions and complaints will be welcomed, products advertised, and highly informative editorials and news published. For a 'First Edition', we are proud of "HIRE No. 1". We know it will grow bigger and better, so that anyone in the Hire business shouldn't afford to go without it.

**Technical Advice**—At our last Meeting, members were addressed by two very stimulating speakers—one on legal aspects, the other on the promotion side. Information of this nature will be available more and more as we grow. There are questions of Receipt Duty, Sales Tax Depreciation, and Taxation problems, which will be investigated and reported on in the near future.

**Stamp Duty**—When we heard news of the impending new Stamp Duty on Hire Arrangements, a deputation from the Hire Association interviewed the Stamp Commissioner, his Deputy and a Treasury Representative. We were the only group to have made any approach on the subject, and our views and suggestions were welcomed. Details of the Stamp Duty and its application can be found in this issue of "HIRE".

**Members**—We now have 40 Financial Members. We need more.

Every new member will enable us to do a lot more.

If you are in the Hire Business, no matter what aspect, the Association needs you and you need the Association.

Subscription is \$40.00 per annum. One bad debt saved, one new idea, one new customer, can repay this.

As we grow in strength and numbers, so will we be able to benefit members. We are a young and vital industry, with great future, prospects and problems. We shall evaluate its prospects and overcome its problems.

Neville Kennard,  
**President.**



# HIRE INDUSTRY

## — What The Future Holds

**Now that the Hire Association is formed and operating, what happens from here? How does it develop?**

President Neville Kennard believes it will develop along several distinct lines:

- improved service, through a permanent staff to co-ordinate information and activities,
- greater numbers,
- a Federal organisation,
- possible bulk buying and marketing, and
- industry promotion.

"The Association is on its feet now, and operating," Mr. Kennard said this week.

"There are many lines it can develop along: probably it will develop along several lines, but not all at once.

"I expect development to be consistent, but not spectacular—we want to consolidate, not just blossom and fade away."

Currently, the Association has almost 40 members. It's still growing. Members come from all aspects of the Hire Industry.

However, Mr. Kennard envisages greater specialisation in the future. Ultimately, there could be sections dealing with aspects of the Car Rental, Television and Electronics, General, Building Sections, and similar groupings.

Ultimately, this will lead to approaches from bulk suppliers of products.

"This is a retail industry, marketing direct to the public," Mr. Kennard said. "It also markets direct to industry and commerce. For that reason, wholesalers and manufacturers will doubtless want to approach members with special bulk proposals."

A logical development would be bulk sales, at greatly-reduced rates, to Association Members.

"As the Association grows, so does its buying power, and so does its influence with the people the industry deals with," Mr. Kennard said.

Already, there is a similar organisation in Victoria: it has functioned for several years. A Federal organisation, taking in Members in other States, and establishing a national headquarters and information service, would be a logical development.

Industry promotion must come: a huge, growing sector of the economy must have its voice heard, and people must continue to be persuaded that hiring is often better business than buying.

"All of this requires research," Mr. Kennard said. "And that means greater staff and effort, and that means money. The sooner all members of the hiring industry, join the Association, the sooner its objectives can be reached," he said.

"Already, the credit bureau, functioning through the Association Secretary, has saved several members large amounts of money.

"There are many other obvious advantages to be gained through the Association—and the sooner everyone belongs, the sooner they can be financed."

Association members predict a bright future for the industry. Because of this, they believe it is essential to be organised better on an industry basis, so that hirers and the industry can be better represented in negotiations.

---

## ASSOCIATION FORCES CHANGE

Already, just formed, the Association has made its presence felt at State Government level.

After the Association interviewed the Stamp Duties Registrar, the State Government realised it had a growth industry on its hands.

One immediate result has been that this week, the Stamp Duties Registrar told "Hire" that he is establishing research, to find out the extent of hire operations in New South Wales.

He has given us an assurance that the Association will be considered and consulted, before future legislation affecting members is brought down.

So, forming the Association has already achieved new liaison.



# HIRE INDUSTRY — How Big?

## How big is the Hire Industry?

**Nobody knows, at least, nobody knows with any certainty.**

**But we DO know that it's large, Very large.**

The New South Wales Government Commissioner of Stamp Duties believes that hiring agreements make up a large proportion of the \$160-million-a-year stamp duties in the State each year. Even he has no direct yardstick of how much comes in through hiring. But since the Hire Association approached him late last year, he is establishing research patterns, to find out how much hiring goes on.

Not all of what he will discover is "hiring" will be of the sort the Association currently represents. Much will be leasing, hire-purchase, and the normal transactions involving long-term financial arrangements. But the Commissioner believes that hiring will still form a big percentage.

One indicator in general use among hire operators is the one-for-one basis: for every dollar invested in the industry, including capital costs, there is one dollar's worth of turnover. The smaller the company, generally, the higher above this proportion turnover is to capital. About half a dozen major operators in the "general" hiring sector have investments of about \$250,000. But this is only the general sector. The specialised wings have much more.

What can be hired? You name it: there are some way-out sidelines. Everyone knows about builders' equipment, scaffolding, ladders, mixers, car-racks, welding equipment, spray plant, brick elevators, grinders, sanders, drills, pumps, barrows, generators,—the usual. But also consider:

- heavy earthmoving equipment, complete contracting plant,
- rent-a-car, truck rental, refrigerated road transport rental,
- Crane-hire, fork-lifts, handling equipment,
- clothing, Formal Wear, glad-rags, swimming costumes, towels,
- towelling-supply, industrial clothing,

- nappy-wash, linen, tableware, complete party catering, dance-floors, stack-a-bye chairs,
- carnival equipment, children's entertainments, stalls, swings, merry-go-rounds, chocolate wheels, trampolines,
- a specialist who hires expensive wigs to model-agencies,
- sporting equipment, rifles, fishing-tackle,
- car-trailers, caravans,
- boats, all sizes, cruisers to outboards, ship charter, package holidays,
- complete barbecue equipment (and staff),
- ski and alpine equipment,
- tents, camping equipment, heating and lighting,
- radio, television, electrical appliances, home and business, aeriels,
- office equipment, furniture and furnishings, typewriters, tape-recorders,
- cots, baby needs, prams, strollers, high-chairs, even clothing,
- plants, shrubs, office and bank requisites, clothing displays,
- health equipment, ray-lamps, crutches, wheelchairs,
- computer-space and time (with programmers and systems analysis),
- aircraft, charter, lease and hire, or fly-yourself or business jets, or
- surfboards, surf-o-planes, beach equipment, umbrellas.

The hire industry is now so large that it even has interest-group associations formed within itself.

Two large television rental groups have several million dollars worth of equipment on hire throughout New South Wales.

Conservatively costing new cars at \$2,000 valuation each, eight major car-rental firms have between them more than \$2.6-million invested in 1,300 cars in the State—and large real estate and establishment investments as well.

Earthmovers have formed themselves into the Earthmoving Contractors' Association, with a fulltime Secretariat. Their business is so

Continued on Page 16



# STAMP DUTIES

## — what they mean

Late last year, the Association learned that new Stamp Duty legislation was to be brought down in New South Wales.

Immediately we asked for, and were granted, an interview with the Stamp Duties Commissioner, his Deputy, and a Treasury representative. Ours was the only Association to be granted an interview on this legislation, and our views were well received. They must have had some effect on clarification: later, the Stamp Duties Office wrote, outlining clarification we had asked for.

The outline below assumes that Members already have a copy of the legislation and appendices, or a copy of the official circular.

The Association would appreciate informed views, which it could put in its next interview: Association meetings are the place they should be presented publicly, or privately to the Executive.

Here are our findings, as affecting the Hire Industry:

**N.B. IMPORTANT PLEASE:** Carefully read the Appendix which describes new and altered interpretations of the Legislation.

1. It would appear that anyone who permits "goods" to be used by someone else could be liable to pay duty on the "arrangement" arising from such a transaction in either of two ways:—

- (a) Under 74E on the basis of the old legislation at  $1\frac{1}{4}\%$  of the amount payable or 35 cents, whichever is greater, on the hiring arrangement which must be duly impressed in the approved manner at the tax office. And if no dutiable document was previously made out, one must now be drawn up and duly stamped.

- (b) Under 74F on the new conditions outlined in the circular an approved person submits a monthly return paying duty at the rate of  $1\frac{1}{4}\%$  on

- (i) Hire turnover for that month, i.e. on hire business transacted during the month in monies or payable

- (ii) Total cash received during that month in respect of any hire arrangements.

2. Stamp duty could also be attracted by arrangements which involve the "hire" of a machine and operator, or in certain cases, owner operated machines. (See also No. 4)

3. In a hiring arrangement where truck hire, installation, removal and operator are separately charged, no stamp duty is attracted if no or negligible profit margin is included in these charges.

4. Stamp duty is not attracted where plant is used strictly within a contract, even when charged on a rental basis. A "contractor" is basically defined as remaining in complete control of the plant and fully responsible for it accomplishing the end result, as opposed to the hirer taking over the direction of the plant.

5. There are obvious advantages in becoming an "approved" person and paying tax on turnover. This approval must be granted by the Commissioner on application by "owners."

6. Deduction may be made in two ways from the taxable gross hire income:—

- (a) Cost of "service of the goods" deductions, which are an estimated percentage, can be made after receiving written approval of the Stamp Commissioner. This percentage is calculated from service costs submitted by the applicant and is open to revision on request at any subsequent time.

Owners should apply in writing for approval to make deductions under Sect. 74G (2) by submitting rental turnover and direct service costs for one year.

These must be costs directly resulting from the service and maintenance of goods.

Specifically:

Direct costs: labour, parts and materials used in service repairs and maintenance.

Indirect costs: (which should be outlined) Sick Pay, Long Service Leave, payroll tax, workers compensation, holiday pay, superannuation and bonuses, in a proportion directly

"HIRE" — April, 1968



attributable to service and maintenance. Rent, depreciation, insurance, rates and taxes on buildings and machinery used for maintenance, electricity, fuel, telephones, and cost of running service vehicle, in a proportion attributable directly to service and maintenance, and so much of the cost of labour as relates to supervision of service labour.

These figures would be subject to inspection by tax officers.

General overheads, depreciation of hire equipment, advertising, accounting fees, hire vehicle registration fees, third party insurance, commission to an agent, licences etc. may **not** be claimed.

In the situation where operators, delivery, installation, erection and removal are included within the hire rental charge these may **not** be claimed as costs service under this section.

- (b) "Basic deductions" in the form of running costs are variable and are made monthly from the **actual** costs of the operator, the fuel, the delivery, the installation and so on where any of these are included within the total hire charge for that month. (See also No. 3 above)

\* See Appendix "C"

These deductions are subject to inspection and require an adequate accounting system. Also a record of the calculations of the monthly returns should be kept.

7. Where stamp duty is shown by the "owner" as a separate amount on the arrangement or on the invoice, tax is payable on the total amount shown including that shown as tax.

\* See Appendix "B"

8. Where returns are calculated on monthly hire turnover, (as in 1.(b)(i)) bad debts relating to hire which are written off may be deducted in the month written off if they are certified by auditors and if the amounts were included in returns since 1-1-68. Similarly credits issued may be deducted in the month in which they are issued.

9. In the case where service and maintenance is being carried out by a firm other than

the "owner", these charges are liable to substantiation if requested by tax officers, but are nevertheless fully deductible.

10. The \$150.00 per month limit applies after deductions are made.
11. In the case where a re-hiring takes place both arrangements attract stamp duty.
12. It is pointed out that under the legislation, duty is payable on Hiring arrangements which were drawn up before 1-1-68 but on which the **first** payment has not been received until after 1st January, 1968.
- \* See Appendix "A"
13. At the moment where an owner is changing over from the impressed agreement, to the approved person system if they wish to receive credit for pre-impressed agreements these must be returned to the Tax Office to be individually cancelled.
14. It is intended that deductions and adjustments will be made monthly by the "approved" persons but these results will be subject to substantiation.
15. Any doubts or queries arising out of the circular or these notes should be directed to the Stamp Duties Office.

## APPENDIX

We were recently notified that under the new interpretation of the Stamp duty legislation the following now applies:

- A. Where a Hire Contract which did not attract stamp duty before the new legislation, was drawn up and the goods were in actual use before 1st January, 1968, this arrangement will not now attract stamp duty even if no cash payment had been received before 1-1-68.
- B. Where Stamp duty is charged and shown separately on the arrangement or the invoice, duty is payable only on the Hire amount not, as before on the total providing the amount shown as tax is in fact close to the amount payable.
- C. Under the new interpretation "Basic deductions" can be claimed in actual costs, monthly, as outlined in 6B above **OR** where the same conditions apply the Stamp Commissioner has agreed to grant a fixed monthly deduction calculated from figures supplied for the previous year. This will then be deducted as a percentage monthly, separately and apart from that made under "Cost of Service" deduction.



# FORMAL WEAR PTY. LTD.

This month after six years on the scene, Formal Wear Hire Service will open its own suburban outlet at Parramatta.

Situated in a prestige area, the store carries all women's and men's formal clothing. It will also service Formal Wear agents in the Western suburbs.

The showroom is a breakthrough in hiring concepts. It is the first hiring shop in New South Wales with a direct street frontage.

The present Formal Wear organisation originally developed out of its parent company, Biber Furs Pty. Ltd. Visitors, mainly from overseas, enquired whether furs could be hired.

This promoted the idea of "hire".

At that time it appeared the hire of formal clothes was relatively untouched as a community service.

The idea of establishing a new business in the field of 'clothes hiring' appeared relatively easy—but mens' tastes in formal dress had not changed since Federation, and women could be very unreceptive to hiring previously-worn garments.

**First Problem:** Despite the limited competition, how could Formal Wear distinguish itself from other formal hire firms?

The company decided to cater for and capture the young-adult market (18-24 years), by promoting a youthful image.

New, never-before-available-to-the-public styles were selected, and an extensive range of fittings offered.

Clientele were to be assured of leaving with that "well groomed" look. This initial expres-

sion later formed the basis for a successful advertising theme.

The corporate structure was agreed upon; women's and men's formal clothing.

Mrs. Levy was to manage the operational activities and prepare the basis of her operating policy.



Mrs. Levy set up a salon in Castlereagh Street, Sydney, with an area of 500 sq. ft. and set the machinery in motion to promote the image of Formal Wear Hire Service, to the public.

The advertising Agency appointed selected Sunday Press and Radio to carry the initial message. The first advertisement was a 15 in. x 1 in. column, with inclusions of both men's and women's merchandise.

Radio, however, proved itself to be the effective tool for launching Formal Wear on the Australian public.

Business spiralled. To cover the young adult market adequately, the company selected further media: specialty magazines and publications reaching university students. Most

"HIRE" - April, 1968



# SUCCESSFUL MARKETING OF "HIRE"

successful was "OZ", with an institutional format, based on students' humour appeal. Ads covered the walls of dormitories and students' studies.

Expansion was inevitable — in March, 1964, premises of 3,000 sq. ft. opened at the present location, 147A King Street.

Melbourne came next in the expansion plan, experiencing the same rapid growth as Sydney.

An essential component of the successful marketing programme of Formal Wear is evidenced in the youthful staff. When any trainee shows ability, he or she is selected to attend a "Dale Carnegie" course in "Leadership".

"My investment is in my staff," says Mrs. Levy.

Already three of the youthful staff are in executive positions, one managing the Sydney store, one managing Formal Wear in Melbourne, and the third directing promotional and advertising activities for N.S.W. and Victoria. All are under 25.

The organisation needs sales staff who can adapt themselves to each customer's individual problems, fitting and taste. They should also have the ability to associate on all levels with both customers and fellow staff members.

In the few years of Formal Wear's exciting growth, advertising appropriations have increased in direct proportion to sales, though over the same period the value of the advertising dollar has decreased.

To lower advertising production costs and eliminate agency commission, Formal Wear established their own Advertising Department.

There has been a significant decrease in production costs.

In 1967, W. D. Scott Pty. Ltd., the well-known Management Consultants, were commissioned by the Company, to prepare a Market Research study. Why did a hire Company such as Formal Wear require Market Research?



As stated by Mrs. Levy; "we were optimistic for our future, and the future of the hiring service in Australia.

"We wanted to know more about our customers; who they were, where they came from; what level of income they were placed; their future taste and style requirements.

"We needed to understand our market better, to recognise fluctuating trends. We wanted to understand the community's

Continued on Page 10

Page 9



# FORMAL WEAR

## Clothes Hiring Continued . . .

attitude to hiring, especially women's; to know what impact we had made on the public over the past six years, how we would develop our future advertising programmes and in what direction we would carry these programmes to maintain our position as a market leader.

"Internally, we probed our operating methods, clerical procedures and staff requirements. The results brought further expansion.

"Influenced by the survey report, we solicited applications from Men's Wear Stores, then selected the best to become Formal Wear agents; to expand our services to the metropolitan and country areas."

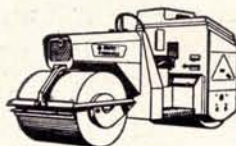
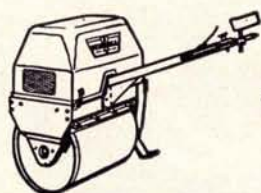
The planning of the Advertising campaign to support the newly appointed Formal Wear Agents devolved around a simple symbol (the sign of the bow tie).

The objective of the campaign was to show people with a sign that would identify Formal Wear Agents in suburban locations.

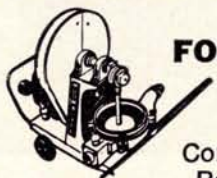
This symbol has also been adopted for the present Formal Wear insignia.

The purpose of Formal Wear is to bring formal hiring to the forefront of fashion acceptability.

The right image, the right approval, the right appearance, the right thinking will sell the service.

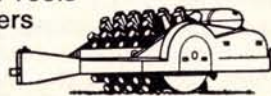
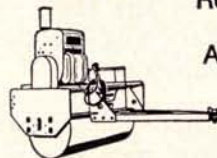


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# DO YOU CONTROL CREDIT?

How much money do you give away each year? Is it because you are too busy to take a few simple precautions when dealing with new customers, such as checking business references, bank references?

Most important, do you check with your own Association, which now maintains a current list, compiled from returns sent in by its members of all individuals, companies and partnerships, who have proved for a variety of reasons that they are better not to be done business with?

The way the system operates is: each member of the Hire Association forwards to the Association's Office an initial list of all persons or companies, whom that particular member, for a very good and valid reason, would no longer deal with under any circumstances, for the hire of any equipment or goods. Such reasons would include: known criminal record or intentions, absolute inability to meet financial commitments, continued record of unsatisfactory and unethical dealings, bankrupt.

It will be seen that where there is any reasonable chance of the member recouping the debt, then the client's name is not included on the Association's list.

Members may be reassured that all returns of this nature are strictly confidential. The names of the Companies or persons concerned are simply typed on a plain piece of paper with no indication as to the sender. Returns are to be marked "Private and Confidential", and addressed to Hire Association of N.S.W., 110 Willoughby Road, Crows Nest, N.S.W. 2065.

When you have forwarded this list to the Association's Office, a complete alphabetical listing of all such returns is compiled into a Master List, which is forwarded to each new member on joining the Association. To keep each member's list up-to-date, a three-monthly supplement of new names goes to all members from the Association's Office. This means of course, that each member must immediately advise the Association's Office of any persons or companies it is considered should be added to the original listing.

It will be apparent, therefore, that this sharing of information among the increasing membership of hire companies will considerably assist to reduce your chances of having more Bad Debts.

Make sure that YOU protect yourself and your fellow members. Keep your Association fully informed. Forward your return and advise of any additions immediately.

---

## INDUSTRY NEWS

A new Hire Company, to be known as A. W. HIRE PTY. LTD., has been formed as a subsidiary of Wreckair Holdings Ltd., one of Australia's biggest Hire Companies.

Wreckair, who operate in Sydney, Melbourne, Adelaide, Hobart, Launceston and Burnie, have formed this Company to handle the "home owner" and smaller industrial items hire. Operations have started at their Brookvale branch and will be extended to other branches soon.

Knowing Wreckair's efficient way of doing business, this new venture is sure to be an asset to the Hire Industry.

—::—  
Kennard's Hire Service of Greenwich and Rydalmere, now hiring Utilities and Trucks, have added a Tip Truck to their range. It is a 2-ton Daihatsu, which can be driven with an "A" Class licence. It should find ready acceptance with builders for small jobs of site

clearing, and with home owners for carting soil, sand, etc.

—::—  
Talking about the things you can Hire, it appears we will soon be able to Rent-A-Kidney and maybe even Rent-A-Heart one of these days. It will be interesting to see how the smart operators who get into this business will obtain their "equipment".

—::—  
Andrew Kennard, of Kennard's Hire Service Pty. Ltd., left in February for a visit to Britain and the United States to study Hire and Rental developments. While in America he will attend the Convention of the American Rental Association in St. Louis, Missouri.

He will also visit Rental businesses in various parts, with particular emphasis on studying management techniques which can be applied to the fast-growing Hire business in Australia. He should come back with lots of ideas which he says he won't mind passing on.

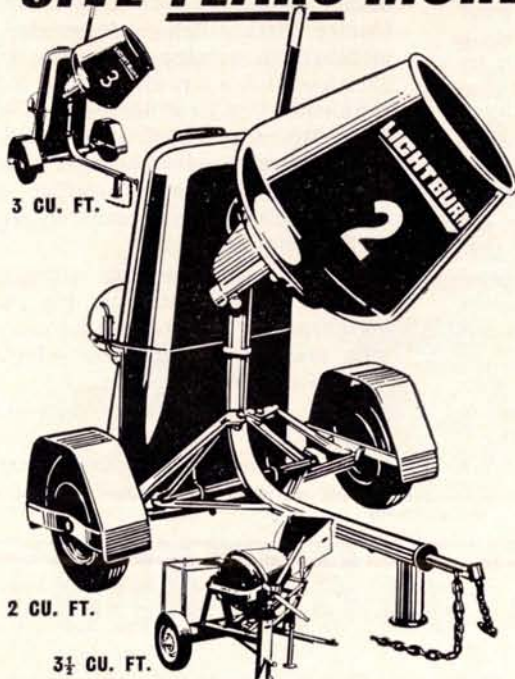


The Lightburn man says



# LIGHTBURN CONCRETE MIXERS

## GIVE YEARS MORE SERVICE!



Lightburn mixers are Australia's biggest sellers . . . have been for over 40 years . . . because they are better designed and better engineered to give years MORE reliable service. ★ Biggest range for you to choose from—37 models all with 6 months guarantee ★ Low cost spare parts always immediately available ★ Trade-ins ★ Terms ★ Hiring ★ Best deal EVERY way.

### FOR TRADESMEN

Whatever your class of work, there is a rugged and reliable Lightburn that will do the job faster, mix more thoroughly. Choice of electric, petrol or diesel power.

- Biggest trade-in on your present unit.

- **3 CU. FT. MODEL:** Rugged, tubular steel construction, has output of 3 cu. yds. of concrete per hour. Available with petrol engine or electric motor. Mixer only \$308.00.
- **2 CU. FT. MODEL:** Has retractable wheels which fold to 28" width for use in confined spaces. Output 2 cu. yds. per hour, petrol or electric powered. Mixer only \$174.00.
- **1 1/2 CU. FT. MODEL:** Sturdy angle iron frame, mounted on wheels for easy movement. 1 1/2 cu. yds. per hour output, petrol engine or electric motor available. Mixer only \$68.28.

**ASK TO SEE A LIGHTBURN MIXER !**



**LIGHTBURN & CO. LIMITED**  
The Concrete Mixer people of Australia.

132 STANMORE ROAD,  
STANMORE. 'Phone 56 6351  
After Hours 560 8047 or 97 4853



# WHAT DOES THE LIGHTBURN MAN KNOW ABOUT MIXERS?

If the Lightburn man is Laurie Sbisa or Peter Hoy, he knows plenty. These Lightburn men are backed by almost 50 years' experience in the concrete mixer business.

Laurie Sbisa and Peter Hoy are Lightburn's Sydney and metropolitan mixer representatives. Peter Hoy covers the metropolitan area north of Parramatta Road, while Laurie Sbisa's territory is south of Parramatta Road.

Between them they service hire fleet operators who are currently using more than 400 Lightburn mixers. They also contact building tradesmen working in particular territories to spread the Lightburn story.

This story is one of service to the building tradesmen—or anyone who needs to use a concrete mixer—right throughout the whole of Australia.

## COMPANY BEGAN IN SMALL WAY

Like many other companies Lightburn & Co. Ltd. started off in a small way.

In 1919, the father of the present managing director of Lightburn & Co. Limited (Mr. Harold Lightburn) founded a business at Unley Road, Unley, which commenced manufacturing concrete mixers for the building trade.

The business eventually became a family affair and, in addition to making concrete mixers, a mixer hire service—the first of its kind in Australia—was established.

When the present company was formed in 1945, it took over the family business and continued to make and hire concrete mixers. In those days, the Unley Road premises were the only freehold property the newly formed company owned, and only one model mixer—the 3½ c.ft. model—was manufactured.

## BUILT OWN FACTORIES

The new company designed, engineered and tooled up to produce a range of patented hydraulic jacks which were completely different from any other hydraulic jack in the world. It rented a number of premises in Adelaide to provide factory and office space.

Today, the entire South Australian operation of Lightburn & Co. is consolidated on its own 33 acre site at Morphet Road, Novar Gardens, and is using 300,000 square feet of factory, store and office buildings.

With further additions to their range of hydraulic jacks and new models in concrete mixers—and an increasing demand for these products—the company established branches

in interstate capital cities to provide sales and service centres in each state.

Now Lightburns are manufacturing a range of 15 hydraulic jacks from 1 to 12 ton capacity and seven different models in concrete mixers which are available in more than 40 buying combinations. They are employing over 100 personnel in their national sales force.

## WASHING MACHINES

The first electric washing machine was introduced in 1948. It was specially designed to suit Australian conditions and to conserve water, and was the first twin-tub, spin-dry machine to be manufactured in this country.

Lightburn washing machines have proved themselves popular with Australian housewives—and with the Armed Services who needed machines that would give efficient and trouble-free service. The army ordered their first Lightburns back in 1952 and are still ordering them 15 years later.

Today, with hundreds of thousands of washing machines have been made, the company has assured itself of an important place in the twin-tub washing machine field, and the Lightburn remains the only truly Australian twin-tub.

## POWER TOOLS ADDED

In 1960, Lightburn & Co. Limited took over KBC Limited who were manufacturing the well known Australian designed range of K.B.C. electric drills and power tools.

Following on from the takeover, Lightburns refined and redesigned the former K.B.C. range. At the present time Lightburn Golden Power Tool range included 6 different drills, 12 individual tools and a wide variety of similar accessories. These are available separately or in kit form. They are suitable for tradesmen and handymen, and are used extensively in industry.

These power tools now form an important part of the company's overall operation and also make a valuable contribution to its increasing export business.

## AUSTRALIAN OWNED

Lightburn & Co. is now concentrating on the manufacture and distribution of their four basic product groups—concrete mixers, hydraulic jacks, power tools and washing machines.

The company is completely Australian owned and has thousands of shareholders spread all

Continued on Page 16



# HIRE INDUSTRY SETS PUMP SALE PATTERNS

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*A new range of portable self-contained pumps tradenamed "Bullfrogs" have been successfully introduced to the Australian market, through extensive use by a number of hire companies.*

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A patented design of centrifugal pump, the "Bullfrog" is submersible, self priming, non clogging and has an exceptionally high discharge rate in relation to its size.

Dewatering excavations, basements, tunnels and ditches can all be done quickly and cleanly with a minimum of handling by a "Bullfrog". Being submersible, it does not need priming. Free flow of suspended solids is guaranteed by the special-shape wide-passage impeller and semi-annular casing of the pump head. Water containing sand, ashes and mud, with solids concentrations up to 50%, can be handled without difficulty at high capacity. Thus the pump performs the dual functions of conventional self-priming centrifugal and diaphragm pumps. It provides a combination of high capacity and versatility that has been lacking in contractors' pumps in the past. They are so portable that one man can carry all the equipment needed to pump up to 18,000 G.P.H.

"Bullfrog" pumps are driven by a small but powerful motor, mounted on a 360° swivel base and connected by a flexible shaft to the submersible pump-head. The discharge hose, any length, may be fitted to the pump head with either screwed or quick-release couplings.

Power can be supplied from a variety of sources. Most common is a Villiers four stroke Mark 15HOV 3 H.P. engine, for the 1½" and 2½" models, and a J.A.P. 4/44 8 H.P. engine, for the largest 3" model. Other prime movers available are diesel engines, electric motors, air motors and even L.P. gas engines. A special model is also available with an adaptor, for driving from a tractor P.T.O. shaft.

The three models of the "Bullfrog" are designated VB.15, VB.25 and VB.30. These have

respective delivery connections of 1½", 2½" and 3", and capacities of 9,000, 18,000 and 27,000 G.P.H.

Standard equipment with a "Bullfrog" is an 18 ft. length of flexible shaft. But this can be increased as required, to cope with greater distances from motor to pump-head, by adding on 12 or 18 ft. lengths, coupled with a ball-bearing drive joining union. Alternatively, single-length shafts of 24 and 30 ft. are available at small additional cost.

The pump-head of even the largest model is only 14" in diameter, less than 10" deep and weighs only 38 lbs. This allows it to be lowered into the most inaccessible places without the need for any special lifting tackle. Standard pump-head casings are of cast high-tensile aluminium, with hardened steel wear rings and trouble-free mechanical seals to protect the bearings. Cast iron heads or nylon coated aluminium heads are available for certain corrosive liquids.

An additional bonus for hire contractors is that the "Bullfrog" engine can be fitted with a range of immersion concrete vibrators, as a standard attachment. One inch diameter, 1½" diameter and 2½" diameter vibrator heads, operating at 10,000 or 12,000 V.P.M., are available with flexible driveshafts, of similar length to the "Bullfrog" pump. The 1" diameter vibrator, with long-length flexible shaft, has many applications in pouring thin reinforced walls and small deep columns. It is the only vibrator of this size available in Australia with a petrol-engine drive and long shaft.

In New South Wales, the Metropolitan Water Sewerage & Drainage Board have found "Bullfrog" pumps extremely serviceable. They already have more than 100 in use. Shire and Municipal Councils are also extensive users. Major hire contractors have found "Bullfrogs" a necessary part of their catalogue, to satisfy the increasing demand from their customers.

They are available from William Adams & Company Limited, sole distributors throughout the commonwealth.



## NEW PRODUCTS

Black & Decker releases an extremely powerful low-priced  $\frac{1}{2}$ " 2 speed Drill having a high efficiency motor, yet light in weight and offers the user two useful speeds 600-2000 rpm.

Low speed for heavy steel drillings, masonry work etc. whereas high speed takes advantage of the light weight for small drills in steel and sanding work.

The Black & Decker range of tools widens all the time. Two particular types not associated with power tools are the **Magnetic Base Drill Press** and **Vacuum Cleaner**. Both these units do extremely efficient work. The two speed Magnetic Drill Press for instance has the drilling capacity of a  $\frac{1}{4}$ " diameter drill and is capable of a performance equivalent to that of a \$10,000 machine. An example of its performance is:  $\frac{1}{4}$ " hole in 1" plate steel which takes less than 2 minutes drilling time.

The flexibility of the unit allows it to be moved as a whole or in three (3) separate sections, of no greater than 50 lb. weight each. Whereas the total assembled weight is only 112 lbs.

Inclusion of the Hydra-feed Pump allows a drill point pressure of 1500 lbs. to be applied which compares with the efficiency of a high priced radial drill; yet this unit is priced at only \$722.00, is portable, and capable of proving itself.

One contractor has found that 15 of these units, working continuously in his plant have provided him with the highest efficiency and maximum production time he requires. Proof in itself of its value.

Vacuum Cleaners, wherever dirt exists, are a must.

The main features of these units is their low price, light weight and extremely high suction capacity. Black & Decker Vacuum Cleaners have  $2\frac{1}{4}$  HP motor, 135 cubic feet of air flow, wet and dry pick-up, and with their wide range of accessories make them very versatile for cleaning up processes.

Production of Black & Decker tools in their modern plant at Croydon, Vic., offer the user, highly efficient portable electric tools at very low capital costs.

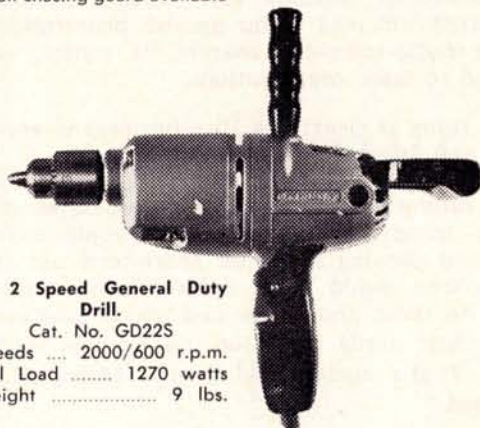
A free daily Pick-up and Delivery Service ensures factory new tool performance with minimum effort on the part of the user. A 'phone call to Black & Decker (A'sia) Pty. Ltd. 133 Botany Road, Waterloo, 2017, number 69-7541, will offer you the best service available for your power tool requirements.

"HIRE" - April, 1968



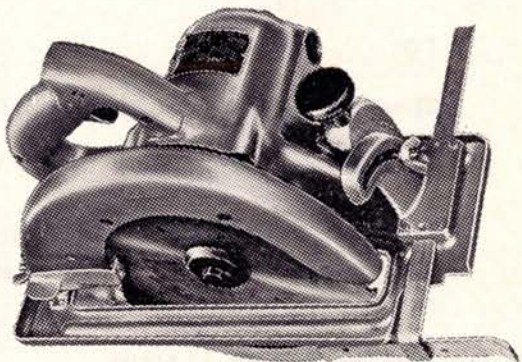
**9" Super Duty Angle Grinder**  
(Double Insulated)  
Cat. No. SD425D

No. Load  
Speed .... 6000 r.p.m.  
Full Load .... 3150 watts  
Weight ..... 17 lbs.  
Wall chasing guard available



**$\frac{1}{2}$ " 2 Speed General Duty Drill**  
Cat. No. GD22S

Speeds .... 2000/600 r.p.m.  
Full Load ..... 1270 watts  
Weight ..... 9 lbs.



**9" Heavy Duty Drill**  
Cat. No. 90

Full Load ..... 2040 watts  
Depth of cut .....  $3\frac{1}{4}$ "  
Weight ..... 15 $\frac{1}{2}$  lbs.

# Black & Decker

BLACK & DECKER (A/ASIA) PTY. LTD.  
133 Botany Road, Waterloo. 2017



Continued from Page 5

large, they are unable to calculate it, either in investment or turnover—but it runs into many millions of dollars.

Stamp Duties Branch men calculate that more than \$100-million in Stamp Duties per year are involved in land, vehicles, plant and equipment transfers, a large proportion of which are on hire.

As Hire Association President Neville Kenard puts it, "Nobody knows just how large the industry is, or how large it will become."

Chamber of Manufacturers' Mr. Sharp, (radio and television section) says U.K. and U.S. experience will lead to far greater penetration of the radio-television market by rental, as opposed to sales, organisations.

One thing is clear: the Hire business is very large, and growing.

The Stamp Duties Branch has the last word: "It's a trend of modern living. People have large and growing needs for short-term use of things they would never before have considered. As their knowledge and social mobility grow, their needs grow too—on a short-term basis. That's modern living—and hiring fills the need."

Continued from Page 13

over the Commonwealth, with many of them resident in South Australia. It owns all of its designs, patents and processes and all of the revenue it earns remains in Australia.

In its design, development, engineering and manufacturing sections, Lightburn & Co. is keeping abreast of all of the technological advances relating to its various fields.

#### RECOGNISED AS EXPERTS

With all of the Lightburn resources behind them, Laurie Sbisa and Peter Hoy are recognised as experts in the concrete mixer field. They can:

- Make a generous trade-in offer on an old mixer.
- Arrange confidential and easy terms on the purchase of a Lightburn mixer.
- Offer overhauled and reconditioned mixers at reasonable prices.
- Check mixers and offer specialised advice on their conditions.
- Give estimates on the cost of overhauling or repairing mixers.
- Arrange for service on Lightburn mixers or supply authentic Lightburn spare parts.
- Arrange for the hire of a Lightburn mixer.

Laurie Sbisa's private telephone number is 560 8047, while Peter Hoy's private telephone number is 97 4853. They can be contacted at these numbers after hours or throughout the day by ringing Lightburns at 56 6351.

TO:

The Hire Association of N.S.W.,  
110 Willoughby Road,  
CROWS NEST, N.S.W. 2065.

I desire to become a member of the Hire Association of N.S.W. and on my election I agree to be bound by the Rules and Regulations. I authorise the entry of my name on the Register of Members.

I enclose the sum of \$40.00.

Name:.....

Company:.....

Address:.....

Signature:.....



## Avoid Burn-outs — Handy Hint

A common cause of "burn outs" of electrical equipment can be traced to either the extension cable being too long, or, if too light a duty cable.

For the building trade and Hirer, the most popular is the 3 core 40/0076. By word of explanation, the prefix 40 denotes the number of strands in each core, it follows that the cable with the prefix 70 having more strands, is the heavier duty cable. The .0076 denotes size of each strand.

If too light duty cable is used, there will be a voltage drop which could build up heat, not only in the cable, but also the electrical equipment, by the same token too long a cable will have the same effect, either case resulting in "burn outs".

As a guide to correct lengths and duty of cable to be used, the following chart is an excellent guide. Although you will note that 23/0076 is listed on this chart I do not recommend it for the Tradesman nor Hirer as its use is limited.

### MINIMUM RECOMMENDED SIZES OF EXTENSION CABLES

Based on current equivalent to 150% full load of tool and a voltage drop of approximately 5 volts.

#### Nameplate Rating of Tool in Amps.

Distance	0	2.1	3.5	5.1	7.1
in	to	to	to	to	to
Feet	2.0	3.4	5.0	7.0	10.0
25	23/0076	23/0076	40/0076	40/0076	70/0076
50	23/0076	23/0076	40/0076	40/0076	70/0076
75	23/0076	40/0076	40/0076	40/0076	70/0076
100	23/0076	40/0076	40/0076	70/0076	70/0076
200	40/0076	70/0076	70/0076	70/0076	—
300	40/0076	70/0076	70/0076	—	—

#### NOTE:

- (1) Use 3-core plastic cable for extension leads.
- (2) If voltage is already low at the source, have voltage increase to standard, or use a larger cable than listed in order to prevent further loss of voltage.

These cables are available in both PVC and rubber. It is my personal experience that PVC tends to be damaged easier by polishers,

sanders, etc., when accidentally touched or caught under same, possibly because the PVC is not as resilient as the rubber.

One other problem associated with PVC cable, is that the outer casing tends to shrink back from plugs, connectors or appliances. This can be overcome by pre-shrinking the outer cable, that is, expose the three inner cores by cutting say  $\frac{1}{2}$  in. of outer cover and holding these in pliers, push back the outer cover, say 6 in. or more, then connect plug, etc. at this part of the cable.

# SUBSCRIBE

## TO

# "HIRE"

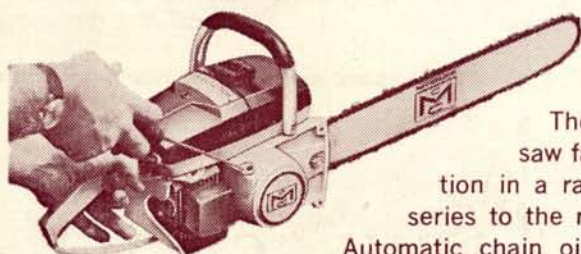


***Annual Subscription \$1***



# McCULLOCH

## DEPENDABLE POWER TOOLS FOR PROFITABLE HIRING



### PETROL DRIVEN CHAIN SAWS

The world's lightest easiest-starting chain saw family. Safe, dependable, trouble-free operation in a range of models from the 11 lb. Mac 2-10 series to the rugged professional models, 797 and 895. Automatic chain oiling, choice of direct drive or gear drive and electric start models, plus an Australia-wide dealer-service network.

### CHAIN SAW ATTACHMENTS



**Post Hole Borer.** Has automatic forward and reverse gear to prevent jamming. Takes bits to 1 1/4" dia. Special chuck for metal drilling.



**Brush-cutter / Weed-cutter Attachments.** Cut scrub and weeds anywhere — removable guard for clearing close to walls. Brush-cutter cuts trees up to 8" thick. Shoulder harness takes weight.



**Earth Auger.** Dig holes fast for fence posts, tree-planting, farm construction. 3", 4", 6" and 9" holes may be dug to 37" deep — extension adaptors available for extra depth.



### McCULLOCH 170 ARC WELDER

Fully portable 170 amp AC/DC welder weighing only 55 lbs. Supplied with built-in rectifier with sealed silicon diodes, 15 ft cables, fingertip run/idle engine control and face shield. As used by the Australian armed forces. Can also be used for pipe thawing, induction heating and with carbon-arc torch for pre-heating, brazing and hard-surfacing.



### McCULLOCH AIR-MASTER PNEUMATIC SAW

Unique air-powered Air-Master saw—even operates under water from SCUBA tank. Weighs only 5 1/2 lb. and uses 6 1/2 cu. ft. of air per minute. Automatic oiling system lubricates both blade and cut. Any high speed blade may be used, even broken segments.

**McCULLOCH** 

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Ferndell St., Sth. Granville, N.S.W.