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DECEMBER, 1968

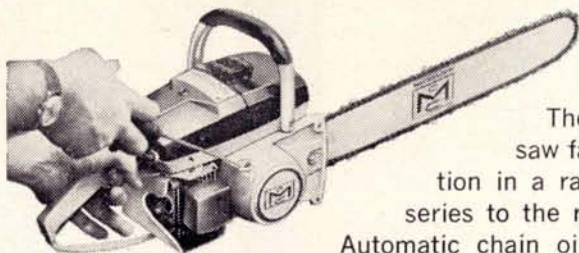
HIRE

OFFICIAL JOURNAL OF THE HIRE ASSOCIATION



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YOUR ASSOCIATION

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.

President:

Neville Kennard
(Kennard's Hire Service Pty. Ltd.)

Vice-President:

Gordon Esden
(Silverwater Plant Hire Pty. Ltd.)

Treasurer:

Arthur Ball
(Handyman's Hire Service)

Hon. Secretary:

Reg Lindley
(Anglo Canvas Pty. Ltd.)

Committee:

Chris Pannell
(Coates & Co. Ltd.)

Keith Braybon
(Braybon Hire Pty. Ltd.)

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

John Ellis
(Broadway Hire Services)

Greg Page
(Pages Hiring Service)

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

"Hire"

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Phillip St., Phone 25 3700

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Editorial

The success of the recent Hire Association Convention is a milestone for the Association.

It marks the start of a new era of co-operation and understanding among members.

This is the first time such a gathering of Hire people has been held in Australia. We in New South Wales are fortunate that such a degree of enthusiasm and co-operation has been achieved. We are fortunate that a large amount of building, commercial and social activity creates an increasing demand for the goods and services we offer, and we currently enjoy an atmosphere of prosperity and growth.

The Hire Companies, whether they be large or small, who will prosper and who will take advantage of the growth potential which exists, will be those who co-operate with their competitors and can take advantage of the free interchange of ideas.

Our competitors can be a great source of business. They can help us with problems and give us ideas. We should, therefore, be friends with our competitors.

This friendship can be worth thousands of dollars in business, and can be of inestimable worth when the value of real friendship is considered.

The foundation is laid for understanding and co-operation among Hire people. Let's foster and encourage it.

NEVILLE KENNARD,
*President,
Hire Association*

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HIRE

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Avis Truck Rental: a story of service

When Avis decided to go into truck rental, they went in boots and all.

It was August, 1965. Avis has been operating in Australia a long time then.

It all began with human dynamo Eric McIlree. Eric had been in the hire business before he went away to the war. Back on civvy street, he went into the hire-car business, then just a fledgling.

Sydney U-Drive was his biggest effort after the war, with about 120 cars. He also ran Mac's Motors, an auction house.

Eric learned that car-hire was big business in the U.S. So he registered three big brands, Avis, Herzt and another, with the Companies Office, and headed to America for a look-see.

There, Avis greeted him with such open arms that Eric signed up as the Australian concessionaire for all of the company's management and advertising know-how. He bought Australian rights, freehold.

Back in Australia, he put up £5. Avis Australia is still a private company, with registered capital of \$10. And it is completely Aussie-owned. Avis has about \$7.5 million invested in Australia, and this year's turnover should top the \$8 million mark.

Developing the "fly-drive" concept, basis of the Avis Rentacar System's operation, made it sprout all over the nation. First, it developed agreements with individual airlines. Now, it's direct with D.C.A.

Avis works hand-in-glove with all transport media: it runs reception bureaux at rail and sea terminals, hotels — wherever the need exists.

A couple of months ago, Avis placed the largest single order ever with the Australian motor industry: 2,500 vehicles, from Ford. Signed the last week in September, it covered commercial vehicles and cars — mostly cars.

But back to trucks. Max Hamilton, the five-foot-eleven-and-a-half marketing expert of Avis, conducted a survey in 1965, to see if the truck hire market had developed enough for Avis to enter it.

It had. They opened in Sydney in December, 1965, with eight trucks.

Melbourne, Brisbane, Adelaide and Perth followed. Then Newcastle and Canberra. Now there are Darwin, Townsville, Hobart and Launceston, Kalgoorlie and Gladstone.



And the rent-a-truck side operates wherever Avis has a branch, and that's just about everywhere.

The fleet now has about 250 commercial units: there will be more than 300 at Christmas. The demand fluctuates, so Avis trades its three-year-old trucks after New Year, when the Christmas rush dies down.

Pearls of wisdom from Mr. Hamilton: "The rental industry tends to serve the developing areas where the need for short-term vehicle use is great.

"In the metropolitan area, it serves two main markets: the fleet owner with temporary



MR. E. E. McILREE

or permanent extra needs, and the man whose vehicle is off the road.

"What this has done is given the fleet-owner a new measure of flexibility."

He believes the needs in the country are best expressed in terms of larger construction projects. These lead to a need for vehicles where their overheads, charged against a project as capital costs, would be too high. In many areas, the truck rental side operates as an adjunct to the car-hire operation.

It also serves to introduce what will become a large facet of Australian renting: leasing. Avis does not go in for sales, but its manufacturer-suppliers believe it worthwhile to offer volume price-reductions, just to have the cars advertising themselves throughout the community.



"Renting serves as an ideal merchandising platform," Mr. Hamilton says, "particularly for vehicles."

He says it is even more so with commercial vehicles. This is because:

- Trucks cost more than cars, and so build up more product loyalty (car-makers know this is hard to swing);
- high unit-cost usually makes testing under operational conditions impossible before purchase;
- dealers seldom have a complete range on show; and
- a manufacturer knows he has an edge in putting the potential buyer in the driver's seat.

Currently, Avis supplies about 80 per cent. of the Australian truck-rental market. It has

enjoyed 20 per cent. expansion each year, a rate Mr. Hamilton expects to maintain for at least the next five years.

The independent market survey Avis commissioned showed something else, too: the Australian market is far from saturated.

Basis of the Avis truck success is service. Max Hamilton says Avis does everything to maintain the vehicle, except provide the driver.

"It's full service," he says. "That's why we get so much repeat business. And that's how you build a business."

He should know: from an eight-truck start three Christmases ago, Avis now has 85 units permanently in Sydney — more than 100 over Christmas.

Avis experience is that hire-trucking reaches a Christmas peak, when festivities, food, drink and shopping deliveries put a strain on normal transport requirements. When the system can't handle it, the operator rings up, and gets an extra vehicle.

After Christmas, there's a seasonal slump, as industry goes into its mid-summer layoff, and commerce tightens its belt for the end of the year.

The opposite of the accountant, the truck-hirer gets a splurge when new budgets come down AFTER the end of the financial year.

In Sydney, Avis have three depots: Alexandria, Lidcombe and St. Leonards, with agencies wherever Avis Rent-a-Car operates.

It operates all ranges: panel-vans, delivery vans, tray bodies, high-sides, prime movers, pantechinons, refrigerated transports.

This month, Avis joined the Hire Association.

In a future article, "Hire" will tell how Avis engineered its tremendously-successful staff-training plan. The result is the "Avis girl" image of smiling efficiency, trained switchgirls and managers who are diplomat-private detective-bank manager-marketing director material.

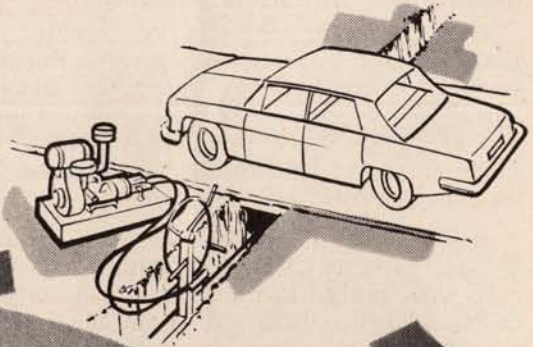
Dragon-class yachtsman Max Hamilton, 34, believes his truck rental section would have 30 direct employees. This year, it will turn over \$ $\frac{3}{4}$ million.

Turrumurra family man Hamilton (three children) says Avis is in the truck business to stay — the results prove it!

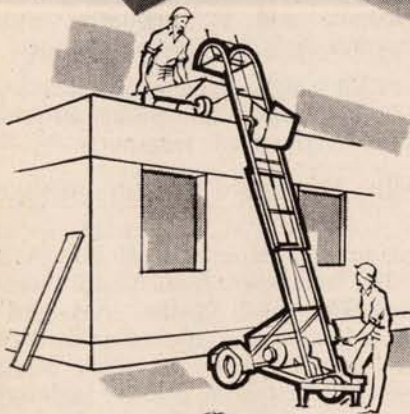
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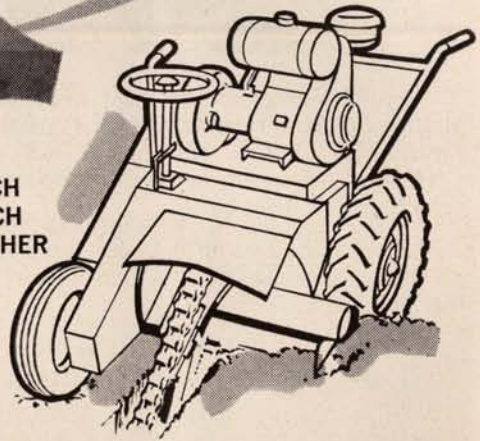


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BENEFITS OF HIRE ASSOCIATION

The Hire Association of N.S.W. is now just over a year old.

There are more than 40 members, whose field of business covers all aspects of the Hire Industry.

A lot of interest is being shown in the Hire Industry. It is being recognised as a growth industry — by suppliers of equipment and merchandise who are keen to sell to this market, by our taxing authorities who have recognised a new source of income, and by businesses, and by the public who appreciate it as a convenient form of trading.

There are hundreds of Hire businesses in N.S.W. who do NOT belong to the Association which is working to promote and protect their interests. Most of these people realise that there is a good future in the Hire Industry. Yet they haven't joined the Association which will help them take advantage of the market, growing all the time.

Apart from the services and benefits the Association offers its members, the fact of being a member, of being informed of relevant development, of meeting fellow hire people, of being able to phone your fellow members to discuss a common problem or to give or get a little help now and then, gives those people who are members a great advantage.

If you are engaged in the Hire Industry and you have not yet joined the Association, stop and think: Some of those management, legal or technical problems you have may have been faced and overcome by someone else. This someone else will be pleased to help a fellow member.

Those who belong to the Association are those who are going places in this industry.

They can see the potential and appreciate the hurdles they will need to jump.

If you can see the potential, too. Why not join?

FIRST ANNUAL CONVENTION IS A BIG SUCCESS!

The Hire Association held its first official Convention on Saturday, October 12th.

It booked out the first floor of the Metro-pole Hotel, Sydney, for a non-stop afternoon and night of lectures, films, a seminar, rental-yard inspection, dinner and discussion-panels.

More than 40 members and their staff took part in the programme.

Highlights included:

- A lecture by Mr. A. E. Shaw, Lecturer in Accountancy at Sydney University's School of Economics, "Financing the Expanding Business".

- A question-and-answer session.

- A film aimed at developing recognition of the need for greater employee-relationships and management techniques.

- Lecture by Mr. Graham Dent, of the Australian concessionaires of the Dale Carnegie Institute, on personnel relations.

- What was billed as "Hire Store Tour" — to Kennard's Greenwich Hire Yard, for an inspection, and question-and-answer session.

Members later commented that the Convention had proved a big success.

It was the first time many of the operators, and their staffs, had been able to join in a business-and-social function organised by the Hire Association.

Vice-President Gordon Esden told the meeting afterwards that it would probably be the first of many more.

He said the Association was already actively promoting the personnel-relations series of lecture-study groups early next year.

He hoped the Association's Committee, which organised the function, would continue to hold functions allowing greater participation by both members, their wives and staff.

HIRE NEWS

Marriage

Vice-President Gordon Esden has been hired out. He has married Miss Marie Ronchi, an attractive New Zealander. Says he's taken on a new lease of life. Congratulations, Gordon!

Services Available

Services available to members through the Association so far include the Credit Reference Bureau — a phone call can save you your year's subscription.

This service includes a Delinquent Debtors' Register, which sets out the "don't hire", "cash only" and "doubtfuls". There is no charge to members for using this service, and non-members are not supplied. This is a complete service, included in the \$40 annual membership. Worth a call on any new prospective hirer.

For smaller Hire Association members, Miss Grange also operates a duplicating and typing service, which cuts costs for several existing operators.

New Appointment

Bob Kitts, formerly of Avis Truck Rentals, has gone back to his native Brisbane. He's become General Manager of a large section of K. D. Morris, the huge construction and investment company based in Brisbane.

There, he'll be in charge of a group of operations, including fleet hiring, plant and earth-moving, a hotel, and several smaller investments.

He joined Avis in Brisbane, and was Operations Manager of the Sydney Truck Rental operation when homesickness struck.

Queensland Visit

Andrew Kennard was active in Brisbane recently. He visited many of the city's hire operators. The Hire Association appears on the road to affiliation with the Queensland body; another step towards an Australia-wide organisation.

* * *

Several members have asked where to make contact with the Association Secretariat. Secretary is Miss Audrey Grange. The office is at 57 Whiting Street, Artarmon.

New Order System

Arthur Schultz, Acme Hire Services Pty. Ltd., King George's Road, South Hurstville, has instituted an order system on his equipment.

Everything is ordered in the builder's name: "Sub-contractors go broke more often than builders," he says.

When the instruction is received, the machinery is prepared. But it does not go out until the written order comes in — often with the man taking delivery of it. It must have an order-number.

Arthur previously was the victim of several unwitting "takeover bids" by ruthless sub-contractors, who converted hired machinery to their own use. Several Court prosecutions led to a general tightening-up of procedures, which Arthur says is starting to pay off.

Staff Development

Staff development has come to the fore in the past two months. Len McPherson and Associates, Australian concessionaires of the Dale Carnegie Institute, have devised the special course for the Industry. First lectures are scheduled for Tuesday, 4th February, to begin a 14-week one-night-a-week course.

A letter is going out to Association members, and to other companies in the Hire Industry, inviting staff participation. Graham Dent, of MacPherson's (he spoke at the Convention), hopes for an initial course of about 40 — but the price is cheaper to Association members.

* * *

One of the more specialised areas of hiring is the operation of Anglo Canvas Pty. Ltd., of St. Peters. They hire tarpaulins and canvas covers to all types of interstate and local hauliers. This is an expanding field, and Anglo, Members of the Association, believe it has a great future. Introduction of changed forms of transport only tax Anglo's ingenuity: they now cover rail wagons and sea containers, as well as standard road loads. Proprietors are Reg Lindley and Joe Sherrell. Graham Faulkner, who was at the Convention, is on the road promoting new business avenues.

Mini-Buses

Hertz lent an authentic note to the Hire Association. At the Association's convention, delegates were taken in five yellow mini buses from the Hotel Metropole across the Harbour Bridge to Kennard's Hire Service and back. The vehicles were made available at no cost to the Association by Hertz Truck Rental and quite a sight they made, too.

Convention Guest Speaker

Senior Lecturer at Sydney University's Accountancy Department, Mr. Alex Shaw, was an amazing Guest Speaker at the Hire Industry's First Annual Convention.

So many requests came in for details of his talk, and for consultations with Mr. Shaw, that "Hire" asked if he was available. He is, for private consultation. Phone Sydney University 660 0522, or at home 89 1978.

Members may wish to refer to some of the additional-reading titles recommended by Alex Shaw in his illuminating address to the Convention. They are:

"Financial Management", R. J. Chambers.

"The Economics of Corporate Finance", S. Friedland.

"Fundamentals of Financial Management in Australia", V. L. Cole.

"Financial Management", R. W. Johnson.

"Business Finance", F. W. Paish.

Mr. Shaw is preparing an article which he believes will be more appropriate to Hire Association members. We hope to have this available for this issue: it will be published as soon as possible.

Refit

John Ellis, Broadway Hire, has finished a complete refit and remodelling of his Broadway premises. Objective was to improve its attractiveness and serviceability.

Queensland Association

Queensland's hire men have evolved a very effective credit-control system, one of their Association's major functions. With building construction playing a very important part in their hire industry, one major function has been to stabilise charges, particularly in the plant-hire field.

M.D. Returns

Gordon Esden, Association Vice-President and Manager of Silverwater Plant Hire Pty. Ltd. married Marie Ronchi on Saturday, 19th October.

Kennard's New Depot

Kennard's are opening their third Sydney depot early in the New Year, at 200 Botany Road, Alexandria.

All of the usual Kennard range will be available, in what is intended to be one of the most modern hire centres in Australia. It has 21,000 square feet of land, customer drive-in parking, and exit to Wyndham Street, a small office and covered storage area, and large outside storage maintenance and dispersal setup.

Standard Hire Charge List

Arthur Schultz, Acme Hire, has developed an attractive price list of standard hire charges of equipment he hires.

He has offered to make it available to any member of the Association, for copying or as an example. Arthur says it removes any doubts or negotiation from standard hiring. The card carries rates Ex Yard, with "Delivery charges on application".

It's a good idea, to help bring prices to a predictable market level for the customer.

New Member Returns From

Max Hamilton, of Avis Truck Rental, is just back from a U.S.-Canada looksee. Max has paid particular attention to marketing and leasing trends, for future development in Australia.

He returned to some good news: an Independent Market Survey showed that when the name "rental" was mentioned, no fewer than 89 per cent. of the people in a nationwide survey immediately associated the name "Avis". Fantastic market penetration!

Hire Agreement

Solicitors are currently drawing up a standard Hire Agreement form, for use by Association members.

The objective is to cut the cost of proper consultation to each member separately, and have a standard form, legally sound, available. It should embody all usual protections and authorities necessary for this type of operation.

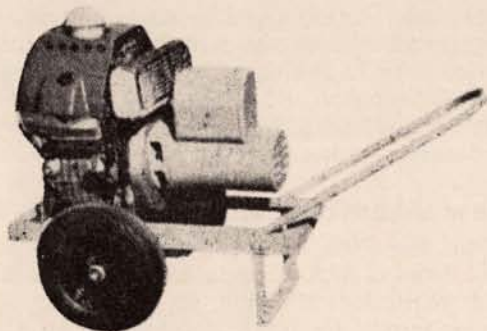
Similar standard forms are now in use on all types of hire-purchase deals. Care will have to be taken in drawing up the standard form: different taxation levels accrue to some different, but slightly-similar, forms of transaction.

Before drafting started, members were asked to submit their ideas, and copies of the hiring agreements they already use.

POWERLITE

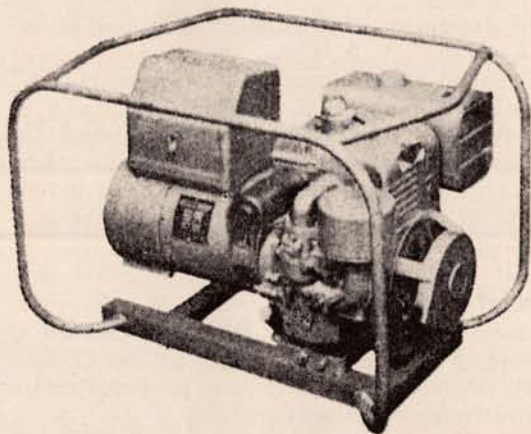
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FINANCIAL EXAMPLE

An illustration of the use of borrowed funds to generate additional income for the business enterprise by way of the holding/subsidiary company technique is provided in this example.

Company "H. Ltd." has a share capital of \$10,000, all of which is invested in half the share capital in "A. Ltd."

"A. Ltd." borrows funds to an amount of \$20,000. It invests all available funds in half the share capital of "B. Ltd."

"B. Ltd." also makes use of borrowed funds, the ratio of debt to equity being 1 to 1, so that "B. Ltd." has available funds of \$160,000.

"B. Ltd." invests all funds in half the share capital of "C. Ltd."

If "C. Ltd." borrows an amount equivalent to its share capital, then \$10,000 in "H. Ltd." effectively controls \$640,000 in "C. Ltd.", as shown below:

"H. Ltd."	
Capital \$10,000	
All invested in half the shares in—	
"A. Ltd." which has a capital of	\$20,000
and borrows	\$20,000
	\$40,000
making available funds	
All invested in half the shares in—	
"B. Ltd." which has a capital of	\$80,000
and borrows	\$80,000
	\$160,000
making available funds	
All invested in half the shares in—	
"C. Ltd." which has a capital of	\$320,000
and borrows	\$320,000
	\$640,000
making available funds	

A finance technique such as this may conceal total over-gearing, although as far as each individual company is concerned the gearing of 1 to 1 (i.e. an equal amount of debt and equity finance) seems satisfactory.

The effectiveness of gearing, such as this, can be illustrated.

"C. Ltd." is the operating company in the structure. It is assumed that it can earn 15% on funds employed (after tax).

"C. Ltd." thus has an income of \$96,000 (i.e. 15% on \$640,000)

If the interest rate on debt finance

by Alex Shaw
— Lecturer in
Accounting, School
of Economics, Sydney
University

is 8%, then "C." pays 8% on
\$320,000, i.e. \$25,600

Leaving for distribution to share-
holders \$70,400

Of this, half goes to outside shareholders
and half to "B. Ltd."

"B. Ltd." therefore has an income
of \$35,200

And pays 8% on debt finance of
\$80,000 i.e. \$6,400

Leaving for distribution to share-
holders \$28,800

Of this, half goes to "A. Ltd.",
giving "A." an income of \$14,400

"A." also pays debt-servicing at 8%
on \$20,000, which is \$1,600

Leaving for distribution to share-
holders \$12,800

Half of "A.'s" distribution of \$12,800
(i.e. \$6,400) goes to "H. Ltd.", giving a return
of 64% on a capital of \$10,000.

Shareholders in "C. Ltd." receive 22% divi-
dend. The dividend in "B. Ltd." would be
36%. In "A. Ltd.", the rate is the same as
in "H. Ltd.", 64%.

This is, of course, a rather extreme example
to illustrate the effects of gearing. It must be
emphasised that highly-g geared business units
are very susceptible to business fluctuations.
The fixed-interest commitment can bring
about a collapse if the earnings-rate falls be-
low the debt-rate.

But the technique is still well worth con-
sidering if the business has room for expan-
sion in its field and can be efficiently managed
on the larger scale.

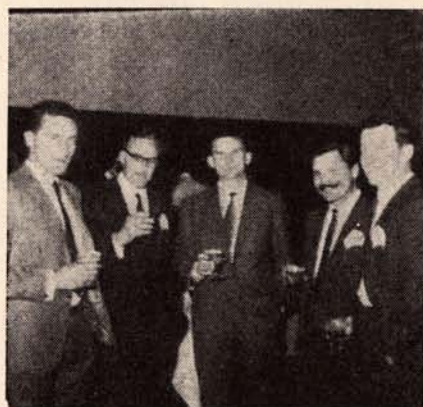
SOCIAL HIGHLIGHTS AT THE HIRE CONVENTION



Ron Wallis
Baine Hoffman
David Latham
Max Watson



Alex Shaw
Mrs. E. Wiggins
Eddie Wiggins
Jacqueline McCormick
Arthur Ball
Mrs. Ball



Walter Levy
Greg Page
Gordon Esden
Chris Parnel



Noel McDonald
Neville Kennard
Andrew Kennard



Joe Shenell
Peggy Levy
Tony Stratford



Moss Ellis
Reg Lindley
Graham Faulkner



Arthur Cordukes
Graham Dent



Col Cooney
Alex Gor
Graham Wells
Ray Hill

PRODUCT NEWS

Prop Adaptor

A prop adaptor which can eliminate up to two-thirds of the formwork material needed in slab formwork has been introduced by Acrow Australia Ltd.

It also cuts time and labour costs.

It is designed as an integral part of the U-Form system. I-beams, U-forms, panels and small filler panels can be removed after only three days, in some cases leaving props in line in support of the slab.

At the stripping stage, the adaptor nut is turned anti-clockwise to lower the prop adaptor. With it is lowered the I-beams and all the panels, allowing these components to be removed and set up in the next bay to be formed.

The prop head remains in support of the slab for the full specified stripping period.

It can be fitted immediately to any standard Acrow prop with the exception of some No. 3 and 4 props, which require an additional $\frac{1}{16}$ th inch diameter hole drilled in the inner tube of the prop, 20" from the underside of the head plate in the same line as the existing holes.

This low-priced prop adaptor is not a King tommying system; it is a half-span support system, of the type winning approval from engineers throughout Australia.

Acrow marketing manager, Mr. John Sanders, said: "The prop has had a tremendous reception.

"It enables contractors to form concrete slabs much faster than before.

"The U-Form system is fast anyway, but this prop has improved it still further by reducing time and labour," he added.

Multi-purpose Machine Tool

A new multi-purpose machine just released in Australia enables a complete range of engineering operations without auxiliary equipment.

The XEY acts as a complete maintenance and repair unit, performing as a lathe, milling machine, drill, reciprocating saw, emery wheel, and air compressor. It is both versatile and adaptable.

Another advantage is its compactness and utility. Measuring only 80 inches long and weighing 2,200 lb., it can be mounted on a light truck to repair agricultural machinery in the field, or on large construction projects.

Two models of the XEY are available, the 700 and the 1000. It can be supplied to operate from the A.C. mains supply or from auxiliary D.C. or petrol engine where necessary.

Construction is around the headstock of the lathe, but each unit has individual, easy-to-operate controls, so positioned that several operators can work simultaneously with safety.

The CENTRE LATHE swings 13 $\frac{3}{4}$ inches over the bed. This bed is cast-iron, ribbed, and fitted with a removable gap.

The model 700 admits 28 inches between lathe centres and the model 1000, 40 inches. The main spindle is carried on precision roller bearings, adjustable to allow for wear. The six speeds range from 50 to 600 r.p.m.

The MILLING MACHINE, with 20 x 6 inch "T" slotted table, has longitudinal and cross feeds, and vertical lift.

It operates through easily accessible hand wheels, with graduated micrometer dials. It is capable of performing keyway and gear cutting, slab milling and slitting. Speed ranges are as quoted for the lathe.

The all-gear drive DRILLING UNIT, of 1 inch capacity, is mounted on the machine front.

The circular table can be moved up or down the column or swung clear to use the "T" slotted machine base plate. The quill traverse operates by a large, easy-to-control hand wheel.

The chain-driven POWER SAW has a reciprocating action.

It has a constant cutting speed of 63 strokes per minute, using a 12-inch high-tensile blade.

The double-ended TOOL GRINDER, fitted with adjustable work rests, is mounted at the back of the headstock.

It is driven from the main gearbox, with a normal speed of 2,400 r.p.m. This can, however, be reduced within the range 200-2,400 r.p.m. to allow accessories to operate at the correct speed.

The AIR COMPRESSOR is mounted in the pedestal base casting. It is driven by a clutch-controlled motor.

The pedestal is fitted with an air tank, safety valve, pressure gauge, and rubber hose, for use with accessories. The hose can blow swarf from work being turned, drilled, or milled.

Added accessories allow general spray cleaning of parts, as well as pressure greasing and spray painting.

All units can run either independently or together. This is in addition to the lathe, which operates at all times. So, several employees can work around the machine at once, using various units.

The range of accessories available as optional extras increase the XEY's utility even further. They include a 7 foot flexible shaft, which can be fitted to the milling machine or power grinder, allowing greater working area away from the unit.

If only certain sections of the XEY are required, the manufacturer can deliver a special unit, allowing a reduction in price for items not purchased. The machine and all parts are under a twelve-month guarantee.

Sole agents for Australasia and the South-West Pacific area, W. Latham & Co. Pty.

Ltd., of Annandale, N.S.W., obtained distribution rights, after they realised that the XEY six-in-one Multi-purpose machine was the answer to many workshop problems in industry and agriculture.

Rugged, compact design, suitability for either standard or mobile repair and engineering shops, make the XEY an ideal investment, wherever a full range of machine tools is needed at a reasonable initial outlay.

BULLFROGS ARE SPRINGING UP EVERYWHERE!

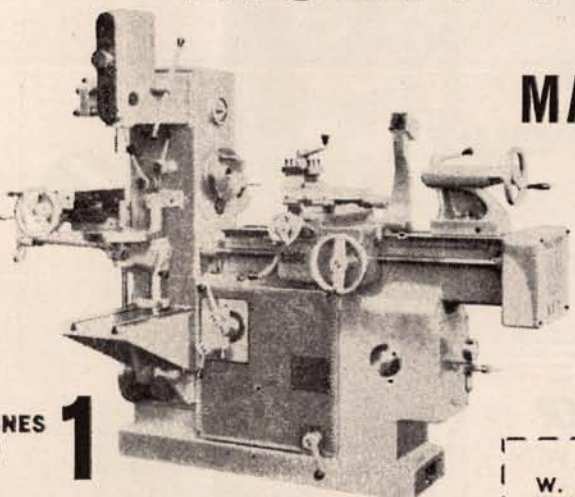
Since its introduction to Australia in 1966, the "Bullfrog" Submersible pump has been tried, tested and bought by municipal and shire councils, hire contractors, construction companies, collieries and quarries, pumping contractors and government departments all over the State.

These satisfied users praise its simplicity of use, efficiency in performance, portability and adaptability.

The standard unit consists of an engine mounted on a 360° swivel base with carrying handle, flexible power drives up to 30 ft. in length, high tensile aluminium pump-head and

'XEY' MULTI-PURPOSE METAL WORKING MACHINE TOOL

COMPLETE
WORKSHOP



6 MACHINES
IN 1

Sole Australasian and South West Pacific Factory Agents

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If for School Project tick here

PIMI

wire reinforced discharge hose, complete with all necessary couplings.

The pump head is completely submerged in the liquid to be pumped. It is, therefore, instantly in action, without the priming or suction lift problems usually associated with conventional self-priming centrifugal or diaphragm type contractors' pumps.

The impeller is of an open non-clogging design.

It will freely pass solid objects, and solids in suspension up to 60%, even if they pass through the protective grate of the pump head.

Ease of portability allows the prime mover to be sited on one side of an excavation and the discharge hose on the other.

These machines have big advantages: They are easily adapted.

They were designed for use as a concrete immersion vibrator. The pump drive-shaft is quickly disconnected from the prime mover, and replaced with the vibrator drive shaft and head.

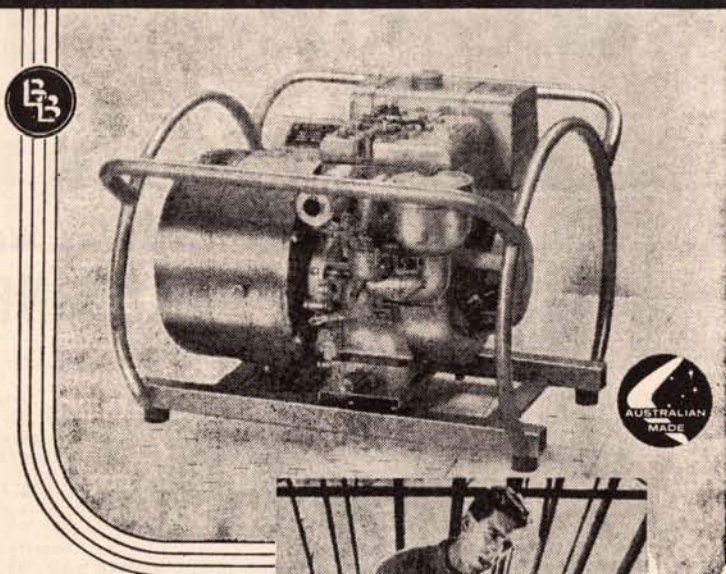
Three sizes are available. A 1" model weighing 2 lb. operating at 12,000 v.p.m., is the smallest on the market. A 1½" model weighing 4 lb. vibrates at 1,200 v.p.m.

The sturdy 2½" model is fitted with a special 2 ft. reinforced sleeve adjacent to the vibrating head, to guard against damage to the shaft at this point from the weight of the 12½ lb. head—it operates at 10,000 v.p.m.

No wonder so many are in use.

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PORTABLE PETROL ELECTRIC POWER UNITS



BIG POWER
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240 Volt 50 cycle A.C.
Portable Power Unit



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HOLMAN TRAILAIR '60' AIR COMPRESSOR

The Trailair '60' has an output of 60 C.F.M. F.A.D. at 100 p.s.i. and consists basically of a Volkswagen four cylinder 1,600 c.c. industrial petrol engine, in which two cylinders on one bank have been converted to a single stage compressor by the substitution of a cylinder head, fitted with low lift efficiency plate valves. The substituted head and valves are cooled by the shrouded forced air cooling system which is part of the engine. The two cylinders on the other bank act as a driving petrol engine.

A speed control device actuated by received pressure is fitted, and this automatically reduces the engine speed down to 1,200 r.p.m. when the demand for air is reduced — thus lowering fuel consumption.

Among the many advantages of the Trailair unit are the following:—

- (1) Sufficient output to operate efficiently one, and in some cases two pneumatic tools.
- (2) Light in weight — therefore extremely manoeuvrable, can be towed by a utility and handled by one man on site.
- (3) Low in fuel consumption.
- (4) As the engine is derived from a mass-produced car engine, spare parts and service can be readily obtained from local Volkswagen Agents at a fraction of the cost of other machines.
- (5) High Australian content.
- (6) Competitively priced.
- (7) 6 Volt electric starting.

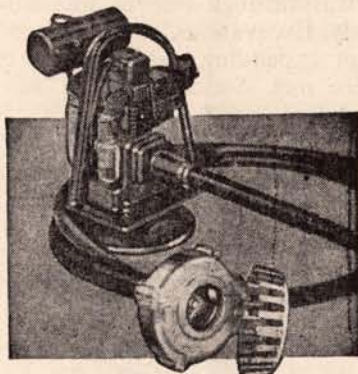
The Holman Trailair, which is now considered a well proven compressor, was first introduced by Holman Bros. to the Australian market over 5 years ago. They have been accepted as standard equipment by a considerable number of Government Departments, Hire Companies and Construction Firms.

The Trailairs will operate a complete range of Construction Tools, including 80 lb. Breakers, Light to Medium Rockdrills, Pneumatic Pumps, Vibrators, Picks and Rammers.

Holmans will be only too willing to demonstrate the versatility of this machine as required.

BULLFROG PUMPS

A FRESH APPROACH TO PUMPING PROBLEMS...



- Instant action — no priming
- High discharge rate
- Non-clogging
- Compact
- Portable

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Truth stranger than fiction in hire industry

Col. Cooney, 39 in June, was Australian Sales Manager for "Wolf" Power Tools.

Now he's running a two-depot hire business.

Everready Hire Service started life as "Everready Excavations."

And what's more, the company backing them is an engineering show with a subsidiary the largest supplier of air-conditioning engineering in Australia.

Truth is stranger than fiction in hiring.

Here's how it happened.

Back in 1958, Graham Evans, a successful engineering contractor, began moves in hiring.

This was through one of his subsidiaries, "Everready Excavations."

It kept expanding. As demands came in, they were met. Suddenly, there was a self-contained hire business.

By reason of its beginnings, "Everready Hire Service" has much of its business concentrated in the civil engineering, construction, and structural steel engineering industries.

From a single aspect of the engineering business, it grew into a separate entity, with its own premises in Botany.

These premises are rapidly bursting at the seams.

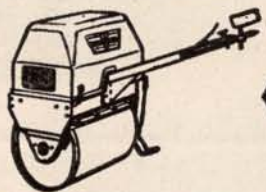
They are part of a series of buildings owned by another Graham Evans subsidiary, Group Engineering Ltd.

Alex Gow, the group's Company Secretary, naturally selected another Evans subsidiary's building as the site for the hire operation's second depot.

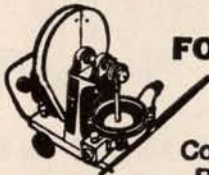
This is at Blacktown, behind Thomas Clark & Son, Australia's largest air-conditioning engineers.

Clark's have already completed such mammoth jobs as the Australia Square tower block, the N.R.M.A. Building and a large job in Fiji.

Now they're working on the \$800,000 State Government Office Block job at "The Little Black Stump", the second office block on the site of the old Phillip Street Police Station.

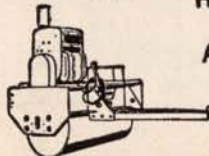


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NEW LIFE FOR OLD INDUSTRY

By Reg. Lindley

(Anglo Canvas Pty. Ltd.)

The soft goods hiring industry, although one of the oldest sections of the hiring business is also probably one of the smallest.

Over recent years, however, a rejuvenation has taken place.

As society in general has become more affluent a marked demand for the soft goods hirer has become more apparent—both in the variety and quality of the goods he hires out.

Probably the greatest single influence in the industry has been the arrival of steel furniture.

In former years, all furniture consisted of wood and hence had inherent problems—notably high maintenance costs with hard use, large use of space per single item, the danger of splinters and resultant damage to the fine fabrics worn by women.

With the introduction of tubular steel has come the stacking chair. Ensuing advantages have included:

- the reduction of maintenance costs by two-thirds;
- the greatly increased number of chairs which may be stored in a given area; and
- the removal to a thing of the past of the danger of damage to clothing.

A further effect of the use of steel is the introduction of colour and quality in the furniture suitable for hiring.

Whereas difficulties were incurred in the use of padded furniture with wood because of damage, it is quite easy to provide adequate protection to fabrics of any quality with stacking furniture.

As a result, it is now possible to use fully sprung chairs with fabric or cloth and even arm chairs for hiring purposes.

Plastics and nylon also have made their presence felt and we now find very little use of rubber tips on furniture.

Additionally, with the development of polypropylene has arrived a chair with a seat and a back which is virtually indestructible.

Whilst still on the subject of furniture, it

would appear that the old wooden trestle is virtually a thing of the past.

Hirers now use either steel trestles with wooden tops or folding tables which are amazingly stable.

Quality furnishings on tables are quite common. Laminex tables of all shapes and sizes are being requested by customers who are prepared to pay for a little extra.

Neither, has the world of the marquee missed out. Following the introduction of synthetics has come a marked reduction in the weight of a marquee. By using say a synthetic top and walls, the weight of a 20 ft. x 30 ft. marquee would be cut in half.

This of course, greatly facilitates the erection of the tent . . . thence increases the profit of the operation.

LEADING HIRERS FIND SLIM-EX PROFITABLE



- No maintenance — lubricated for life.
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FOUR EXPENSIVE WORDS:

Those words are, "I'm doing all right."

They could cost you plenty.

Maybe you *think* you're doing the best you can with what you've got . . . without knowing what you've really got.

The fact is there are few persons who can't do more, earn more and enjoy more — using nothing else but the basic abilities almost everyone has.

Perhaps all you need is an opportunity to discover and develop your natural abilities — simply to

tune up those ordinary human capabilities for speaking effectively, understanding other people, making decisions and giving directions. That is the opportunity the Dale Carnegie Course has provided for more than a million men and women.

Take the Dale Carnegie Course next chance you get. And don't be surprised, next time you're faced with a challenge, to find yourself saying four great new words — "I *can* do it!"

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GROW YOUR OWN STAFF

In the Hire Industry, many of us have a considerable investment in equipment. We spend large sums on maintaining this equipment at workable levels.

But how much do we invest in the other backbone of our industry — our staff?

The difference between a satisfactory profit and one that is not devolves around the people we have working for us, and how good we are at motivating them to do an even better job.

Some people do not realise the need to keep customers. A satisfied customer not only keeps coming back to hire equipment, he also tells his friends and neighbours.

We would all like our staff to be as conscientious of good customer relations as we are. We would all like our staff to be the self-starters that we are. We would all like our staff to be aware of the need to present a good "company image" as we are.

The amount of concern shown in how our people deal with other staff members and customers is normally the difference between a successful business and one that is not-so-successful.

Dale Carnegie, Founder of Dale Carnegie Courses, recognised this difference nearly sixty years ago; he commenced training businessmen and their staff in Effective Speaking, Confidence and Human Relations.

This training had immediate acceptance. His has grown to be the largest Educational Organization in the world today. It is used by large corporations and small businesses alike, graduating over 80,000 people yearly.

Many Hire Association people have already completed this course in Sydney. This is the reason they recommend this Adult Education Programme to other members and affiliates.

The staff training course lasts for four months. Classes meet once per week in the evening.

The whole secret of the programme is that it is practical. What one learns at each session can be put into practice the following morning.

In many sessions, class members have to report on the results of putting this training into practice, and the Instructors offer suggestions for further improvement.

Other industries similar to ours, whose busi-



DALE CARNEGIE — Founder, Dale Carnegie Courses

ness devolves around dealing with the public and are as concerned as we are of the need for good customer service by our staff, have formed their own classes.

This way, training can be slanted towards that industry's particular needs.

The Hire Association has decided to recommend this programme to its members and affiliates. This will be the first Hire Association staff training project. It is specifically designed to develop the ability of personnel in dealing effectively with customers and other staff alike.



**HELP
LEGACY**
all the year round

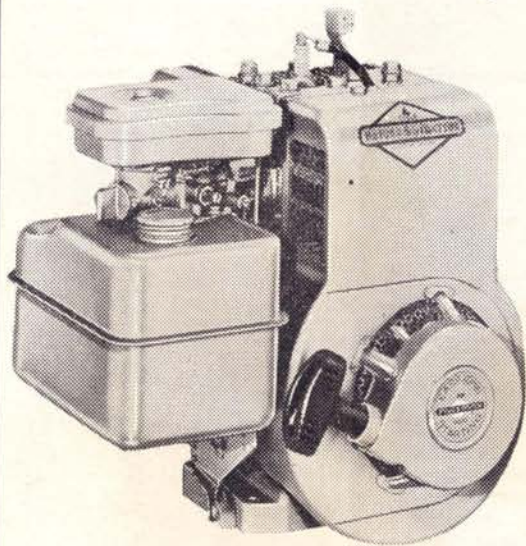
*Do you keep your
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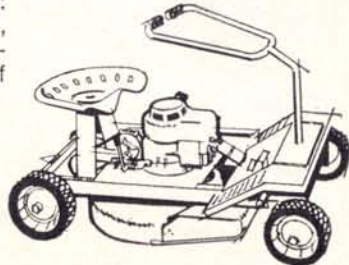
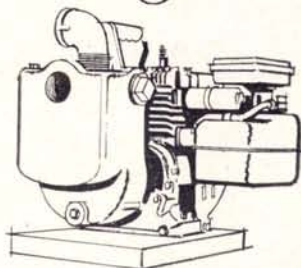
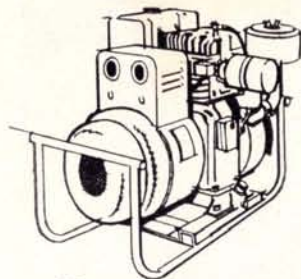
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Briggs & Stratton is the world's best seller. More than 5,000,000 B & S engines will be manufactured, run and tested this year. There *must* be reasons for this tremendous worldwide demand. There are! Briggs & Stratton sell on sheer merit: better performance, longer life, dependability, wider range of applications.

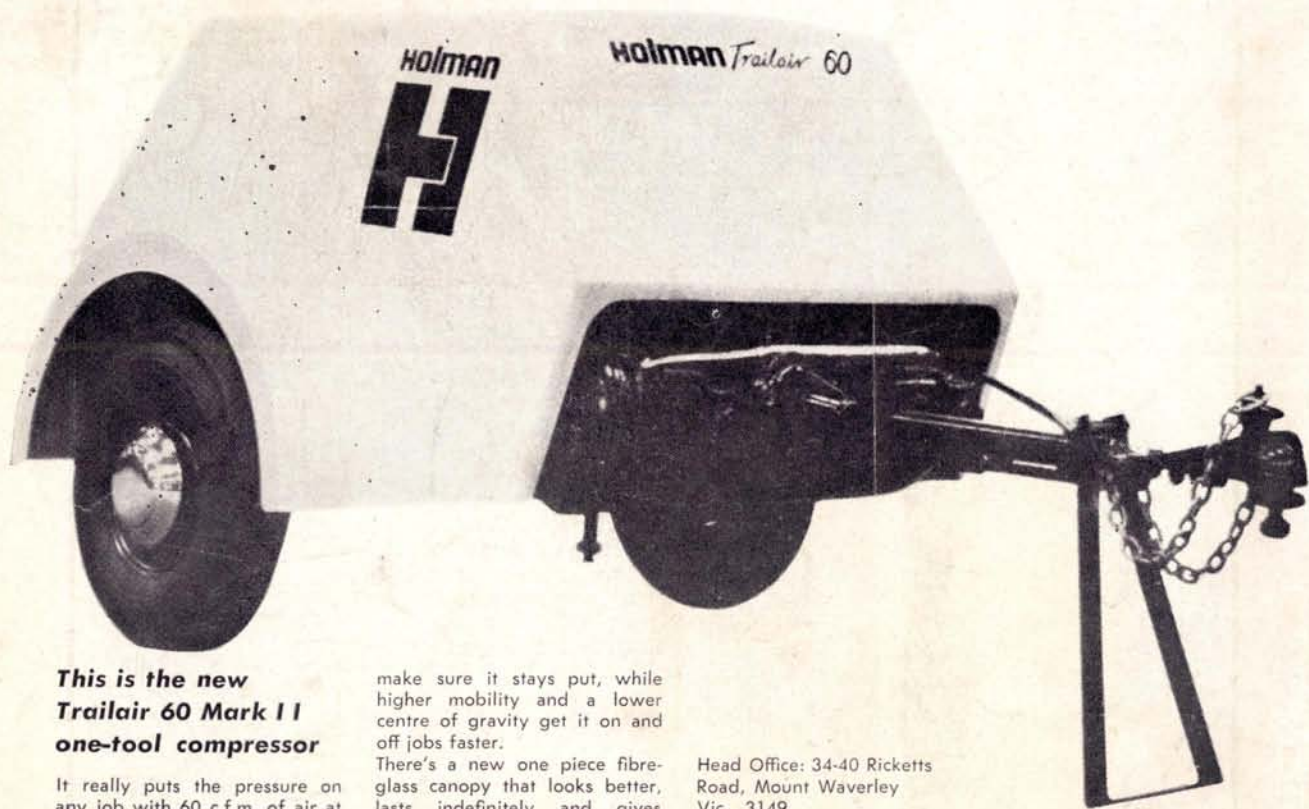


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nearest branch of

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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 fibreglass 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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