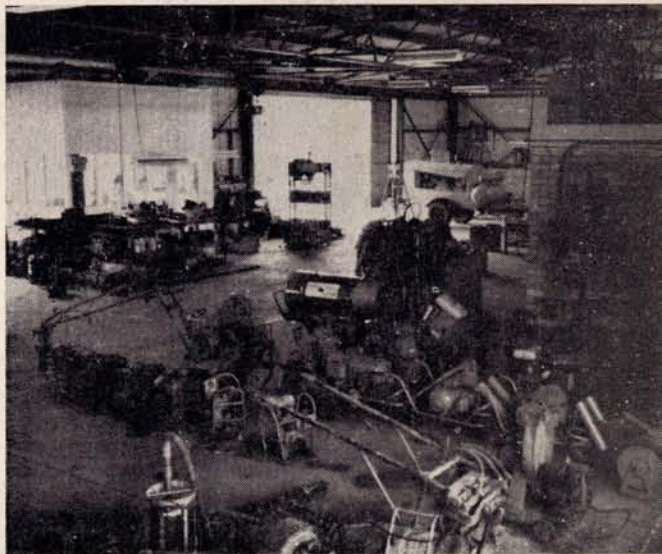


HIRE

OFFICIAL JOURNAL
OF THE HIRE ASSOCIATION



**Spotlight
on Wreckair**

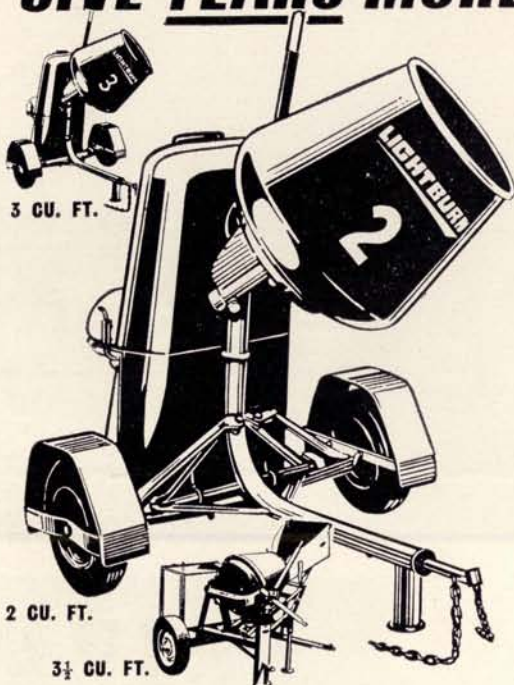


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THE HIRE ASSOCIATION OF N.S.W. was formed in 1967, by a group of hire business men and women. Its aim is a progressive profitable and ethical hire industry.

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(Kennard's Hire Service Pty. Ltd.)

Vice-President:

Gordon Esden
(Silverwater Plant Hire Pty. Ltd.)

Treasurer:

Arthur Ball
(Handyman's Hire Service)

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(Braybon Hire Pty. Ltd.)

Mrs. Peggy Levy
(Formal Wear Hire Service Pty. Ltd.)

John Ellis
(Broadway Hire Services)

Greg Page
(Pages Hiring Service)

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Hire Association of N.S.W.**

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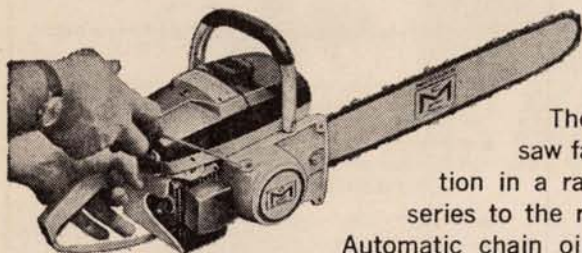
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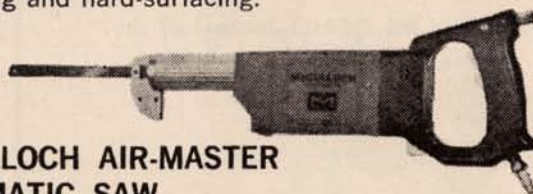


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HIRE RATES — ARE THEY ADEQUATE?

The question of Hire Rates is one which can be continually debated and analysed.

A rate which one man may think is adequate and profitable may to another be unprofitable. We all operate differently: we have our efficient and less-efficient sides.

But regardless of what we charge for the services we offer, regardless of whether we are more or less expensive than the next man, we all have a duty to our customers, to the industry and to ourselves.

First and foremost, we must consider our customers. Without them, we have no business. We have a duty to our customers to be able to supply **good** equipment. If we do not, the hire transaction will not be profitable.

There will be arguments and higher costs.

To offer our equipment in first-class condition means spending the time and money to maintain and service it, so it is always in good condition.

We must also cover the cost of depreciation. The item we buy today for \$100 cannot be sold tomorrow for \$100. When the item is worn out, we must be able to replace it. Our depreciation cost must cover this.

Again, as our customers' needs increase, as we gain new customers, and as the market increases, we need to increase the depth and range of our stock.

To do this we must make profits to finance expansion. We must set our rates at a level

to cover our costs and afford a profit level which enables us to expand.

Secondly, we should consider our duty to the Hire Industry as a whole.

If we want people to regard Hire as an economic and desirable form of trade, if we want to portray an image of good service and efficiency, we must be able to offer people the services they want.

This means setting prices which will enable us to give this service.

Last, but not least, we must think of ourselves.

Most of us work hard at our job, putting in long hours and continued effort. This effort is worthy of a reasonable salary.

We also have large amounts of capital tied up in our investment equipment, land, buildings. This investment must earn a return. Money is depreciating all the time and our return must cover this.

Unless we get an adequate reward for our efforts and get an adequate return for our money, we should either get out of the business and leave it to someone who is more efficient, or take a look at our rates and set them at a level which will give us the right return.

The Hire Industry is no longer a backyard affair.

It is becoming big business.

It needs sound management and sound thinking.

To start with, let's have sound pricing.

NEVILLE KENNARD — President.

'SERVICE' KEY TO EXPANSION

Wreckair believes

One of Australia's leading hire companies believes that "Complete Service" is the answer to building business.

Wreckair Pty. Ltd., now has, on its last balance-sheet, \$2,003,000 worth of plant, motor-vehicles and equipment (at cost) scattered throughout the nation.

From a small start in Melbourne in 1950, Wreckair now employs 29 in Sydney alone — more than 100 throughout Australia.

"Service in every form is what has built the business," Des Whelan, the Company's New South Wales Manager, says.

"We work on the principle of complete service.

"Wherever possible, we hire equipment so that all that is needed is a supply of labour.

"We deliver to the site. All of our vehicles are radio-controlled, and there are complete service facilities at the depots."

Mr. Whelan wants to expand the market: believes its future depends on selling not only to those who cannot afford to buy equipment, but to those who find it more convenient, permanently, to hire it.

"What will happen will be a complete turn-around from the present position," he says.

"Out of all the money being spent on construction equipment at the moment, the hire industry might be getting five or ten per cent.

"Purchases of equipment would account for the other 90 per cent at present.

"Ultimately, the complete reverse will happen — purchases will be the smaller proportion."

TRAINING

To maintain the quality of service, Wreckair maintains its own training schemes.

Before an office-employee fronts his first customer, he has been through the internal training that each branch supplies.

There are regular training-nights for all employees, and outside management training for promising future executives.

Every month, the figures from each branch are compared—although Des Whelan admits local conditions make many difficult to assess.

Wreckair has done a lot of transferring for short-terms, interstate.

"It gives our men a wider knowledge of the scope and detail in operation of the hire industry," Mr. Whelan says.

Financial control emanates from Melbourne, but practical day-to-day operations are directed from Sydney.

The 15 Sydney vehicles, including Des' car, have two-way radio, and there are four service-units for in-the-field servicing.



Wreckair's 1950 Melbourne start was with a fleet of air-compressors — hence the name.

In 1956, Wreckair knew it was in business to stay, so it took up larger premises. The same year, it opened shop in Adelaide.

Hobart followed in 1958.

It wasn't until 1962 that Wreckair finally made it to Sydney. The same year, it opened in Launceston.

1966 was a vintage year: the Sydney operation moved to its well-known Brookvale site, Wreckair opened a second depot in Sydney, another at Burnie, Tasmania, and a second depot in Melbourne.

At this stage, it has diversified into pumps, rollers, welding equipment, and everything for the building and civil engineering fields.

Wreckair is turning its attention to the home user, with a stock of standard home-hire equipment.

The Company is now public, with an authorised capital of \$800,000.

After it turned public in 1965, it became one of the largest operators in Australia: it is believed the largest in non-operator equipment.

"Service is the key word," Des Whelan

WRECKAIR GOES INTERNATIONAL

Wreckair has gone international — it has hired an electrically driven compressor, complete with hammers, hoses and all accessories to New Zealand.

An Australian Company doing a demolition job in Wellington discovered it was unable to get this type of equipment in New Zealand.

The construction market in New Zealand is depressed, with the whole Kiwi economy.

So it cabled to Wreckair in Sydney, where it had done business before.

Wreckair sent the compressor immediately. It was in New Zealand five months.

But Des Whelan, of Wreckair, does not believe there is a large market for this type of equipment hiring in the Land of the Long White Cloud.

"There are hire companies operating there, but the market for this type of demolition work is not large," he says.

"In any case, building is pretty slack there at the moment."

Wreckair regularly sends equipment on coastal boats around Australia.

Mr. Whelan believes this is a small, but significant, market that could develop.



said. "We rig up an entire site, complete with power connections, air pipelines, and everything that moves."

LARGE EXCAVATION

Jobs Wreckair have supplied equipment to included the Bank of New South Wales, Martin Place-Macquarie Street site, and others for the Water Board, Main Roads Department, Christie's, Fleet Excavations, and most of Sydney's larger operators.

Laying airlines requires experts, and builders were often short of them.

So Wreckair has developed its own three, headed by Jim Hope, who design and layout for sites, all as part of the service.

"Better service, clean, well-maintained equipment, and doing the job in a professional manner will win more clients to this field," Des Whelan says.

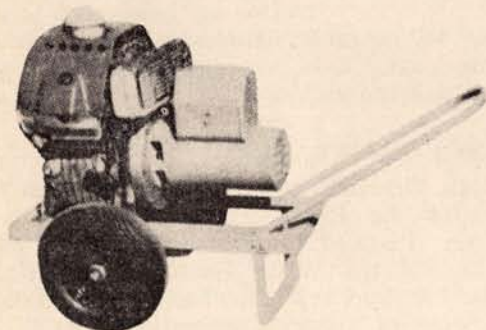
"Service is our motto: it has built our business, and I think it will build the entire industry."





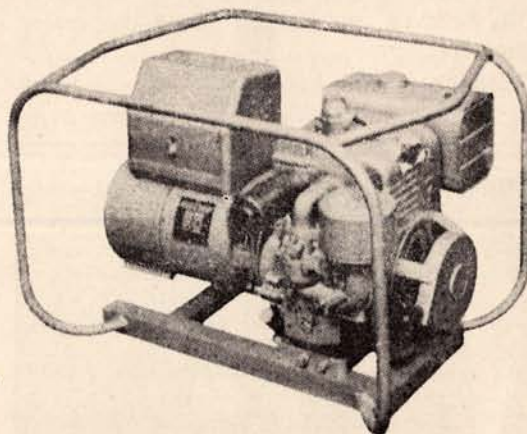
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"there's gold in hiring"

Greg Page is one man who believes there's gold in hiring. He's bought himself a gold-refining factory.

The new place, No. 2 Green Street, Kogarah, used to be the headquarters of Matthey Garrett Pty. Ltd., gold refiners, crushers, assayers and precious metal workers.

The company wanted a larger factory.

So did Greg; his previous premises he was growing out of.

The new place cost Greg \$60,000 by the time he had bought it, fitted it up, equipped it and converted it to a hiring centre.

There is nothing he can do about the vault.

Matthey Garrett had a 9ft. x 12ft. strong-room — larger than most suburban Banks, to house this commercial Fort Knox.

Now, it handles nothing more valuable than Greg Page's biros and papers.

"There's gold in hiring", Greg Page says — "now there's hiring in gold".

Starting from a part-time chair-hiring business eleven years ago, Pages' Hiring Service has expanded into Sydney's largest chair-hiring organisation.

And Greg Page started out as a school teacher!

His mother became ill, so he took 6 months off to look after her.

"I had to do something to keep the wolf from the door, so I hired chairs", Greg says.

He started with 50 — now he has more than 4,000.

Greg Page even had to take out an Export Licence and re-import licence for 100 bridge chairs which toured to the Far East on board the "Kuala Lumpur", but he specialises in large public meetings.

There is some passing trade at his new premises in Kogarah, plus a large function trade among Leagues and Registered Clubs, and industry promotions.

Pages' chairs have graced the Australia Hotel, the official opening of Lucas Heights Atomic Reactor, the Taren Point Bridge, Gladesville Bridge and the Stock Exchange.

In addition to chairs, the business has become more complex; it now hires tables, marquees, stages, mannequin walks and carpets.

Greg Page estimates he has \$55,000 invested in hiring equipment.

He does some selling — mostly plastic knives and forks, and paper plates for barbecues.

He serves the whole of Sydney, and country functions have so far taken him to Port Macquarie, Bathurst, and many country centres.

One order was for 2,000 chairs for Bathurst's sesquicentenary.

Moving into the new office created some problems.

Although the site is 66ft. x 186ft., Greg had to re-model where he intended putting the offices — you just can't move a built-in safe from the middle of the floor.

"Mohammed came to the mountain" —

Greg Page believes

They cover the whole range, from stak-a-byes to arm-chairs and student chairs.

The 12,000 square foot factory now needs 7 full and part-time employees, 2 trucks and a panel van to handle the business.

QUEEN, EXPORT —

Pages' chairs have sat some of the world's biggest backsides.

They have also sat Her Britannic Majesty Queen Elizabeth II, Sir Robert Menzies and President Johnson.

the offices are now built around the safe.

The third week in September, Pages' Hiring Service added the words "Pty. Ltd."

Greg has joined the trend towards Company registration among hiring firms.

Last year, he believes his turnover reached the U.S. goal of \$10 for every \$1 invested in Hiring Equipment.

And the future? The Company will diversify.

Greg feels the market he is in is getting close to saturation point.

MAINTENANCE IS KEY TO A GOOD BUSINESS

An equipment supplier told "Hire" this month that many hire operators failed to maintain equipment to the proper standard. No names, no pack drill.

"They maintain it to the letter if the law, and it's definitely safe," we were told.

"But it's usually, or at least often, not well presented.

"The paintwork is damaged, it is dirty from the last user, or it has not been tested, to see that it's ready for use."

Suppliers ought to welcome this treatment, as leading to earlier, more frequent replacement.

But they don't. One supplier complained that the treatment in the long term gave its products a bad name.

"I don't like to see our products, name tag or no name tag, battered and dirty. It doesn't reflect much credit on us, or on the people using them," one man said.

"On construction sites, it's different, while a machine is in use. But it ought to turn up

on the site looking fresh, and almost new—with hiring, there's no reason it shouldn't."

He pointed out that a hirer does not get maximum efficiency from a piece of equipment not properly maintained. On performance alone, he should use better-looking equipment.

"But that's not all: each of us has friends. And we talk. When something's not right, we tell people. Just think of the damage something like that does among a group."

He said the nett result was bad for the hirer, supplier, even the customer, and certainly for the hire industry.

One supplier, a compressor company, received a compliment from a hire firm on the life of its compressor bearings.

What the hire company did not know was that it had only half of the normal bearing life, even when it paid the compliment.

"What they must have been missing before," the company says.

Maintenance will save money and build business: be in it.

MECHANISED ACCOUNTING ADVANTAGES

Any idea how long Joe Blow has owed you money, Have you, at this stage, even lost track of the fact that he does, How long has your Account with X Company been awaiting payment, Are you losing valuable discounts?

Rather basic questions, but no doubt ones that will take valuable time and effort to answer. That is particularly so if, as is often the case, one has to plough through innumerable invoices, statements and book entries to reach a fairly accurate picture.

It may be hard to gain a fairly accurate picture of one Account, but what of the situation as a whole?

Surely one doesn't have to collate every account — debtors and creditors — by this method. It wastes very valuable man hours each week or month, to achieve any idea of how the business is progressing.

Many small Companies, especially those just setting out, cannot afford to employ an Accountant. Nor can they utilise the services of a firm of Accountants on a regular monthly basis.

How much easier it would be simply to turn-up the ledger card of the Account in question. At a glance, you could see how

much is owed or owing, and how long has it been outstanding.

At the end of each month, you could be presented with a trial balance sheet, giving a complete list of Accounts and detailing the **total** amounts outstanding for the various periods, 2 months and over, or 1 month. This is invaluable in chasing up bad debts.

It can only be achieved successfully from a mechanised system of accounting, but the advantages are both obvious and substantial.

Mechanised systems are not confined simply to Debtors and Creditors ledgers. They can be utilised in various other aspects of a Company's dealings.

For instance, they form a sales analysis ledger: which is proving most lucrative — hiring of plant, or retail selling. How are the profits made up.

Besides the above-mentioned advantages of a clearly laid-out system of Accounts, there are other aspects. For instance, you must assess income tax at the end of the financial year and the recently-imposed stamp duty tax.

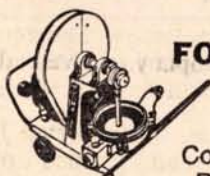
The expense of purchasing one's own accounting machine is, in most cases, of enormous capital outlay. The amount of work entailed in most small firms just does not warrant it.

But there are, in Sydney, some agencies who operate a service, instituting a system — collecting the books, updating the ledgers, and delivering these, together with the trial balance, to you. Thus you produce the clearly-defined picture, month by month, which is vital to the "small man" in business.

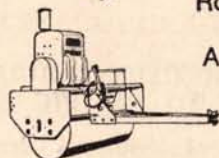


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HIRE NEWS

COATES MOVE

Coates & Co. Pty. Ltd. are moving their big St. Peters business to a new site in Caringbah.

Company spokesman and Hire Association Committeeman Chris Pannell said this week it was hoped to move by Christmas.

"We're expanding, and the old place had just become too small," he told "Hire."

The new site occupies 1½ acres, on a corner position to take advantage of passing-trade retail methods.

The depot, Coates' seventh in New South Wales, will replace the present site, where more than 30 employees operate the business.

ANOTHER AGENT

Coates have made another move: appointment of an agent, with access to their full range of equipment, to serve the Central and Far West.

Accountant Ian Donald said the new Branch was established with well-known **Parkes tractor and machinery dealers**, Scoble & Nash, in Clarinda Street.

The agency will serve members who have jobs in that area, but don't want to take them because of the distance for supervision.

Coates' specialty: construction equipment.

STAFF COURSE

The Association intends to run Staff Training Schemes, to help raise the standard of merchandising in Sydney.

In the New Year, the Hire Association will run a Staff Training Course.

It will concentrate on human relations and motivation.

The course is recommended for all service businesses, particularly those involving sales and public contact. Men hoping for Supervisory appointments would benefit greatly.

"We'll run this programme at greatly reduced costs," Mr. Gordon Esden (Silverwater Hire) Vice-President of the Association, told "Hire." "It would certainly help anyone in the industry."

Enquiries: see the Association or Committeemen.

Cordukes Move

Arthur Cordukes has taken over management of Concord Plant Hire Pty. Ltd., following the death of Alan Cordukes.

Arthur comes to the industry with a lifetime of experience with mechanical equipment, running his own business in this field.

Concord Plant Hire has a staff of nine, concentrated on the building equipment field. It uses a staff of three mechanics, a trend Arthur likes.

"I haven't seen the problem that's beaten me yet," he says.

Takeover

Rumours are circulating about possible takeovers and changes of ownership in the industry.

One concerns entry of a large British show into the Australian field.

Another covers amalgamation of two suburban hirers.

Inspection

Graham Evans, Managing Director of the parent company of **Eveready Hire Service**, has just returned from a world trip.

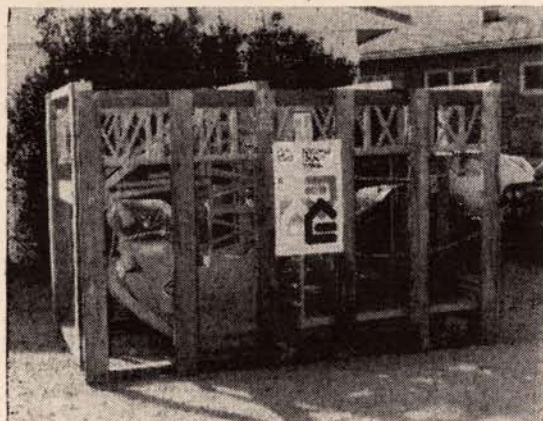
Overseas, he inspected latest trends in the industry, and learned of new marketing techniques.

CONSTRUCTION EQUIPMENT FIRM LOOKS TO PACIFIC MARKETS

One of Sydney's leading construction equipment firms is entering the export field in an endeavour to sell Australian-made building equipment in South-East Asia.

The venture will be stimulated by the overseas tour of Mr. R. F. Wallis, Managing Director of Walco Industries Pty. Ltd.

Mr. Wallis is a member of the forthcoming N.S.W.-Australia Engineering Trade Mission to S.E. Asia, organised by the



Chamber of Manufacturers of N.S.W., Export Division.

The mission will be headed by the Minister for Decentralisation, The Hon. J. B. Fuller, M.L.A.

The aim of the mission is to establish distribution channels and create a demand for a wide range of engineered products. The mission party will call at Manila, Bangkok, Kuala Lumpur and Singapore.

Mr. Wallis' firm is now the leading manufacturer of builders' material hoists in Australia. His firm also produces and hires concrete power trowelling machines and mobile pumping pumps.

In addition to its Peakhurst factory, Walco Industries Pty. Ltd. is planning to expand its manufacturing facilities in the North Coast area next year.

DRAFT LEGAL HIRE AGREEMENT

Association solicitors are drawing up a draft Hire Agreement. It will be available for all members to use, or to model their own Agreements on.

The idea is to save each member the cost of legal fees to draw up individual agreements.

Aims are to give the protection and authority needed at law.

The Association surveyed members on ideas and suggestions.

It also looked at types of Agreements currently in use.

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The result is a comprehensive knowledge of members' requirements.

The sample Agreement should be available to members soon.

ORDER BY BUILDER

One of the Southern Suburbs hire operators has come up with a workable method of controlling credit to sub-contractors.

Arthur Schultz, now in his larger premises, makes each order out in the builder's name.

No builder's order — no equipment.

Arthur specialises in builder's equipment, which has always been a high-risk area for sub-contractors.

He operates eleven hoist and four mixer trailers (countless mixers) from a central point in Mortdale.

A Victorian visited Sydney recently, Peter Burne, from Burnson Plant Pty. Ltd. General Equipment Hirer.

Peter noticed that Hire rates in Sydney were generally higher than Melbourne. This is brought about by cut-price trading. Peter agreed with Sydney Hire operators this was a short-sighted policy.



Peter Burne talking "Hire" with Andrew Kennard in Sydney recently

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not self-help, it's **SELL HELP**

Many Companies are becoming aware of the use of Audio-Visual methods. They use them not only to promote the sale of goods and services but in staff training.

Movie projectors, 35 mm film strip projectors and slide projectors are now available on a hire basis. They are useful for training sessions, sales meetings and conferences.

Companies are becoming aware that a Lecturer, or Training Officer, can more effectively impart information to his audience by utilizing films or slides in his presentation.

N.A.V.A. PTY. LTD. have been specializing in Audio-Visual Training for many years. Recently, they assisted the P.M.G. Department to produce a safety film showing how to avoid back injuries and hernia when lifting heavy objects.

Mr. Dick Stericker of N.A.V.A. explained that producing Training Films was only one aspect of the Company's activities.

"Some weeks ago," he said, "we were called in on a sales promotion by one of our clients.

"It involved hiring out six of our 16 mm Projectors, with Operators, to project simultaneously on to a large screen at the Wentworth Hotel.

"As you can imagine, the effect was quite startling, particularly as each projector was screening a different film!

One of the many types of Projectors N.A.V.A. have available for hire, is the La Belle "Courier", a battery operated, fully automatic, portable sound projector, which Dick Stericker describes as "the most effective sales tool yet devised".

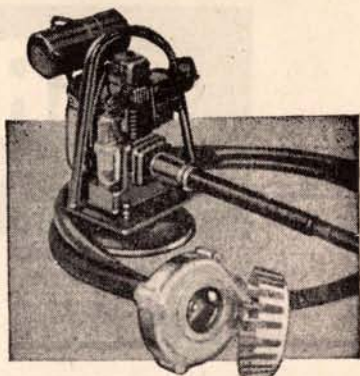
Because the "Courier" uses 35 mm film strip with synchronised taped sound, instead of movie film, programme production costs are kept to a minimum.

"Our clients have effectively used these units to sell sheep drench to farmers and pencils to Newsagents", says Dick Stericker.

"We're always happy to show any company how the use of Audio-Visual equipment can increase sales for them".

BULLFROG PUMPS

**A FRESH
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- Instant action — no priming
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EAVESDROPPING

A RECORD of an off-the-cuff conversation between Hire Association President Neville Kennan and Ron Newton, of Newton Plant Hire, Peakhurst. This conversation is unedited, and neither knew it was being taken down. But it refers to a problem in their industry, and should provoke discussion.

RON: "Quite often, the type of fellow you have working in this industry, as a general runabout, has little knowledge of any specific trade, but a good overall general knowledge. That's useful in this industry, where it's not in a lot of others. But this is the type of industry where all he needs to start is a driver's licence. You teach him the rest, or

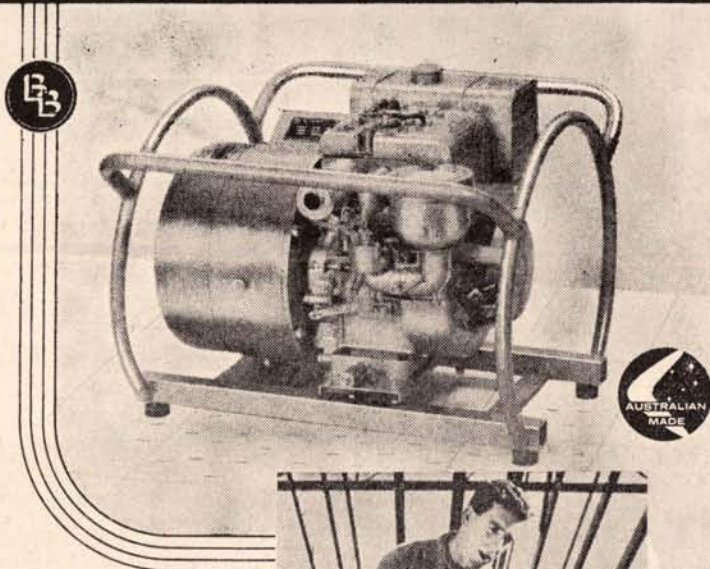
he picks it up, just by familiarity with the company he's with.

"Frankly, I think some more training would be a good thing.

"As it is, he's pretty well guaranteed his \$36 to \$40, even \$46, a week — and that's good money for a bloke with no real specialised training."

BRAYBON

PORTABLE PETROL ELECTRIC POWER UNITS



BIG POWER
& ON THE JOB WITH —

240 Volt 50 cycle A.C.
Portable Power Unit



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NEVILLE: "I'd hate to see the hire industry get itself into a position of open competitiveness for staff, but good staff are hard to get, straight off the grass. They need training."

RON: "What we get a lot of in the Southern Suburbs is fellows who stooge in for a month or so. They learn what they can, realise they know something they didn't know before — about the hire industry, I mean — then choof off."

"Some of them last a while, then notice the next place in the next suburb, and go and hawk their services there."

"I'll tell you something I won't do: if a fellow tells me he is, or has, worked for my opposition — or any other firm nearby, I won't touch them. You can bet they'd only be off after a time."

"I don't want blackballing, but it's not in our own interests to see staff playing one show against another, backing one man against another. I'm lucky a bit, I suppose. I've got a good hard core, and they stick by me — but it must be causing a lot of worry to others in the industry. I get a lot of fellows wanting to be employed here, who say they're still working."

NEVILLE: "Another thing that's creating ill-will is pirating — body-snatching. It goes on in every industry, and I suppose ours is no different."

"But I wouldn't be in it — it's just not worth it in the long run. You build up suspicions, and you damage what credit you might have with the other fellows in your industry."

"To hell with that — I'll train my own, even if it takes longer. But I reckon it's worth it."

"Anyway, when you train staff, I've noticed they stay longer, they're worth more to you, and you get to know them better — so you trust them more, and they appreciate it."

RON: "Well, the position does want some control, of some sort. Otherwise, we're just creating a weapon to be used against us."

STATISTICS

A motor vehicle survey has revealed that in 1940, each car on the road contained an average of 3.2 persons. By 1950 automobile occupancy had declined to 2.1 persons per car, and by 1960, the average was down to 1.4 persons. So if we project this statistics trend to 1980, every third car going by will have nobody in it!

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Product News

NEW TRENDS IN HOISTS

Ron Newton, Managing Director of Newton Plant Hire Pty. Ltd., of Peakhurst, believes new restrictions may be on the way for building industry hoists.

"New South aies generally follows Victoria this way," he said.

Victoria now insists on either a fall-restrictor or drive-up-drive-down for building hoists. It followed industrial accidents.

Mr. Newton takes good note of trends. He has to. He manufactures the hoists he hires out, through an engineering business incorporated with his hire business.

At one stage, he had more than 100 hoists in operation in Sydney.

Now he's been back to the drawing board, to develop a new model, to meet Department of Labour and Industry requirements.

First models are now coming off the line, featuring a hydraulic pump accepted in Mel-

bourne over the six years of restrictions there.

It's a full-drive-up-drive-down model, which Mr. Newton will soon be marketing in Sydney.

A former President of Kogarah Lions Club, Ron Newton has been a professional engineer most of his life. His Sydney business began almost by accident, in the dim days after the war when you could get builders and bricklayers — but only as far as the first floor. They refused to go up any higher.

He designed a hoist, just as an engineering challenge, so he could finish building an engineering workshop he had going.

Builders saw it, beat a path to his door, and offered money to hire it.

"At first I thought it was a joke — then I realised there was a real need," Ron Newton says. "So, back to the drawing board.

"The first one was even made from second-hand materials — it was just something for myself. How that has changed."

NEW PORTABLE GENERATING SET ..

The latest model portable power unit available from Powerlite Generating Set Company is a 7.5 KVA single or 3 phase unit designated MK 7. This unit will prove invaluable to builders, contractors and local government departments, etc.

One of the outstanding features is the high motor starting capacity for pumps and floor sanding machines, etc.

The engine is the latest addition to the Briggs and Stratton range and is noteworthy for its almost complete absence of vibration,

a common problem with single cylinder engines.

Briggs and Stratton have built into the engine, contra rotating balance weights to secure a 40% reduction in vibration. A comprehensive list of optional extras is available for those who require a generating set of this capacity to do a special job or something more than a basic machine.

Listed below are Powerlite portable sets. This range is most suitable for the hire contractor. It covers all portable tools, floor sanding, terazzo grinding equipment and flygt pumps.

Make of Motor	Cycles	kVA.	Phase	Make of Power Unit	H.P.	No. of cyl.	Cooling System
Briggs or Honda	D.C.	.7		Briggs & Stratton	Petrol	3 1	Air Portab:-
Briggs	A.C.	50 1	1	" "	"	3 1	" "
Briggs or Honda	A.C.	50 2	1	" "	"	5 1	" "
Briggs or Honda	A.C.	50 3	1	" "	"	7 1	" "
Briggs or Kirby	A.C.	50 4.5	1	" "	"	10 1	" "
Briggs	A.C.	50 7.5	1	" "	"	12 1	" "
Briggs	A.C.	50 7.5	3	" "	"	12 1	" "
Petter	D.C.	.7		Petter	Diesel	3 1	" "
Petter	A.C.	50/60 2	1	"	"	3 1	" "
Petter	A.C.	50/60 3	1	"	"	5 1	" "
Guldner, Petter or Honda	A.C.	50/60 4	1	"	"	6 1	" "
Petter	A.C.	50 6	1 or 3	"	"	10 1	" "

GENERATING SETS

Stationary or mobile generating sets from 6 to 625 kVA., 1,500 r.p.m. Engines to your specifications.

BELTS FOR CONCRETE

Sanki S-Con Portable Belt Conveyors provide the answer to materials handling problems.

Flat belt for bulk goods, trough belt for loose materials, both electric and petrol driven, at prices commencing from \$600.

Hundreds of these units have now been sold throughout Australia, for use on construction sites and industry. They have been built into assembly lines, used for conveying packaged goods into trucks, demolition of buildings, ovens and brick kilns, and placing concrete in multi-storey buildings.

CORE-DRILLS

Normal industrial electric or air-driven drills can be converted for core drilling with the Clipper Water Swivel.

This unit fits into the chuck of the drill and the thin-walled diamond core bit is attached to the other end. A water fitting ensures that water passes through the Water Swivel, into the core bit.

It is particularly suited for use by the building, plumbing, electrical and factory maintenance trades.

It takes cores out of walls and floors to instal water pipes, ducts and conduit. With the right drill and diamond core bit, holes up to 3" in diameter and 14" deep can be made economically.

It is available in two sizes, to fit all drills.

Full details from Clipper Australia Pty. Ltd., Boorea St., Lidcombe, N.S.W.

BETTER CONCRETE SAW NOW

An improved model of its lightweight Concrete Saw is announced by Clipper Australia Pty. Ltd.

The new Model, C-83 Concrete Saw, features a strengthened handle design, which folds for easy storage and transport. It has a new guide assembly, a special ratchet-depth feed mechanism for easier operation, and four wheels for better balance and mobility.

Powered by an 8½ h.p. petrol engine, or 7½ h.p. electric motor, the Clipper C-83 can be fitted with abrasive or diamond blades, up to 14" diameter. With the 14" blade, it can cut to 5" deep. It can be operated for wet or dry cutting.

Full details of the Model C-83 Concrete Saw (or twelve other models) are available from Clipper Australia Pty. Ltd., Boorea Street, Lidcombe, New South Wales.

• PORTABLE AIR COMPRESSORS

75 c.f.m. to 600 c.f.m.

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HANDY HINTS

PICK-UP NUMBERS:

To save arguments with customers who claim they 'phoned to have equipment picked up "LAST WEEK". Give them a "Pick-up Number" when they ring up, and tell them to quote it in case of any query.

It's easy to evolve a system starting with "ONE" on say Monday morning, and running consecutively to the end of the week with each pick-up.

This has 2 effects —

The old argument of "My foreman rang on Wednesday" won't stand up when they have to have this pick-up number.

It saves mistakes in the office, if customers are educated to ask for it and office staff have to put it in your day book when the customer is on the phone.

Here is a suggested sign for your office:

**IT IS YOUR RESPONSIBILITY
TO RING THE OFFICE WHEN
YOU HAVE FINISHED WITH
THE MACHINE, AND GET A
PICK-UP NUMBER.**

PREVENT SILVER FROM TARNISHING

Who would ever have thought of this? Place a box of mothballs in the cupboard with your silverware — it won't tarnish.



Here's a handy item for loading heavy items on to trucks. It is the same type of hoist used in garages, but with a solid top. Any size platform can be obtained. Hire operators are no longer limited to single-story sites.

PROJECTOR HIRE SERVICE

N.A.V.A. PTY. LTD.

for Conventions, Sales Meetings, Training Sessions

- | | | |
|------------------------------------|-----------------------|------------------|
| ★ 16 mm Sound Projectors | ★ Portable Screens | ★ Tape Recorders |
| ★ Automatic Slide Projectors | ★ P.A. Systems | ★ Blackboards |
| ★ Continuous 8 mm Sound Projectors | ★ Overhead Projectors | |

Training films available for hire include —

"KEYS TO HUMAN RELATIONS IN SELLING"
"JACK LACY SALES CLINIC" — "BETTER SALES MEETINGS"
"SELLING IS MENTAL" — "PHONING FOR PRESTIGE & PROFIT"
"SUPERVISORY PROBLEMS IN THE OFFICE"
SPECIALISTS IN AUDIO-VISUAL COMMUNICATION

241 BROADWAY, SYDNEY, 68-3126

WELDER COMPANY'S BIG HIRE INDUSTRY BENEFIT!

A leading Australian manufacturer of welders has made a special offer to the hire industry. It has a permanent-warranty, all-guaranteed, replaceable heavy-duty welder — for \$79. Model Abel MKIB.

This is how it works: the hirer buys the welder for \$79, including accessories (no tax payable), hires it out under guarantee for three years.

When the three-year warranty runs out, he trades it in — the Company will buy it back, without accessories — on a replacement.

The hiring company pays only \$35 for a latest-model machine.

This way, the warranty can run forever.

But the offer is open only to bona fide hirers.

The Company is Abel-Arc Holdings Pty. Ltd., of Buckland St., Alexandria, currently suppliers of 70 per cent of the A.C. welders in Australia.

"We figure that a hirer is a potential buyer," Mr. Warwick Dunbar, the Company's Australian Sales Manager, says.

"The whole basis is that we want to keep our 70 per cent of the market — and it's worth it to do that."

Mr. Dunbar says Abel-Arc will supply the welder, with accessories, heavy-duty, for \$79 — with a three-year warranty.

"It's covered at no cost, for replacement, even for being burnt out," he said.

"We know how some people treat equipment they've hired."

Mr. Dunbar said the hire company returns the welder, after three years, pays only another \$35, and gets a brand new machine, with the same warranties.

"You could value a set of accessories at, say, \$15," Mr. Dunbar said. "We don't guarantee them, of course — but that means that the hire company has had a machine for three years' hiring for \$29 — say 20 cents a week."

"After three years, it becomes \$35 every three years."

For years, in another kind of promotion, Abel-Arc has supplied welding equipment to Technical Colleges throughout Australia.

Most home and part-time welders learn on Abel.

Retail price is \$98, including accessories, plus 15 per cent sales tax.

So far, Abel-Arc have sold more than 115,000 welders throughout Australia. Export trade is as large as home-consumption.

Starting from a garage in Annandale 14 years ago, the Company went to top-sellers in six years. It has 47 employees at Alexandria, hundreds throughout Australia; most are concerned with welders, although the company now makes a much wider range.

Welders offered permanently to the hire industry are A.C. arc, plug-ins, 240 volt, fully-approved by electricity authorities.

"This is no gimmick," Mr. Dunbar said. "The machine itself will weld half-inch plate in one run, up to 1½ inches in multiple runs."

It's a 130-amp machine, capable of giving up to 150 amps on an average power supply. It weighs 80 lbs., and is rated "continuous", by British standard specifications, for 110 amps.

"This is an indirect promotion," Mr. Dunbar says. "We believe if a man hires one machine, and gets used to it, he'll buy that brand."

"So we reckon that if all hirers have our machines, we've got a head start."

Enquiries: Warwick Dunbar, 69-6961.

250 kVA TRANSFORMER

Immaculate, Kept Locked-up

Enquiries:

PAGE'S HIRING SERVICE

(Member Hire Assn.)

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KOGARAH

Ask for Greg Page
587-1755

FAMILY IN INDUSTRY

It was the best thing that ever happened to the Wallis family when Mort's Dock went broke.

It made them. And in only a few short years, too.

Mr. Wallis Senior had been working there 30 years, and then he was unemployed.

His elder son was working there, and he was unemployed, too.

Now they both run successful businesses.

Mr. Wallis Senior runs St. George Plant Hire Pty. Ltd.

His son, Ron, is now at Walco, hiring and exporting building equipment, and a host of other enterprises.

And now there's a third Wallis, Bob, in hiring — he's in partnership with Dad in St. George.

Between them, the two have eight employees. They started with none, and with only three pieces of equipment.

From one tower hoist, a vibrating roller and a concrete vibrator, St. George Plant Hire has blossomed into 31 hoists (its biggest line — and a range of other building equipment).

Five concrete hoists are always sent out with operators.

And, like most hire industry operators, the Wallis family are having trouble with premises becoming too small.

"There's a tremendous future in hiring," Bob Wallis told **'Hire.'**

"Particularly now, with building steady, and the Association working to cut down on bad debts."

Brother Ron agrees — but his story is coming up in a later issue.

The equipment is getting better. A St. George specialty is the latest builders' hoists, chain-driven 100-footers, capable of serving an eight-storey building.

Bookings started the day it arrived. Since then, it's been fitted with bells and lights, for night work.

St. George feel they ought to know about hoists — brother Ron designs and manufactures them, as "Walco."

Enthusiastic members of the Hire Association, the Wallises feel it can do a lot to push the aims and public acceptance of the whole industry, and expand its field of operations.

Enter the tools expert.

Col. Cooney had been around Australia pretty regularly, based in Sydney, and he'd seen what was happening in the engineering field.

Now he's company manager of Eveready.

"It's not such a big change," Col. says.

"A big part of this business is in engineering fields, and I'm familiar with them."

Col. now spends more time in Sydney, sees his wife and three sons more often, and does more fishing near his Dolan's Bay, Caringbah, home.

Eveready has eight employees from its Botany depot, and it's growing fast.

"This is a tremendous field," Col. Cooney says.

"And it's growing in every direction — volume and scope."

TO:
The Hire Association of N.S.W.,
57 Whiting Street,
ARTARMON. 2064. 439-1736

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.

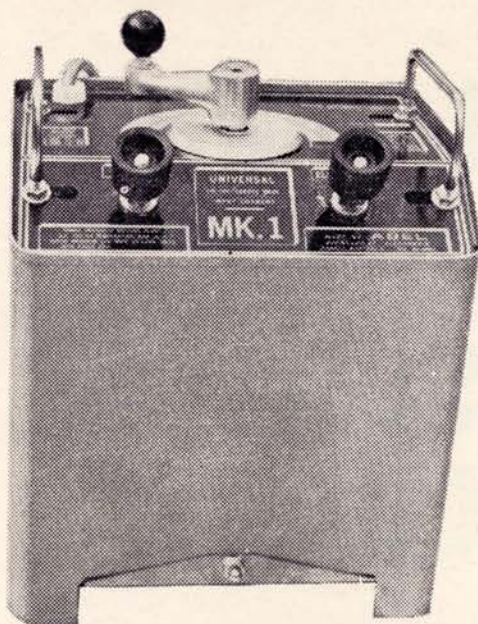
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MK. 1
\$79
Acc.
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**MK. I, 240 VOLT PRIMARY
SUPPLY (FULLY APPROVED).**

**Maximum Continuous Welding Amps,
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Maximum Welding Amps, 150.

Electrode Range, 16-10 swg.

Weight, 90 lbs.

Rated, K.V.A., 3.5.

Phase, single.

Type sealed block wound (magnetic).

MK. 3
\$146
Acc.
\$31.50

**MK. III, 240-415 VOLT PRIMARY
SUPPLY (FULLY APPROVED).**

**Maximum Continuous Welding (415
Volt), 250.**

**Maximum Continuous Welding (240
Volt), 150.**

Electrode Range, 16-6 swg.

Weight, 130 lbs.

Rated K.V.A., 75.

Phase, single.

Fan cooled.

Type sealed block wound (magnetic).



3 Year Guarantee On All ABEL Welders

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this one turns the pressure on



**This is the new
Trailair 60 Mark II
one-tool compressor**

It really puts the pressure on any job with 60 c.f.m. of air at 100 p.s.i., belted out through 80 lb. road breakers, sand rammers, auger drills or concrete vibrators.

The new Trailair 60 Mark II is bigger on wheels, tyres and fuel tank for lower wear and longer running. On the job it has a new stationary stand to

make sure it stays put, while higher mobility and a lower centre of gravity get it on and off jobs faster.

There's a new one piece fibre-glass canopy that looks better, lasts indefinitely and gives easier access to the engine.

Add in a VW power plant that's easy on fuel, seldom needs spares and a network of distributors to back up on after-sales service, and there's only one good way to put the pressure on your job. It's called Trailair 60 Mark II.

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Holman has it.