

THE
STATE SAVINGS BANK
OF VICTORIA

Progress

Quarterly Staff Magazine of The
State Savings Bank of Victoria



SEPTEMBER 1958

Volume 1. Number 2.

NEW APPOINTMENTS



MR. H. E. WILLIAMS,
Chief Inspector



MR. K. ELDER,
Assistant Chief Inspector



MR. F. L. EDYVEAN,
Assistant Staff Superintendent



MR. C. E. BURGE
Property Officer



Progress

Published solely for the Staff of The State Savings Bank of Victoria

I am grateful to those who took the trouble to inform me or members of my department of their satisfaction with the initial issue of Progress. Perhaps lack of criticism may be due to the generous disposition of the Staff.

Due to the increased number of activities taking place lately, news items such as the opening of the splendid new Kyabram building, which happened as our initial issue of Progress went to press, became superseded by others before this edition was ready for the printer.

Recently during a talk at one of the five conferences of managers who are each spending a week in the staff training section, one manager suggested that an article be printed concerning the Provident Fund. With the co-operation of Mr. Andrew, Chief Accountant's Department, I hope to include it in the next edition. As this publication is designed solely for staff consumption and, we hope, benefit, if there are any subjects that you feel may warrant an article, please inform us or if, on the other hand, you wish to write an article on any subject of general interest to the staff, it will be thankfully received and faithfully applied — space permitting.

It is hoped that from time to time per medium of page 2 we can visually introduce to Branch staffs in particular, senior Head Office men who, in some cases, may be just a name or a voice you have heard on the telephone.

The Editor

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COVER — A sign of the times as the old gives way to the new at Kyabram. Note the change in perspective which modern architectural design imparts.

RECORDS DEPARTMENT

MODERN METHODS SOLVE SPACE PROBLEM

by R. Cummins

Increasing business and evolutionary changes in accounting methods have left our Branches with large numbers of obsolete ledgers and very little space to store them. This evolutionary aspect has been, in effect, intensifying this problem of space. As bound ledgers give way to loose leaf and loose leaf to card, the old are retained — and why? So that for years to come we can provide the answers to the numerous questions which are constantly being asked.

Faced with this problem, which was becoming really acute, we turned our attention to the experience of overseas countries and overseas banks where, with the introduction of micro-filming techniques, great strides were being made in the better utilisation of storage space. It remained for us to procure plant suitable for our needs and to solve our own particular problems.

Our plant consisted initially of a high-speed micro-film recorder, one reader and a guillotine, and the staff consisted of young men experienced in our Branch routines and possessing qualities of enthusiasm, mechanical aptitude and of improvisation.

No attempt was made to film the bound ledgers which were, instead, removed from individual Branches and stored pending future treatment. The accumulation of loose leaf folios in boxes of varying dimensions was such as to cram our over-burdened strongrooms. Their removal would therefore provide worthwhile relief.

On receipt of folios from Branches the only preparation necessary was to remove the thong-hole ends which would otherwise obstruct the smooth functioning of the recorder. Guillotining was thus the first of a long chain of individual tasks.

The modern high-speed recorder is a far cry from the old-style box camera or even from the small movie camera in wide use throughout the community. The unit resembles a small office desk with a number of coloured lights built in. At one end is a specially designed movie camera loaded with 16 mm. non-inflammable film and

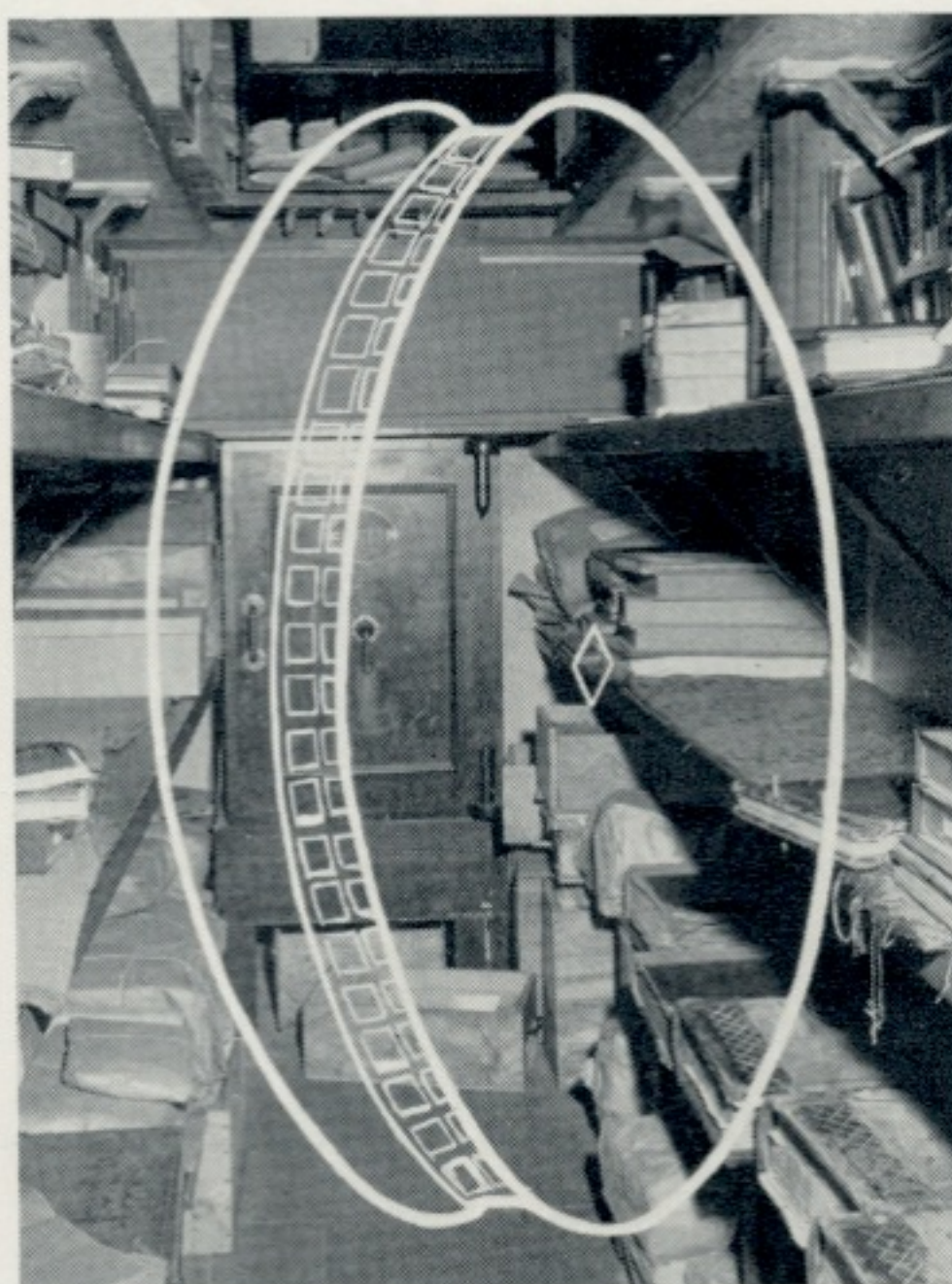
focused inside the unit. Folios are fed into a slot on top of the machine, speed round a fast revolving drum and are projected in their correct order into a hopper underneath. During the process, the folios themselves actuate a trip mechanism which switches on two banks of lights whilst, at the same time, activating the drive connected to the camera, thus taking their own photos and moving the film the necessary distance. The camera is focused on two narrow frontal-faced mirrors placed in the form of a V pattern. Thus the folios in passing between camera and mirrors not only take their own photos but take both sides simultaneously. Many safeguards are incorporated. These ensure that a warning is sounded if the film has been omitted or is nearing its end

and that the machine cannot function if two documents inadvertently pass through the feed mechanism simultaneously.

Our unit is referred to as a high-speed recorder. For short bursts it is possible to film at the rate of 6,000 folios per hour. An experienced operator can, on occasions, film more than 20,000 in a day. However, as quality in the finished product is essential, we have found that best results are obtained at slightly lower speeds. During 1956, our peak year, we completed approximately three and a half million folios.

Films are processed to archival standards and on their return are carefully checked. Individual folios may need to be refilmed to ensure an adequate standard of quality. These retakes are, in due course, incorporated in the original films to which they belong so that they can be readily located when required.

Films are carefully indexed and filed in such a way that a particular folio can be traced very quickly. It has been necessary to set up a central film library to which Branches make reference — metropolitan Branches by telephone and country by memo. The film is located and placed in our "reader" which magnifies the tiny panel —



continued on page 12

FORMER GENERAL MANAGER HONoured

Plaque honouring Mr. N. R. Williams unveiled at Footscray Branch

Our attractive, newly renovated, Barkly Street, Footscray Branch was the venue for a memorable function on Wednesday afternoon the 10th September.

The occasion was the unveiling of a bronze plaque honouring Mr. N. R. Williams, O.B.E., who was General Manager of the Bank from 1940 to 1957 and who commenced his distinguished career in the Bank at Footscray Branch on the 16th June 1910.

Almost 100 people attended and included the Chairman of Commissioners, Mr. Moss, Deputy Chairman, Sir George Holland, and Commissioner General Sir Horace Robertson, the General Manager and every member of the Executive, the Late Hon. A. E. Shepherd, M.L.A., the Mayor of Footscray and a number of Councillors, representatives of Footscray business and civic organisations, the President of the Officers and Retired Officers' Associations, and important people too numerous to mention.

Mr. J. La Roche, Footscray Manager, welcomed the guests and introduced the Chairman, Mr. Moss, who traced Mr. Williams's career and spoke in a most laudatory manner of Mr. Williams. Mr. Moss also pointed out that it was a source of pride and evidence of the democratic nature of the Bank that an office boy could rise to become its General Manager.

Mr. Moss then called on Mr. Shepherd as senior Member of Parliament in the Footscray district to unveil the plaque.

Mr. Shepherd spoke highly of the Bank and Mr. Williams and then drew the curtains to unveil a large, very fine, bronze plaque.

Mr. La Roche then presented Mrs. Williams, Mrs. Moss and Mrs. Carlson with lovely shoulder sprays of orchids and the formal ceremony being completed, refreshments were served.

The "new-look" banking chamber with its pastel tonings and attractive floral display certainly presented an attractive setting for such an auspicious occasion.



From left to right: The Late Hon. A. E. Shepherd, Mr. N. R. Williams, Mr. W. L. Moss.



School Bank, St. Mary's Technical School, Geelong.

THE SCHOOL BANK *by A. Roberts*

Almost all Branches have one or more school banks attached to them so that you all, to some degree, have associated yourselves with the scheme. Some of you doubtless have visited schools and taken part, either by assisting the teachers concerned or for some other purpose, such as the delivery of talks to scholars during "Education Week."

For many of you, any connection with school banking has been confined to the diligent task of posting amounts to the numerous accounts, and you heave a sigh of relief when it is completed.

However, I am sure that if we pause and think seriously for a moment we must surely realise that the propagation of the school bank system is an insurance premium for our Bank's future success, likewise that of our own and of our State. These children's savings of today are the adult's savings of tomorrow, and may they continue with our Bank.

Having, as is our natural interest, considered ourselves first, let us look at the school banking system from a more altruistic point of view and,

to do that, let us quickly trace the history of school banking from its inception in Europe approximately 150 years ago.

In France, as an instrument of education, school savings came from the homes and orphanages to the schools. In 1818, Monsieur Francoeur, a professor of a polytechnic school, presented to the Society for the Progress of Elementary Instruction in Popular Education the idea of teaching thrift in schools. In the following year, Monsieur Navier, a savant in geometry, in a memoir presented to the Academy of Science, advocated school savings.

It was not until 1834 that Monsieur F. Dulac, a Chevalier of the Legion of Honour and an officer of public instruction, inaugurated the first school savings bank in a communal school at Le Mans, France. Attempts at installing similar systems were made at other places in France, also at Verona, Italy, in 1844, in Germany in 1846, Prussia and Switzerland in 1851, and at Budapest, Hungary, in 1860. These attempts did not result in any permanent spread of school savings, because there had not yet been developed

THE SCHOOL BANK — *continued*

the mechanics which would make the practice easy, require only a minimum of time during the school session, and not impose too great a responsibility upon the school.

The Franco-Prussian War of 1870 brought to a stop the school savings at Le Mans but, through the efforts of a Professor Laurent, Professor of Civil Law in the University of Ghent, Belgium, and a voluminous writer and enthusiast, school banks had been established at communal schools in Ghent in 1866 and, largely because of his endeavours, school banks became widely known.

At an International Exposition at Vienna in 1875, representatives from throughout the world recognised school banking as an instrument of civilisation. From this conference of educators, economists and philanthropists, sprang the worldwide movement for the adoption of school banking, and today school banks are in operation in countries throughout the world.

As a result of a resolution passed at a conference of Australian Savings Bank Officials in Sydney affirming the desirability of establishing school banks, in the year 1912 this Bank inaugurated the School Bank System in Victoria. The introduction of the system was important, for school banks superseded the Penny Banks that had been conducted previously in a desultory manner at day schools, Sunday schools, and at charitable institutions by self-constituted trustees and without proper control and supervision. The banking procedure that was adopted at the commencement of the system was a modification of that in vogue in America, and it proved effective in the promotion of school banking.

Since its inception, the School Bank System has spread throughout Victoria, and today the Bank maintains school banks at over 2,300 kindergartens, schools and colleges, irrespective of size or location. The present school banking method is somewhat similar to the original and it is achieving beneficial results because of its general acceptance by teachers, parents and children, combined with the fact that it depends on the teacher-depositor contact, and that it is closely allied to normal savings bank procedure. In addition, the Bank pays a commission based on the aggregate yearly deposits, or a minimum amount but whichever is the greater, to each school conducting a school bank. Bursaries that

are available to student teachers also play their part.

In this progressive age, the Bank endeavours to adapt its school banking to meet special requirements and, at some schools, members of the Mothers' Clubs assist the teachers. There are also those school banks conducted by scholars specially selected and trained as student bankers, and these banks are known as Student-operated Banks. The school banks so conducted are of two types, one of which is confined to day scholars at secondary schools, where amounts are for deposits only, but the other kind provides banking facilities for boarders at registered schools and includes both the receipt of deposits and the payment of withdrawals. The ledgers for these banks are maintained at the Branches to which they are attached but, at the Swinburne Technical College, a complete banking system is conducted by the members of the Commercial Rehabilitation Training Centre. Here the banking is operated for all the scholars and members of the staff in a manner similar to a Group Savings Club. The student bankers, undergoing rehabilitation after the occurrence of disability caused by accident or illness, are enabled to gain confidence in order that they may be more quickly absorbed into commercial life.

Not only are endeavours made to establish and maintain school banks at all schools but, in addition, the Bank conducts activities that are designed to enhance its goodwill and human relationships with the parents, teachers, scholars, and educational authorities generally. However, we must not overlook the fact that the most successful school banks are those where excellent co-operation and keen interest are evidenced by the actions of members of the staff.

Finally, our competitors are acutely aware of the benefits that may be derived from the close association with the school activities and they are endeavouring to enter more and more into the field of education. The Bank is mindful of this modern trend and, on its part, is endeavouring to ensure that, through its School Bank System, such foundations are laid and cemented that efforts to intrude are either frustrated or reduced to a minimum. I reiterate that the School Bank System is an insurance premium for success, and suggest that you ponder for a moment at least on the ramifications of its extensive coverage.

SAVINGS BANKING OVERSEAS by H.E.W.

The Mutual Savings Banks of U.S.A.

The Savings Bank movement crossed the Atlantic shortly after its inception in the United Kingdom and Savings Banks, first appearing in Philadelphia (1816), Baltimore (1818) and Rhode Island (1819), quickly spread, particularly through the New England area, and became firmly established in the Eastern States. Originally these Savings Banks operated in very much the same manner as the Trustee Savings Banks in the United Kingdom but, over the years, have since developed a more national character.

They are known as Mutual Savings Banks in that the depositors receive a dividend on their deposits from the year's profits. Of late years this dividend has been advertised in advance so that it has virtually become a definite rate of interest. Dividend rates vary slightly but the average would be $2\frac{3}{4}$ per cent and the interest with some Banks is computed quarterly and others half-yearly.

Each Mutual Savings Bank is a separate entity serving its immediate locality and branch banking, as we know it, is virtually non-existent. There are 527 of these Banks in U.S.A. and, of these, 375 have a Head Office only — no branches, 80 have a main office and one branch, 32 a main office and two branches, while only eight have more than six offices. The majority of these Banks, however, are well established and their figures for depositors and balances are substantial. For example, the Seamen's Bank for Savings, with its main office in Wall Street and its one and only branch in Fifth Avenue in New York, has 247,664 depositors with balances aggregating 359,000,000 dollars. In 1956, depositors for all Mutual Savings Banks in U.S.A. totalled just over 21,000,000 with balances aggregating slightly more than 28,181,000,000 dollars.

Very few of these Mutual Savings Banks have any arrangements whereby the depositors can transact their business other than at the office of domicile and there are no facilities for inter-bank transactions — or perhaps it would be more accurate to say there were no facilities for inter-bank transactions in 1956. The Vice-President of one Bank was so interested in the reciprocal arrangements which we have here with the Savings Bank of South Australia and the Savings Banks in Tasmania that he sought and received full details

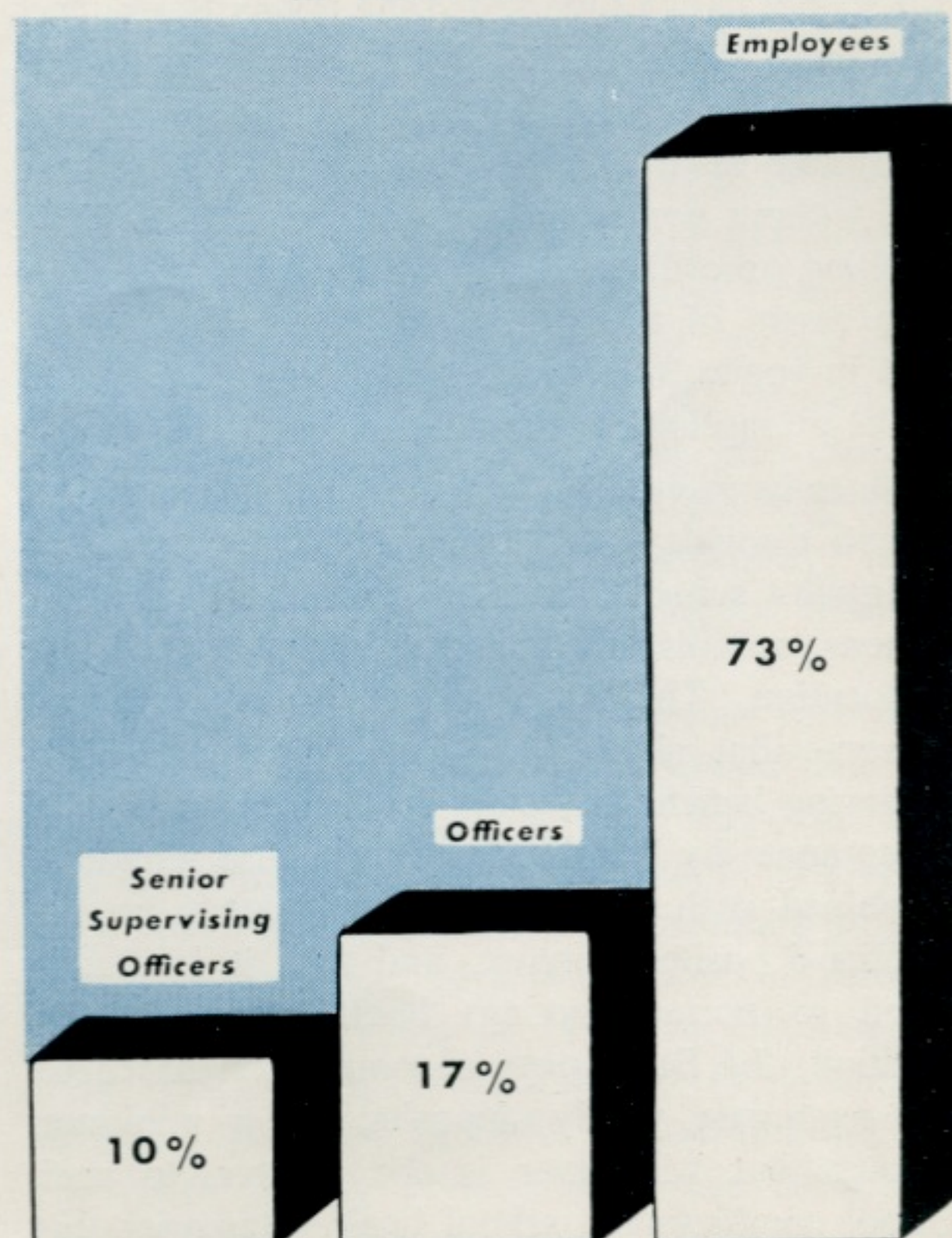
of our procedure with a view to recommending its adoption throughout the Mutual Savings Banks in the various localities.

Each branch is managed by its own Board and, in order to take advantage of a Federal guarantee, subjects itself to governmental examination. Subject to this governmental supervision, it may invest its funds at it thinks fit. In this regard, it is interesting to note that some of the Mutual Savings Banks have money invested in freehold mortgage loans in most widely dispersed portions of U.S. territory, one Bank in New York holding substantial investments in Florida.

Practically all Mutual Savings Banks offer facilities for special purpose savings, such as Christmas Clubs, Vacation Clubs, etc., and those which are not prevented from doing so by State legislation have substantial investments in small personal loans. In some States, limitations are set upon amounts which may be deposited. For

continued on page 12

**Job Distribution in Banking
in America 1950**



PROGRESS IN PREMISES



Ringwood East Branch — Exterior



Ringwood East Branch — Interior



Ashwood Branch



Heidelberg West Branch



Titles Office

CHEQUES

by H. Young

The Wrongful Return of a Customer's Cheque

"PRESENT AGAIN" COSTS £100

Bank to Pay Damages for Marking Cheques

AUCKLAND, Friday. — The Australia and New Zealand Bank Limited was today held to have libelled a client by marking three cheques "present again" when there were funds to meet the cheques.

The bank was ordered to pay Pauline Pearl Baker, company director, of Onehunga, £100 for libel and £6 for breaches of contractual duty.

The decision was given in the Supreme Court by Mr. Justice Shorland.

In his judgment his Honor said: "Whatever the words 'present again' may imply as to prospects of later payment, they surely imported that the maker of the cheque had defaulted as to time in her obligation to provide for payment. Written words which

convey such a meaning must, to my mind, tend to lower the person in the estimation of right-minded members of society generally."

His Honor, after finding there had been a libel, added that there was no question of malice and no evidence of special damage suffered.

Mrs. Baker had claimed £1000 damages on the grounds that the bank committed a breach of duty in not paying out on the three cheques totalling £74, and that it committed libel by marking them "present

again" when there were, or should have been, sufficient funds to meet them.

The bank had erroneously credited a deposit by Mrs. Baker of £235 at a branch office to the account of another customer.

Mrs. Baker was clearly entitled to nominal damages for a proved breach of contractual duty to honor the cheques.

When a Banker opens an account for a customer, a contract is entered into involving certain obligations by the parties concerned.

The Banker, among other things, undertakes to honour his customer's cheques provided they are in order and there are funds available or an overdraft arranged. Should a Banker fail to honour this obligation and return a customer's cheque by mistake, the customer will have a right of action for breach of contract which, if proved, will result in the award of damages against the Bank.

Such damages have on occasion been substantial and, in the case of traders or businessmen, this is understandable, for the return of a cheque to a creditor with an answer indicative of lack of funds may well have serious results on the credit of the drawer of the cheque. In recent times, there has been a tendency in the case of private drawers to award nominal damages only unless special damage or libel is proved.

A decision recently given in a New Zealand case shows the importance of exercising great care in giving answers on cheques which are being returned unpaid. In this particular case three cheques were returned with the answer "Present Again." Actually, the Bank was in error as a credit had been posted to the wrong account. The customer sued the Bank for breach of contract and also claimed that the Bank by marking the cheques "Present Again," when there were in fact sufficient funds to meet them, had committed libel.

In giving judgment the Judge said, "Whatever the words 'present again' may imply as to the prospects of later payment, they merely imported that the drawer of the cheque had defaulted in her obligation to provide for payment. Written words which convey such a meaning must, to my mind, tend to lower the person in the estimation of right-minded members of society generally."

His Honour, after finding there had been a libel, added that there was no evidence of special damages suffered. The Bank was ordered to pay £100 for libel and £6 for breaches of contractual duty. There is nothing new in the award of damages to a customer whose credit has been damaged by the wrongful dishonour of a cheque. Normally, however, the action is brought for breach of contract. In this particular case the action also included libel. A moral may be drawn from this case, for it is possible to visualise circumstances where the mere return of a cheque might seriously inconvenience a customer without, however, causing him any actual loss. In such circumstances the customer might be unsuccessful in obtaining damages against the Bank on the grounds of breach of contract. But if, in returning the cheque, the Bank gave a libellous answer, the customer might be able to obtain damages for libel.

Hence, whenever a cheque is returned, every precaution should be taken to ensure that the cheque can be properly dishonoured. And, in addition, it is advisable to avoid using an answer that might be regarded as libellous, whenever some less opprobrious answer would suffice.

This principle is not a new one. It has, for instance, long been recognised that if a cheque has been countermanded by a customer the Bank should not give the answer "Payment Stopped," because this might give rise to the impression that the customer had "Ceased Payment" or, in other words, has become insolvent. Instead, it is better to use the words "Payment Countermanded."

Again, if the customer has become mentally deranged, it would be unwise to return his cheque with the answer "Drawer Insane," for the word "insane" has a technical significance which may

CHEQUES — continued

not be applicable, as where the customer is suffering merely from a temporary impairment of his faculties. In such a case it is better to answer "Refer to Drawer." So also it is sometimes said that the answer "No Account" should not be used when a cheque is drawn by a person who does not appear to have an account at the Bank, for it may subsequently transpire that a mistake has been made by the staff of the Bank, such an account is in fact held there. Here again the answer "Refer to Drawer" is quite satisfactory. It may, perhaps, be mentioned also that the answers "Not Sufficient," "Insufficient Funds" or "Not Provided For" have been criticised as amounting to an unjustifiable disclosure of the state of the customer's account. This is sufficient in itself to render the answer objectionable, quite apart from the possibility that here again there is the risk that the answer may turn out to be libellous.

If it is necessary to return a customer's cheque, care should be taken to put an answer thereon which, with due regard to the facts of the case, is least liable to damage the customer's credit. On the other hand, unnecessarily benign answers should not be used if the effect is apt to mislead the presenter of the cheque.

Whenever possible, therefore, a banker should safeguard himself by giving a non-committal answer when returning a cheque drawn by a customer. In the majority of cases "Refer to Drawer" is an adequate answer. These words merely invite the presenter of the cheque to enquire of the drawer as to the reason for dishonour. This disclaims responsibility for payment — it avoids the necessity of giving any specific reason for dishonour. It should be noted that where words are not plainly defamatory in their meaning, the test is not what they would convey to a particular class of person but what they would suggest to a person of average intelligence.



SAVINGS BANKING OVERSEAS — continued from page 8

example, in Minnesota, New York and Washington, the amount is 1,000 dollars, in New Jersey 2,500 dollars with certain ancillary provisions. In most of the New England States there are no limitations.

The break-up of the Banks' staffs in the U.S.A. is most interesting and differs considerably from ours. This is best illustrated by the accompanying graph. The left-hand block represents the senior supervising officers, executives the centre, and the right-hand, employees of a non-permanent type who do relatively routine work and comprise a large proportion of females. The non-permanent members of the staff, represented here by the right-hand block, are known as "employees" as distinct from permanent staff who are referred to as "officers" and who have adopted banking as their careers. Recruitment of employees is generally a matter of engaging any suitable applicant regardless of age, sex or marital status, but an employee with sufficient ability may attain officer status. By contrast, for recruitment and selection of officers, the Banks are always on the look-out for men who have done well in the commercial field, the sole criterion being "Is he a potential officer?" Many of the relatively senior officers have come from walks of life other than banking and have been engaged by the Banks in their late 30s or early 40s.

In U.S.A., considerable use is made of female employees and the percentage of females would be about 60 to 65 per cent. Banks in U.S.A. also make use of part-time employees. Not infrequently, these are married women who have been formerly full-time employees and who are now employed to cope with peak periods, say, from 11 a.m. to 3 p.m. Many Banks with I.B.M. equipment such as we have installed for our Credit Foncier accounting, use a part-time after-hours staff to enable greater use to be made of this costly machinery.

In rather startling contrast to the methods used in Great Britain, is the extent to which machines are used in practically all the Savings Banks in U.S.A. In most of these, the counter machines are used by the tellers, some machines recording the transaction in the passbook and on the teller's proof-sheet only (the posting being done subsequently on another machine), others simultaneously recording in the passbook and on the

proof-sheet and posting to the ledger card. In those Banks where punch card systems are used for ledger work, the teller's counter machine is sometimes connected with a device which, by means of holes punched electronically in a paper tape, records all the transactions which pass through the teller's machine, the tape being subsequently used to produce transaction cards for the punch card system. The march of the machine into the field of banking is even more strongly pronounced in that, at the time this survey was made, three Savings Banks had placed orders for machines of the electronic "memory storage" type whereby the teller records the information relating to the transaction on a keyboard similar to that of an adding machine and thereafter the machine, having accepted this information, electronically records it, brings the ledger information stored in its "memory" up to date. At the time of "keying in" the information, the machine has the capacity to alert the teller to any "stops" or special instructions.

(Note: All figures quoted are as at 1st January, 1956.)

RECORDS DEPARTMENT

continued from page 4

1/900th the size of the original folio — back to its normal size. The exact account is identified in a surprisingly short time and the Branch query answered. Should a depositor require a copy of his account this is prepared either by hand from the screen enlargement or, in certain circumstances, by making a facsimile enlargement in the dark-room.

As the primary purpose is to save storage space, little would be achieved by removing folios from Branch strongrooms, filming them and then storing them elsewhere. Consequently once a satisfactory film version has been completed the old folios are destroyed.

And what has been achieved? Folios have already been removed from the strongrooms of 90 Branches where they occupied 1,700 cubic feet of costly space. Stored in quick-reference filing cabinets the total space now occupied by films and cabinets is 57 cubic feet. This even betters the claim by the plant manufacturers for a space saving of 95 per cent.

NEWS FROM THE BRANCHES



TITLES OFFICE — Max Carr of the Staff Training Section demonstrates the new Sensimatic Teller's machine to guests at a party prior to the opening of our 900th office. Pictured in the background are Mr. A. E. Hocking and Mr. H. M. Sleight, Chairman of H. C. Sleight Ltd.



GEE LONG, Ryrie Street — "Uncle Doug" entertains the children at the Ryrie Street television party on June 27. Genial Manager Phil Lyons reports that new (business) accounts opened following the party totalled 149, double that of the previous month.

another REASON why
you should have a State
Savings Bank Account . .



teaching children MONEY MANAGEMENT

The State Savings Bank of Victoria is not run for private profit . . . its purpose is to help people achieve financial security by providing modern banking services.

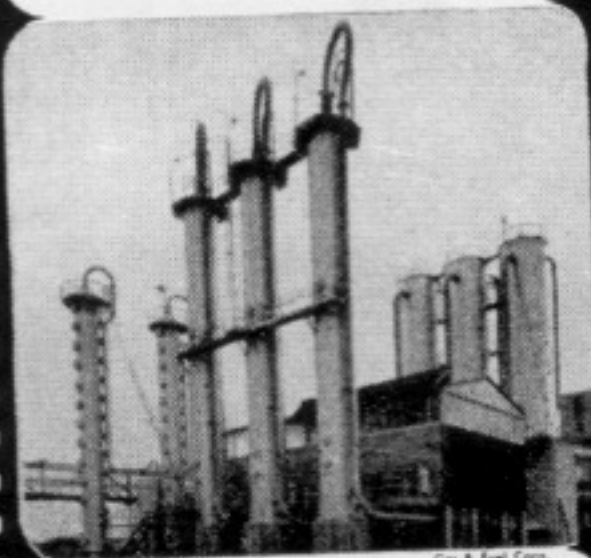
One of its many services is a co-ordinated School Bank System run with the willing co-operation of the Victorian educational authorities. Teachers use this system to teach your children the habit of regular saving and the prudent management of money. The system is constantly developing and now at a number of schools the students operate their own savings banks under the direction of State Savings Bank officers. There are nearly 2,500 State Savings School Banks in Victoria.

★ Have you seen the State Savings Bank's brightly coloured "Mickey Mouse" money boxes? Your children will love them . . . available at all branches.

**THE
STATE SAVINGS BANK
OF VICTORIA**

It's your bank . . . guaranteed by your Government

another REASON why
you should have a State
Savings Bank Account . .



FINANCING PUBLIC WORKS

Because you live in Victoria you have a direct personal interest in the progress of Victoria . . . therefore you should bank with The State Savings Bank

Yes, it's as simple as that. You see, when you bank with the State Savings Bank your money automatically helps the development of Victoria, because The State Savings Bank makes available a large proportion of its funds to finance roads, dockyards, gas and electricity installations, water supply, etc. At the moment State Savings Bank loans to municipalities and semi-governmental bodies total more than £82,000,000.

That's why it's enlightened citizenship to bank with the State Savings Bank . . . you provide for your own future and at the same time help to develop the State you live in.

**THE
STATE SAVINGS BANK
OF VICTORIA**

It's your bank . . . guaranteed by your Government

another REASON why
you should have a State
Savings Bank Account . .



HOUSING is a PROBLEM

The State Savings Bank has loaned almost £80,000,000 for home-building in the last 10 years . . . it is by far the largest lender in Victoria

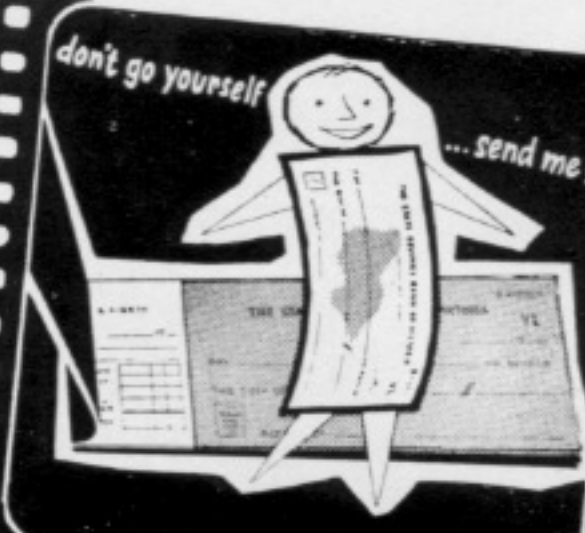
But Victorians should realise that the amount of money which The State Savings Bank can lend for housing depends on the people themselves. To state the problem simply — the more money which you, the people of Victoria, save with your own bank, the State Savings Bank, the more money the bank can lend for housing.

That is why thoughtful people bank with the State Savings Bank . . . they safeguard their own future by regular saving and at the same time provide money to help solve the housing problem.

**THE
STATE SAVINGS BANK
OF VICTORIA**

It's your bank . . . guaranteed by your Government

another REASON why
you should have a State
Savings Bank Account . .



CHEQUE ACCOUNTS for everyone . . .

... Personal Accounts, Joint Accounts, Trust Accounts, Estate Accounts, Club Accounts (Sporting, Social, etc.) — there is no limit to the number of cheque accounts a person or organisation may have.

Cheque Accounts are the modern, streamlined way of paying bills and controlling the family budget . . . so safe . . . so convenient . . . and your cheque butt provides a simple record of payments. Don't risk carrying large sums of money to pay bills . . . send a cheque . . . it's safer, quicker.

If you have not yet opened a State Savings Bank Cheque Account call in and see your local branch manager today.

**THE
STATE SAVINGS BANK
OF VICTORIA**

It's your bank . . . guaranteed by your Government

OUR BANK'S ADVERTISING

The above reproductions are the first four of our new series of advertisements which will appear each alternate week in the *Sun* and the *Age*, an increase on last year, and periodically in 96 selected country newspapers compared with 70 previously. Also the size of the country advertisements has been doubled from 6" double column to 8" x 3 columns. Large provincial city dailies, together with a few papers representing some of the other large towns such as Shepparton, will receive 13 advertisements compared with nine insertions in the remainder. Advertisements notifying the opening of new Branches and agencies are additional.

As our TV advertising does not reach a number of country centres, we are this year supporting our country press advertising with scatter ads, over each of the thirteen country radio stations.

Metropolitan radio advertising has been dispensed with this year as, with a limited budget, we feel that the metropolitan area is being effectively covered by television and the metropolitan percentage of circulation of the *Sun* and *Age*.

Poster advertising on railway stations and the outside panels on the sides of trams has been deleted, with the exception of two electrically illuminated painted signs at North Melbourne and Jolimont railway yards.

In view of the ever increasing European migrant population which now represents a worthwhile present and future depositor potential, we have

substantially increased our advertising in weekly foreign language newspapers.

Incidental advertising in sectional, commercial and fraternal publications has necessarily been pruned, although advertising in school publications has been retained.

Publicity

In support of our advertising, a number of brochures have been, or are in the course of production.

The "Facts and Figures" booklet has been so well received not only in schools but by the public generally, that further supplies have been ordered. Some were given away at the Showgrounds Sub-Branch, together with a novelty card which enables children, and for that matter adults, to work out how much money they would save over various periods of years by weekly banking of from 1/- to 10/-. As usual, rulers were given away and pencil cases, wallets, money boxes, etc., sold.

A rainfall chart is in the course of production for display in country Branches.

Another advertising gimmick is the "Test Cricket Fixture" of which Branches should now have supplies.

Other recent productions of the Publicity or Public Relations Department are the "Careers in Banking" folder and Annual Report. A new type of Christmas card and calendar have been designed and, for overseas distribution only, a brochure for intending migrants.

SPORT

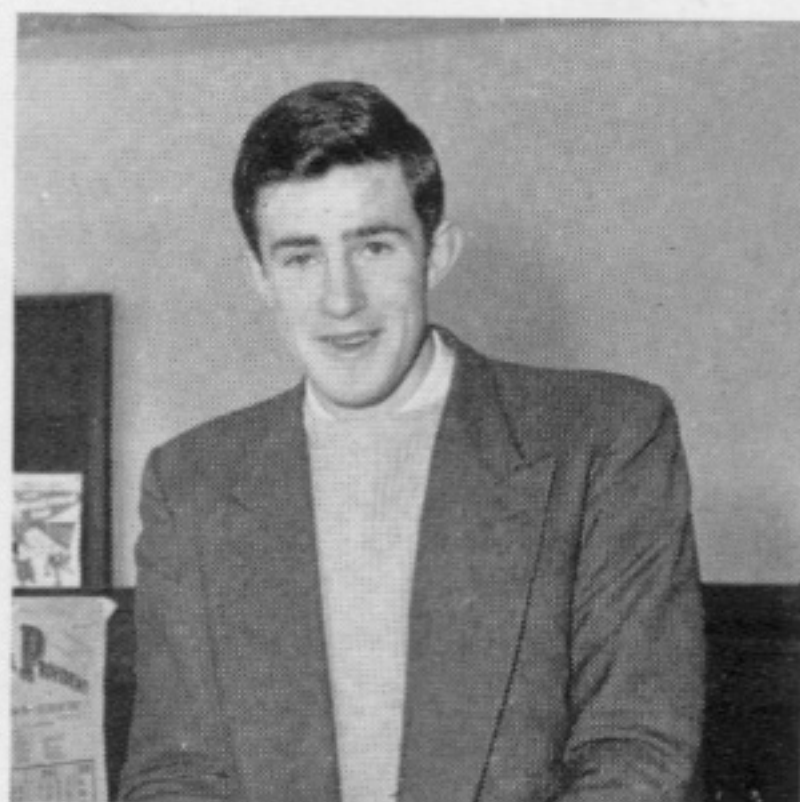
BANK'S LEAGUE FOOTBALLERS



Brian Gray — Collingwood



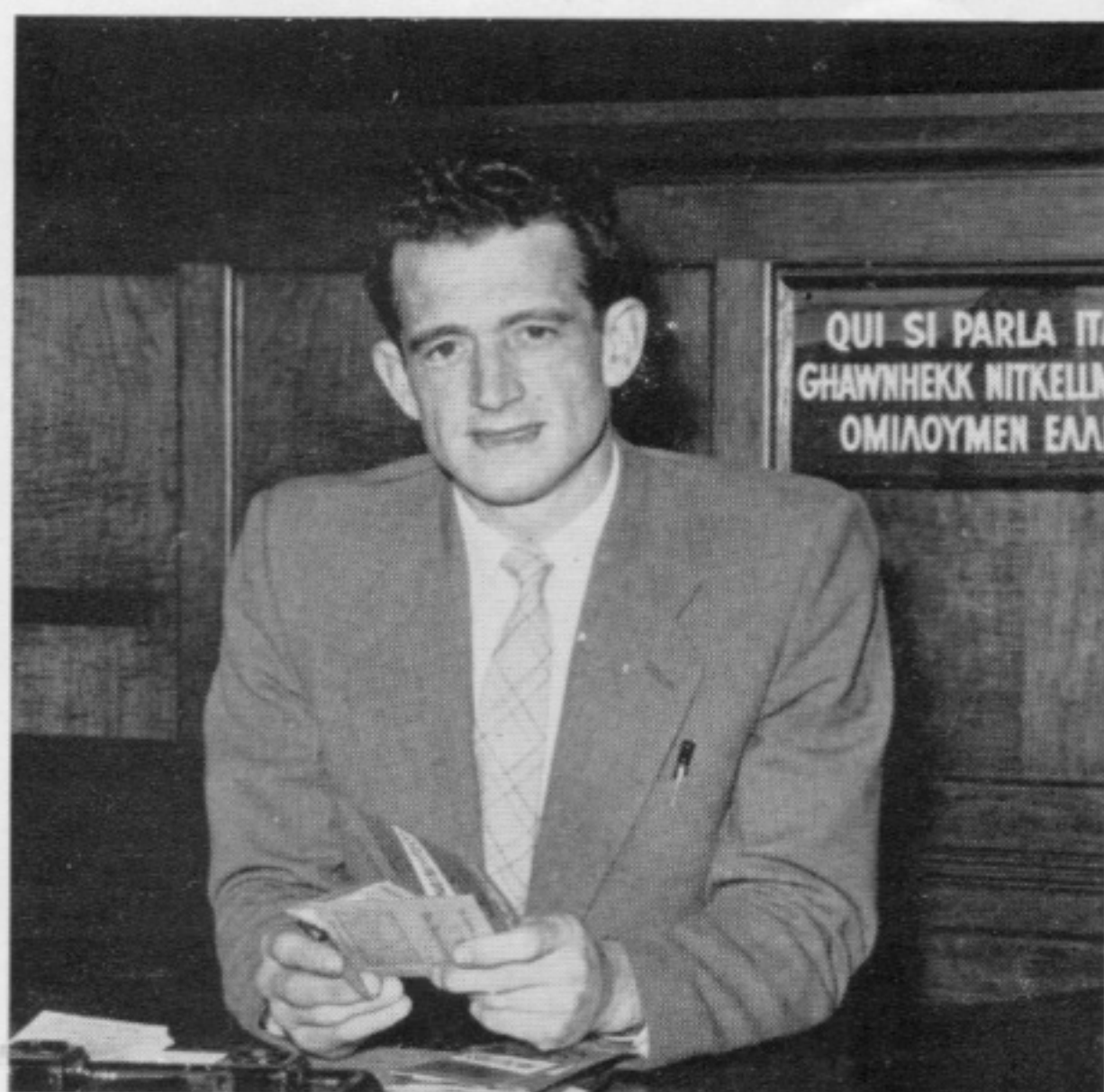
John Schultz — Footscray



Neville Crowe — Richmond



D. Strauch & G. Donaldson — Carlton

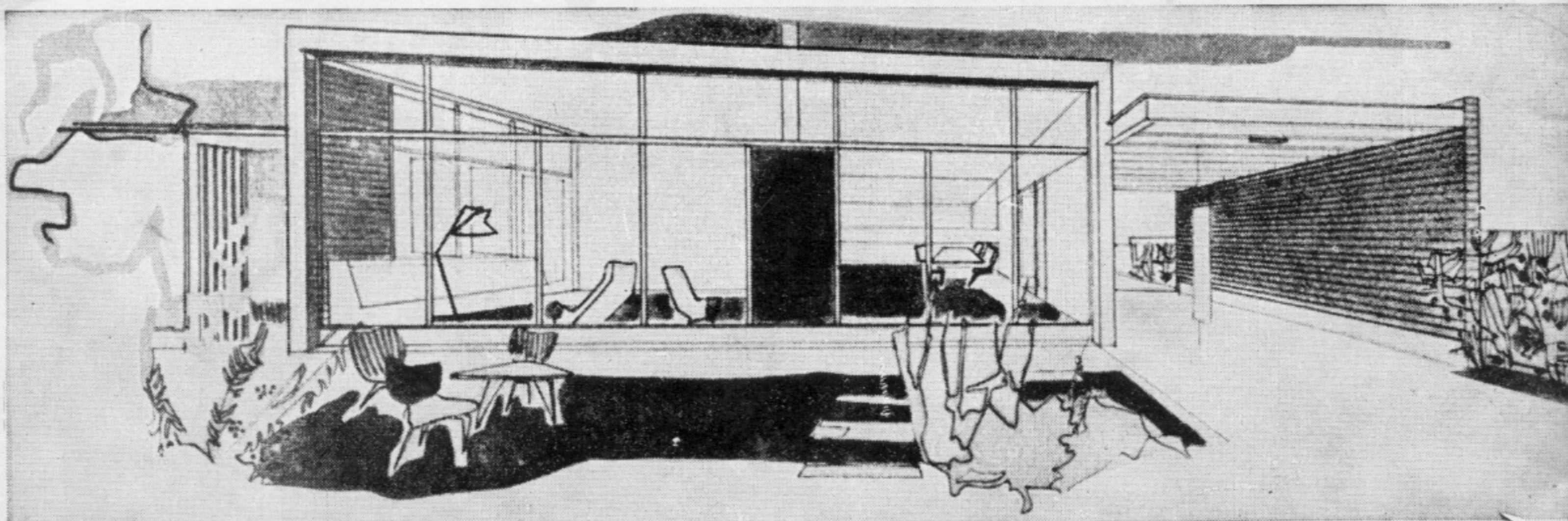


Ian Ridley — Melbourne



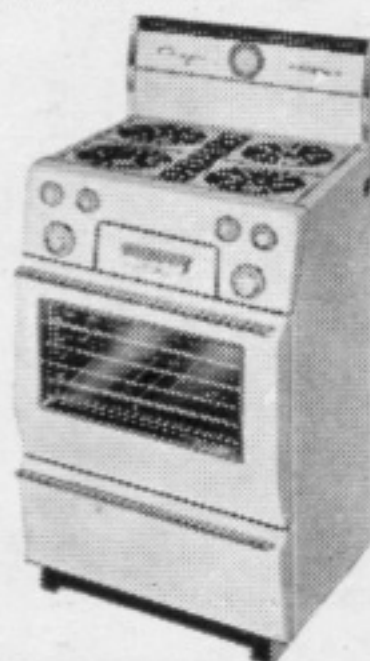
Les Borrack — Geelong

Want low-cost living in YOUR home,
go modern... for **GAS**



COOKING

Only Gas offers the fast heat of a flame and controls it just as you want it. Over 100 new models await your choice—see their sparkling beauty—check their many time-saving features—you'll find big things have been happening in gas cooker design and you'll want your home to have one.



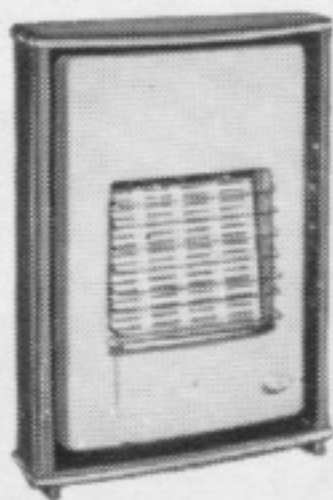
HOT WATER

Only Gas Hot Water Services offer every advantage you will want. 100% automatic, they never run cold day or night and just owning a Gas storage hot water service places you on the special low tariff which cuts the cost of all the Gas you use for every purpose. No matter how big your family, Gas can give you all the hot water you'll ever need.



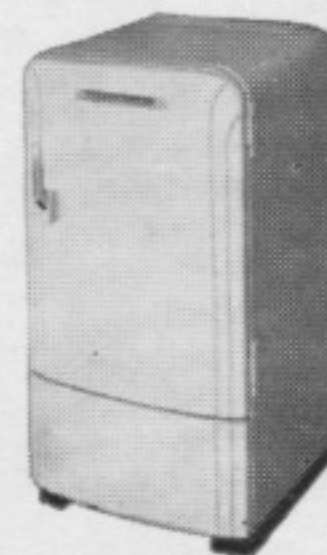
HEATING

Only Gas provides instant heat, lets you control the degree of heat and goes out immediately you're finished with it. No stoking or poking, no ashes to clean out, no fire to set. And no dangerous, wasteful burning after you've gone to bed. Gas radiators too, they're portable! You can carry them from room to room.



REFRIGERATION

Only Gas can bring you a refrigerator that is completely silent. It can't become noisy, can't wear out because there are no moving parts. Four models offer you a range of sizes to meet any need—every one of them is a lifetime buy. Special low tariff for gas refrigerator owners too.



IF YOU LIVE BEYOND THE RANGE OF ESTABLISHED GAS SUPPLY . . .

Never again need you struggle along without the convenience of this clean, fast fuel. HEATANE brings you all the benefits of gas in handy bottles. No matter where you live you can enjoy cooking, room heating, hot water and refrigeration from flexible, dependable GAS. On holiday, too, take HEATANE with you to your camp, in your caravan or on your boat.

GAS and FUEL CORPORATION

196 Flinders Street, Melbourne. MF 0391
and Suburban and Country Showrooms

HEATANE DIVISION - - 362 BURWOOD ROAD, HAWTHORN, E.2

A. E. KEATING PTY. LTD.,
MELBOURNE