

PROGRESS

FEBRUARY, 1965 NUMBER 7



The Staff Magazine of The State Savings Bank of Victoria



Those Christmas Parties

- Good as it was, the Western Branch party did not really go on until 1.25 a.m. The clock had stopped (Top left).
- At the retired officers function, secretary, Bill Cock, received good service from the ladies Maud Meadway, Kath Tossol, Gwen Downing, Jess Aberly and Elsie Graydon (Top right).
- Malvern manager, Jack Stephenson, is obviously on the best of terms with his staff (Centre left).
- The chorus line (Centre right) at the Northern Suburbs party was probably the subject of the gentlemen's conversation at the same function (Bottom right).
- Former Bentleigh manager, Tom Robinson, on the left of the picture, and present manager, Alf Robson, on the right, toast each other's health (Bottom left).



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T. S. CRADDOCK

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JOAN FREEMAN



OUR NEW CHAIRMAN

Our Chairman of Commissioners for 1965 is Sir Arthur Smithers, C.B.E., who was appointed to the Board in 1955, and was previously Chairman in 1961.

Sir Arthur was State Director of Finance from 1937 to 1959, and currently is the chairman of Southern Cross Properties Ltd., and a trustee of the National Gallery. He is also a member of the management committee of the Royal Melbourne Hospital.

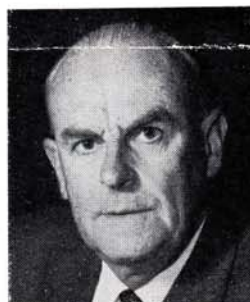
Music and drama have been life-long interests of Sir Arthur who has a fine tenor voice. He is on the board of the National Theatre Movement and a director of the Elizabethan Trust.

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Mr P. COSTELLOE
Manager, Elizabeth Street



Mr J. S. DRUMMOND
Assistant Manager,
Elizabeth Street

THE MEN BEHIND THE NAMES

Mr Costelloe joined the Bank at Brunswick in 1924. Bourke Street and North Melbourne were other branches he was stationed at before his appointment to the relieving staff in 1939.

During the war Mr Costelloe served with the army, rising to the rank of major. Back in Civvy Street he resumed work on the relieving staff. Subsequent positions were Central and Clifton Hill. In 1955 he was transferred to the Chief Accountant's department where he was in turn chief officer, Credit Foncier Accounts and later of Branch Returns. In 1961 he was appointed assistant manager, Elizabeth Street, and in February, 1962, succeeded Mr A. L. Griffiths as manager of our number one branch.

Mr Costelloe is a Bachelor of Commerce and a Justice of the Peace. His favourite recreations are reading, gardening and an occasional game of golf. Mr Costelloe spends much of his leisure time in furthering the interests of the Bankers' Club of which he was a foundation committeeman and president for three years.

Mr Drummond spent the first seven and a half years (1918-1926) of his bank career at Kerang. Thereafter he had a short period on the relieving staff before being appointed to Mortgage Loans department. After twenty years in the Arrears section, he resumed branch service at Newport. From there he went to Malvern and then, in 1951, to Elizabeth Street as supervisor of the Agency department, and subsequently assumed his present position in February, 1962.

Throughout his life, Mr Drummond has been a tireless worker for community causes. He has been secretary of his Church for thirty-five years, was on the L.T.A.V. Council for twenty-seven years, serving on two Davis Cup committees. He is staff representative on the Promotions and Appeals Board, and a director of the Champion Co-op. Credit Society.

Mr. Drummond is a past chairman of selectors and "A" Grade skip of McKinnon Bowling Club. His other chief sporting interest is fishing.



OUR LARGEST BRANCH

Think of a transaction, multiply it many times and the answer is the essential difference between our largest branch and the average suburban or country office. Another very important difference is that Elizabeth Street, in common with certain other city branches, is open between 8 a.m. and 6 p.m. and the staff is rostered under four shifts—Early (starting time 7.45 a.m.), Normal (8.30 a.m.), Late Normal (9.30 a.m.) and Late (10.55 a.m.).

Because of the huge stream of business flowing through Elizabeth Street, some jobs—such as staff salaries, indexing and the like—which would normally occupy the attention of a clerk for only brief periods at the average sized branch, become a full-time job for one or more clerks at our Number One office.

There are some 150 officers on the Elizabeth Street staff of whom almost one-third are females. Cupid of course pays an occasional visit and it is nothing unusual for wedding bells to ring out for marriages between members of the staff.

Mr Paul Costelloe, the manager, and Mr Jack Drummond, the assistant manager, are pictured on the editorial page of this issue. Mr Costelloe summed up his responsibilities in these words: "Managing our largest office is fundamentally no different from running any other branch. It is always a team effort and in this regard I am particularly fortunate in having a staff with a well-established sense of *esprit de corps* expressed in dedication to the job and willing, cheerful co-operation between individuals and sections. The emphasis is always on service and with a staff loyal to this ideal there are no problems in management."

ORGANISATION

To handle its great volume of business, Elizabeth Street is divided into four main sections: Local pass-book (data processing); New Accounts and Transfers; the Agency; and Cheque Accounts. There are, in addition, numerous sub-sections.

Mr George Dickie is supervisor of staff in all sections and he has the onerous task of finding "bods" not only for the banking chamber and the mezzanine floor, but also for the University Sub-Branch, G.M.H. Sub-Branch, Latrobe Street Agency and the smaller inner city branches to which lunch reliefs are provided daily. George has spent half of his working life in Elizabeth Street and has a great affection for the office. He is an indefatigable worker, universally liked and respected and although he is always talking about things becoming completely impossible, he never fails to produce the body.

The Local Section is naturally the biggest in area and the shock troops are the tellers (20 during peak periods) giving depositors the benefit of personalized and practically no-waiting service. In December, 1964, girls went on the cash at Elizabeth Street for the first time since the emergency years of the last war. The pioneers in this new field were Barbara Livingstone, 22, Ruth Painter, 21, and Judy Coffey, 20. All "slickered" on their first day and are now seasoned and valuable members of the telling team. This section of course operates under the magic of data processing and gone are the old chores of "Books, please" and the tedious tasks of posting, carried accounts and interest calculations, all of which are now handled ever so efficiently by the computer. The supervisor of the local section is Mr George Hardham with Harry Pocock and Eric Osborne assisting.

MANAGER'S SECTION

Those who have not seen Elizabeth Street in recent years would be impressed by the attractive set of offices provided for the manager, assistant manager and the manager's clerks. There are five pleasant rooms where the clerks can discuss business matters in confidence with depositors and other visitors.

G. V. R. Dickie
Staff Supervisor

J. A. Parkin
Supervisor, Agency Section

G. A. W. Hardham
Supervisor, Savings Section

W. R. G. Wintour
Supervisor, Cheque Accounts

C. A. W. Titterton
Officer in Charge, New Accounts





NEW ACCOUNTS

The new accounts and enquiry section is located amidships, opposite the central entrance. This is the Jack-of-all-trades division under the direction of Alf Titterton, whose broad smile and cheery manner are typical of the warmth and courtesy with which the new accounts staff dispense a range of services as uncomplicated as the sale of a postage stamp or as intricate as an explanation of the Government housing grant.

Each month, this team of 15 officers processes myriad Forms 232 and opens as many new accounts as an average Grade 2 branch opens in a year. A flourishing business is also done in overseas remittances and the sale of travellers' cheques.

CHEQUE ACCOUNTS

The cheque section at the northern end of the long banking chamber is not attached to the data processing centre, but operates under the sensimatic system common to non-D.P. mechanized branches.

To look after the branch's many thousands of cheque account customers, a host of office accounts, C.F. instalments and account collections. Mr Dick Wintour leads a team of 23, including 11 girls. Four of the girls have the responsible job of proof reading as well as dealing with returned cheques.

BACKSTAGE

Behind the scenes at Elizabeth Street are the Cashier's, Salaries, Returns, Dividends, and Transfers sections.

The cashier, with the help of assistants, amalgamates the tellers' figures, prepares the cash book, and every second Tuesday becomes the most sought-after member of the staff when he hands out the pay envelopes. The bookkeeping for the salaries of 150 officers is quite a complicated process.

Jack Seaton, noted grower of Australian plants, is a one-man band in the Returns Section where he is kept busy compiling the many returns modern banking entails. Jack is also responsible for all outgoing 1237's and 47A's. This is a fair illustration of what was said before — that what may take a few minutes

at some branches is a full day's work for one clerk at Elizabeth Street. The Transfer section processes an average of 4,500 vouchers a day and the number of dividend transactions on a busy day would equal some branches' yearly quota.

TROUBLE SHOOTERS

The Refer clerks handle an interesting variety of work. One of their jobs is to proof read the "daily ledger" produced each day by the computer. This ledger lists each account operated on during the previous day, shows the type of transaction, balance, current interest and other details.

Among their other jobs, the Refer staff check vouchers, re-create accounts and issue certificates of balances.

MEZZANINE FLOOR

Up aloft on the mezzanine floor, Jack Parkin supervises a staff of 32 in the agency section, which looks after the 125 agencies attached to the branch, as well as all local and agency office accounts and Head Office salaries.

SOCIAL LIFE

There is an excellent spirit of friendship amongst the Elizabeth Street staff. A dinner dance is held each year, and this is so popular that the attendance is usually close to 200. The annual Christmas party is another outstanding success. This is done on a grand scale with professional caterers and an orchestra to provide dance music.

PRESTIGE

The banking chamber itself, which stretches over half the length of a city block, is large enough to be able to furnish entertainment as well as good service for its customers. Soft piped music provides a relaxing atmosphere while continuous and varied displays, unique among Victorian banks, have made it a regular stopping place for many of Melbourne's lunch time strollers, who come to look and stay to bank.

In his 1964 Business Survey, Mr Costelloe wrote: "The remodelled Elizabeth Street office leaves nothing to be desired in the way of functional utility. The office is provided with ample entrances giving ready accessibility from both Bourke and Elizabeth Streets. The generous public space ensures complete comfort for our clients on even the busiest days. This utility plus the beauty and dignity of the banking chamber, have played no small part in attracting an increasing volume of business to this branch."



Umbrellas, gloves, pens, boots, clothing, books, records, bags — the hundreds of items left behind by absent-minded depositors include just about everything portable.

This article was prepared by Planning Officer Alan McNaught, who pays due acknowledgment to an article by William Grosser which appeared in the U.S.A. Savings and Loan News, April 1963.

ON - LINE ACCOUNTING

THE SEARCH FOR PERFECTION

On-line is the latest step in the evolution of improved methods to handle savings accounts. When growth forced banks to seek faster methods of handling transactions, hand-posting methods proved inadequate. Banks needed greater control, improved legibility and uniformity of records. They demanded lists and summaries with greater speed and accuracy. All these requirements did their part in selling book-keeping machines as the first step in automation.

In our own progress towards this destination, we have used two systems with Sensimatic machines — the "unit" system which was originally installed at Titles Office branch, and the "dual" system which is in general operation today.

Under the unit system, the passbook and ledger card were entered simultaneously while the depositor waited in front of the teller. But it was found that better service could be given to the depositor if only the passbook were entered at the time, and the ledger card updated later, in the back office.

ENTER: PUNCHED CARDS

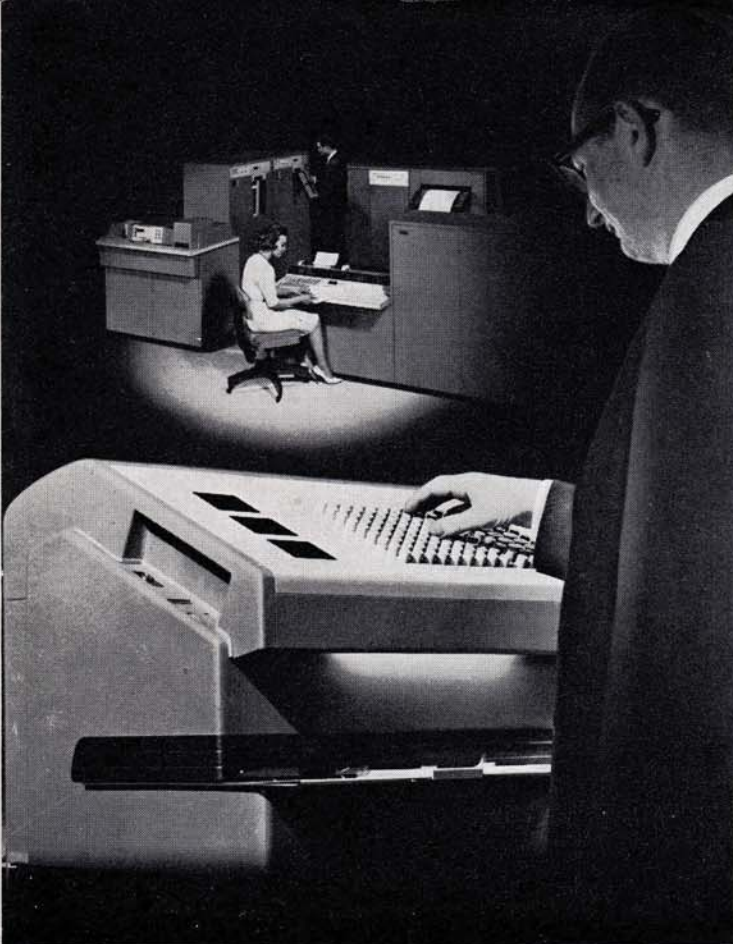
To speed up back-office operations, the punched card and centralized accounting came on the scene. In effect, the punched card actually became the ledger card and advanced back-office posting another step towards full automation.

Punched cards also increased accuracy and gave us the ability to use the "management by exception" principle in which only those items which require attention need to be examined by the refer clerk while correct items are passed over automatically by the machine.

The next step gave still more speed and efficiency in transferring data from the teller to the bank's records. By adding punched paper tape attachments to tellers' machines, the card-punching and verifying by a key punch operator were eliminated from our city branches. The tapes produced by the tellers' machines were converted automatically to punched cards before being fed into the data processing system.

THE COMPUTER ERA

But punched card systems have their disadvantages. The amount of information that can be stored on a punched card is limited to 80 columns. They occupy a considerable space and are difficult for an inexperienced person to read. There is also a limit to the speed with which punched cards can be fed through a machine.



THIS is not a banker's idle dream. At the present time "instant accounting" has become a reality to a number of banks in U.S.A. At these banks:—

- ★ A teller can find the balance of any account in a fraction of a second without having to use a telephone or leave his box.
- ★ A depositor's passbook and "ledger card" are updated simultaneously.
- ★ Branch transactions are posted at Head Office instantaneously.
- ★ A previous without-passbook transaction or June interest is entered in the passbook automatically.
- ★ The executive can ascertain the net increase (or decrease) in balances at any time of the day merely by pushing a button.

These examples are only some of the amazing jobs that are performed by "on-line" data processing systems. The picture at the head of this article shows some of the units that make up an on-line system.

As distinguished from "off-line" systems in use today, on-line data processing ties tellers' machines directly to a computer. This gives a teller immediate access to account information and the capability to update records instantaneously.

An automated off-line system, in which no such communications link exists, requires that accounts be updated at the data processing centre at a later time and does not give tellers direct access to account balances and other information.

To improve this position, an IBM 1401 computer was introduced. Information is stored on magnetic tape, much like a tape recorder. **All of the accounts at our Elizabeth Street branch are stored on one reel of magnetic tape.** While no visual record is provided, tape produces much higher speeds and far greater storage capacity. There is a much greater flexibility in the way unusual transactions can be handled and in the information supplied to branches. With a fast printer, details of the balance of an account and interest to date are supplied to branches each day.

But processing is held up because no work can begin until all cards are "batched" or arranged in order according to account number. All transactions must be processed in account number sequence. In addition, the computer's fast speed is not fully utilized because of the relatively slow speed of feeding punched cards into the computer.

MORE EQUIPMENT

To increase the speed of getting information into the computer system, a paper tape reader which can read information at the rate of 500 characters per second was added to the system. Instead of physically sorting cards into account number order, the information from the paper tape is sorted by the computer system in much less time.

None of these devices provided the perfect solution for reducing back-office posting time in an off-line operation. Rather, they represented the best compromise between the bank's data processing problems and the tools and techniques available.

Then came the development of "random access" data storage. This electronic marvel, which our bank is now installing, is undoubtedly one of the greatest advances in making automated equipment more useful for the Savings Bank business. **Unlike systems that can only process batched transactions, random access is especially suited to Savings Bank operations where the daily activity per account is exceptionally low.**

Random access gives a computer almost unlimited memory. It stores millions of characters of information in tiny magnetic spots on disks (made by IBM or Burroughs), drums (Teleregister) or magnetic cards (NCR'S CRAM).

For example, IBM's latest model disk, which is a removable pack capable of being held in one hand, stores more data than could be punched into 87,000 punched cards and can transfer the information into the computer at the rate of 156,000 characters per second.

INFORMATION AT RANDOM

But more important is this system's ability to locate, report and change any one of these items of information at random; and, it does the job at speeds measured in split seconds.

With this ability to obtain information at random, a bank can immediately process a transaction to any savings account. This makes the information more

current and eliminates the need for sorting the day's transactions into account number sequence before processing.

At any time, on any account, random access equipment gives a bank the ability to find immediately such information as balance, interest to date, flagged conditions, stopped accounts and all other information that is laboriously recorded and slowly found on an off-line system.

Before the U.S.A. banks, which have adopted the system, could progress to on-line accounting — or "real time" as it is sometimes called — another piece of equipment was needed: a device to transmit data from the teller to the random access unit and back again to the teller.

BREAKTHROUGH

The missing link was found in the development of "inquiry stations". For a Savings Bank application, these are special types of tellers' machines that can inquire directly through a telephone cable or direct wiring to the random access memory unit. These machines give the teller the capability to add and change information on any account contained in random access storage. They also have the ability to print information from the random access device into the passbook.

Today, four manufacturers (IBM, NCR, Tele-register and Burroughs) have produced inquiry stations suitable for Savings Bank operations. All of these models have simple keyboards and can be operated easily by non-technical personnel.

The procedure for the depositor under an on-line system may be described as follows:—

- ★ The teller, after counting the cash, aligns the passbook and deposit slip in the tellers' machine, enters the account number, passbook balance and amount of deposit, and depresses the appropriate keys on the machine. That's all.
- ★ This transaction information is transmitted via telephone lines to a computer at a central office which assesses the account record from the random access device, and compares the respective account number and passbook balance to ensure accuracy.
- ★ Next the computer determines whether there are any conditions such as a "stop" which may prohibit the updating of the account or the processing of the current transaction.
- ★ Within a few seconds, the computer transmits any interest or previous without-passbook transactions to the tellers' machine which automatically prints them in the passbook.
- ★ The transaction is automatically entered in the passbook and at the same time, the Bank's record of the account in the random access device is brought up to date. In addition the transaction is recorded on the tellers' proof roll and in the computer files.

(Continued on page 13)

Progress in Premises

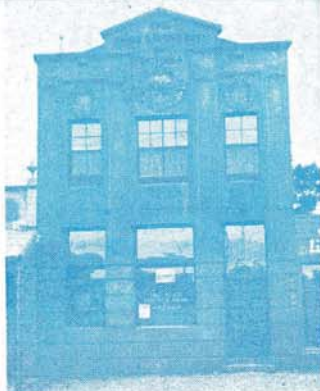
Malvern

1964 IN RETROSPECT

During 1964 sixteen new branches were opened and five branches moved into new premises. The most interesting developments, however, concerned the old branches which were repaired and brought up to date. Some of them were over 100 years old, others a mere 20, but all had become shabby or too small or too antiquated to cope with modern, mechanized banking. Now refitted, re-planned, with modern lighting and adequate amenities for both the male and female staff, they are an asset to their localities, good showcases for the Bank and pleasant places in which to work. On these two pages are five before and after photographs of branches which have been given major face lifts at a cost of between £10,000 and £20,000 during the past year.



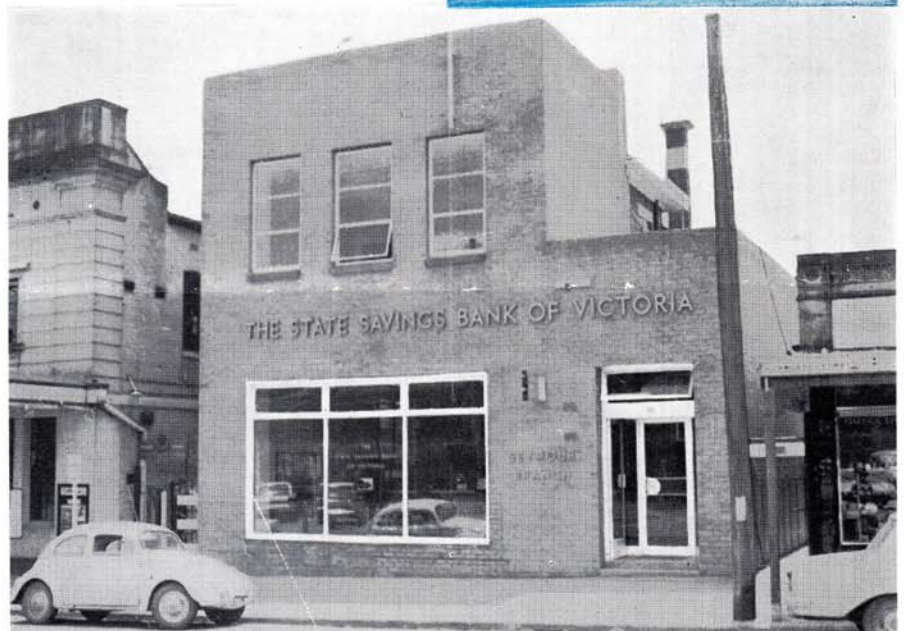
Morwell



*Albert
Park*



Seymour



Canterbury



THE CHRISTMAS CLUB

The first half of the campaign to launch our Christmas Club was more successful than the most optimistic forecast. Because the figure is confidential to the staff, we do not wish to publish the actual number of enrolments, but if you look at the circular memo, which was sent out a week after the Club opened, you will see the number of members to that stage. By Christmas Eve, that figure had multiplied more than five times. About 14% of the Club members had no other accounts with us. The publicity campaign used television, radio, press, outdoor posters (like the one pictured) as well as the brochures, cards and posters displayed at all branches. Just before Christmas, our advertising agency, Hayes Publicity, entertained representatives of the various media to thank them for their co-operation with the campaign. Our picture shows, from left, Mr T. S. Craddock, Manager, Public Relations and Advertising; the General Manager, Mr T. E. Hall; Mr G. Hayes, Managing Director, Hayes Publicity; Mr J. Fink, Sales Manager, GTV9; Mr N. Dick, General Manager, GTV9, and Mr K. Cairns, General Manager, HSV7, discussing the publicity brochure. With such a solid foundation to build on, there is every reason to hope that the second part of the publicity campaign, now being conducted on an even more extensive scale than the first, plus the continued salesmanship of the staff, will lift the first year membership to a total of which we can all be proud. (As we go to press, we can record that this hope has been fulfilled. In the last two weeks of January, we doubled the number of Club members.)



HOME SAVINGS ACCOUNTS

Several managers have written to the Advisory Panel suggesting that new depositors who are within the eligible age limit (36) for the Federal Government's home savings grant, should be asked whether their savings might be required at a later date to support an application for the grant. The Panel agrees that depositors cannot start a Home Savings Account too soon, and recommends that every effort be made to ensure that the advantages of these accounts are appreciated by young people beginning work or transferring their school bank accounts to ordinary pass-book accounts.

HOUSE FLAG

The Bank now possesses its own house flag. It measures six feet by four and incorporates our familiar map of Victoria sign. It had its first "fly" from one of the flagpoles on Head Office building, where it stood out distinctively amongst the dozen or so flags flying during the Christmas period. It was next used on our sub-branch at the Scouts' Jamboree at Dandenong. The flag has been sufficiently well received to predict that it will later be issued to branches.

TRAINEE

For the past two months, John Symons, a second-year commerce student at the University of Cape Town—home address, Salisbury, Southern Rhodesia—has been attached to our staff on a temporary basis. John has worked under the guidance of Michael Scorgie, one of the Bank's full-time bursary students, during the University vacation period. John came to us under the auspices of an organisation named AIESC—an international association of students of economics and commerce, which exists to promote close and friendly relations between students of all nations through a world-wide exchange of commercial traineeships. AIESC was founded in 1948 by students in seven European countries, and today embraces 40 countries in six continents. Since its inception it has arranged 25,000 traineeships. Australia was admitted to AIESC in March last year.

DOLLAR BILL



The little character on the left is Dollar Bill, who will be working hard this year to help Australians prepare for decimal currency. He is the creation of an advisory panel of advertising experts who are assisting the Decimal Currency Board. Dollar Bill will make regular appearances in our newspapers in the comic strip form shown here, and be the star of animated cartoons to be screened in theatres and on television. He will also appear in decimal currency crosswords and other puzzles, and in brochures and posters for use in school educational programmes.

The Grapevine

MECHANIZATION

At the close of 1964, the mechanization score was: 125 branches mechanized, 19 centralized, 5 partially mechanized and 34 awaiting mechanization. The branches which recently entered the machine age are Albert Park, Bayswater, McKinnon, National Mutual and South Yarra. The next on the list are St. Kilda West, Seymour and Bentleigh East, Mackie Road, which will be converted when the next batch of machines is delivered. There is a hold-up in machine delivery at present. We are awaiting dual currency machines, which will help to facilitate the switch to decimals on "C" Day. Biggest news on the mechanization front is that the centralization programme is moving out to the most distant suburbs. Frankston was included in the centralized system at the end of January, Dandenong will be attached at the end of this month and Dandenong Market shortly afterwards. The vouchers will be transported by a courier using a motor vehicle and calling at the branches in turn.



NEW STAFF

The 1965 intake of juniors began on January 4th when the Assistant General Manager, Mr D. Ross, and the Staff Superintendent, Mr K. W. Elder, welcomed a class of 23 young men and 16 young women to the training school. Nine members of the class were then introduced to the Head Office departments to which they had been appointed, while the remaining 30 began a week's basic training in manual procedure to prepare them for branch work. Since then, several hundred new juniors have gone through the curriculum at the training school under the guidance of the officer-in-charge, Mr Vic. Dunin; assistants, Messrs. Bill Love, Frank Myers, and relievers, Keith Hayes, Mel. Moorfield and Ray Leason. Amongst the members of the first class of '65 were Michael Tank, a son of our Fawkner, Bonwick Street, manager, Mr Ossie Tank; John Bolitho, whose cousin of the same name is our Goroke manager; and Robert Staggard, whose elder sister, Lorraine, is on the relieving staff. Two of the girls in the first class, Bronwyn Anthony and Judith Viney, were school mates at Devonport High, in Tasmania. They are now living together in Albert Park. There were two brothers in the first class, Geoffrey and Leonard Meyer. Reflecting the changing face of Australia, there were a number of European sounding names — Saefalli, Di Salvatore, De Maria. Josephine De Maria speaks, reads and writes Italian — valuable assets in her work at Elizabeth Street, where she is now stationed. To all the young people who have joined us, **Progress** extends a warm welcome and best wishes for a happy and successful career.



MICHAEL TANK



BRONWYN ANTHONY



JOSEPHINE DE MARIA

BANK AT THE JAMBOREE

Pictured left are the eleven members of the Scout movement who staffed our sub-branch at last month's Jamboree. Manager, Mr Wally Ironside is fifth from the left. Morning, noon and night service was provided seven days a week for the 16,000 scouts and in particular the 7,000 Victorians attending the Jamboree. Over 9,000 transactions were recorded, the busiest time of the day being from 7.0 to 9.0 p.m. The General Manager added his appreciation of a job well done to the letter received from the Jamboree Council thanking the staff for the kindness and consideration they showed to their young 'customers'.

PENNIES BY THE BUCKET

These nippers were at the head of a queue of 22 pupils from the third grade at Dana Street (Ballarat) State School who brought in 2,600 pennies and 1,250 half-pennies to our Bendigo Branch, in the middle of the pre-Christmas rush. The children's teacher, taking note of the Government's plea to the public to put pennies back into circulation, had offered a prize to the pupil who brought the most pennies to school. Incidentally, since the first issue of Commonwealth coins in 1911, some 700 million pennies have been minted. It would be interesting to know where they have all gone.



"What do you mean 'you just visited your friendly bank'?"

PRIVATE SAVINGS BANKS OPEN HERE TODAY

SAVINGS Bank branches of the Bank of New South Wales and the Australia and New Zealand Bank Ltd. will open in Victoria today.

On the morning of January 19th, 1956, members of the State Savings Bank staff found their bacon and eggs less palatable than usual. The morning papers carried the news that the Federal Government had granted licences to the Bank of New South Wales and the A.N.Z. Bank to conduct savings bank business.

When we first read that announcement, few of us had any clear idea of what effect it might have on our business and personal lives, but we all appreciated that it had to bring about dramatic changes, and that stirring days lay ahead.

In 1956, The State Savings Bank of Victoria had been in business for 114 years. We knew that we and our predecessors had given good, if somewhat conservative, service to the people of this State for all that time, and that our Bank was firmly entrenched in the affections of most Victorians.

We also knew, however, that human nature being what it is, many of our friends would desert us if our new rivals offered better service than we did, and that others would be forced to leave us if the trading savings banks intended to fight the battle of the banks with all the weapons at their disposal.

Hitherto, our only rival had been the Commonwealth Bank (founded in 1912) with whom our contests had been more in the nature of a friendly spar than a pitched battle.

NO HOLDS BARRED

It was soon evident that our trading bank rivals did, indeed, intend to make the fight a no-holds-barred contest. Their first target was our depositors whose credit balances exceeded £500 — the maximum amount on which the prevailing rate of 2½% interest could then be paid. They induced many people to transfer the balance of their accounts above £500.

Our rivals' next move was to apply pressure on those of our depositors who were receiving overdraft accommodation from them. It was made crystal clear to our depositors in this position that the continuance of their overdrafts was dependent on the transfer of their own and their families' savings accounts.

Indirectly, many of our depositors who were not personally indebted to the trading banks were subjected to this same pressure. Mr Neil Pugsley, who has been officer-in-charge of Savings Groups section since 1954, speaks with authority on this matter. In the nine years that we have been fighting the battle of the banks, many hundreds of business proprietors have been told by their bankers that overdraft accommodation was contingent on the removal of

THE BATTLE OF THE BANKS

S.S.B. special savings facilities from their premises and the substitution of our rivals' services. This has deprived thousands of our depositors of the opportunity to bank with us where they work.

This and other ammunition has been fired continuously by the trading savings banks in their attempt to win the battle of the banks, and as one after another of the trading banks has entered the savings field, the onslaught on us has become more intense.

COUNTER ATTACK

What have we done in the way of strengthening our defences and launching counter attacks?

It is no secret that the trading banks thought originally that they could easily brush us aside. One trading bank manager, writing in the Sydney "Bulletin" (September, 1957) confidently predicted: "The State Savings Bank of Victoria will be driven into the arms of the Commonwealth Bank for protection."

He, and all who thought like him, were as wrong as they could be. Certainly the first assault was a torrid one and in the financial year 1956-57 when there were four banks competing for savings, we gained only 7.7% of the total increase in savings bank balances. But we quickly regrouped our forces and went from a defensive to an attacking position. The resilience, enterprise, imagination and leadership we have shown in the savings field has surprised and shocked the rivals who took us so lightly. So effective has been our counter-attack that last year, with nine banks fighting for the savings business, we gained 37% of the increase in balances.

The spearhead of our counter-attack has, naturally, been our staff. The most intelligent and enterprising of campaigns must fail if the troops are not first-class; in fact, our staff fights magnificently, as those of you who have joined us this year will soon realise.

AMMUNITION

The Board and Executive have given the staff first-class ammunition to fight with. Our first counter-attack was launched after Easter, 1957, when our main city branches were opened for extended 8 a.m. to 6 p.m. business hours to give city employees an opportunity to do their banking going to or coming from work.

Later in the same year, on Friday, November 15th, 1957, the Premier, Mr Bolte, officially opened our branch at Ryrie Street, to begin a new era in savings bank procedure. Ryrie Street was Australia's first mechanized savings bank, and that pilot installation was the basis on which we have built the most advanced system of savings bank accounting in the southern hemisphere.

(Continued on page 13)

THE BATTLE OF THE BANKS (from page 12)

Ours was the first bank in Australia to install a computer and to process the ledger work of major branches in a central processing department.

On March 3rd, 1958, the State Government allowed us to go part way towards blunting the sharpest weapon our rivals possessed—the provision of all banking services under one roof. We were permitted to conduct cheque account business, although we were not given full trading bank powers.

PUBLIC RELATIONS

In the past nine years, we have clearly led the field in the construction of impressive, modern premises, and the reconstruction of old branches, to attract the public and to give our staff the best of working conditions. (See "Progress In Premises" this issue.)

In this same period many, many thousands of new citizens have come to Victoria from overseas—people with no particular loyalty to or preference for our Bank. It has been necessary to make these people aware that ours is the most enterprising of all the savings banks from which they can choose. We have used display and other publicity tools to get this message across. When we attract twenty or thirty thousand people to see a dog show or floral display at Elizabeth Street, or as many thousands to our stand at the Bendigo Show; when we invite the

people of Maryborough or Warrnambool to celebrate their branch's centenary; when we release press stories of our loan assistance to the City of Moorabbin; or tell the story of our Credit Foncier department, we are letting the public, both newcomers and life-long residents, know that we combine experience with enterprise, solidity with a lively and modern approach to banking.

These are only some of the weapons with which we are fighting the battle of the banks.

As we begin the 10th year of the struggle, we can look back with satisfaction on the campaigns we have won, but in measuring our successes we must reflect on the sobering thought that, although we have 470 attacking points—the number of our branches—our rivals are established collectively at over 1,200 branches in Victoria. Back in 1951, we had 230 of the 275 savings bank branches in the State.

The battle of the banks has certainly demanded extra effort from us all, but the other side of the picture is that it has brought opportunities for early promotion undreamed of nine years ago. In 1956 our youngest manager was 49; today the youngest is 31 and quite a number of managers are in their early thirties.

ON-LINE ACCOUNTING (from page 7)

For a withdrawal, the procedure is similar except that the signature has to be checked. In some cases, the signature is scrambled and can be interpreted only through an optical device. But the most popular method is the invisible signature which can be seen only under ultra violet light. An invisible impression of the signature is taken on the passbook when the depositor signs his name on a special type of signature slip. Each teller is provided with a "black light" which makes the signature in the passbook visible.

The teller can therefore handle transactions without leaving his box to check a signature, refer to a balance or get a WPB card for the updating of without-passbook transactions.

The tellers' machine is so equipped that it automatically spaces over the stitching in the centre fold of the passbook.

Messages can be sent to the teller if the account is stopped, the balance is overdrawn, the passbook balance is incorrect or the account is closed.

All posting is done instantaneously. But there is no paper tape, no punched cards, no need to refer to WPB cards or to check the balance of account.

In principle, then, the on-line system is a sophisticated, improved version of the "unit" method. But what an improvement it is! An on-line system gives more accuracy and better control, virtually

eliminates teller errors and the need for teller discretion.

MULTI-PROCESSING

When a savings bank is on-line, the central processor must be on the air for as long as any of the branches are open. However, with a system designed to cope with the peak period over lunch time, there will be many occasions when the system is not fully loaded. Certain computers have the ability to handle more than one programme at once. Thus off-line processing of credit foncier accounts could be processed at the same time as the on-line savings transactions are being handled; however, a call from a teller's machine can have priority and can interrupt other processing, and be handled by the system immediately.

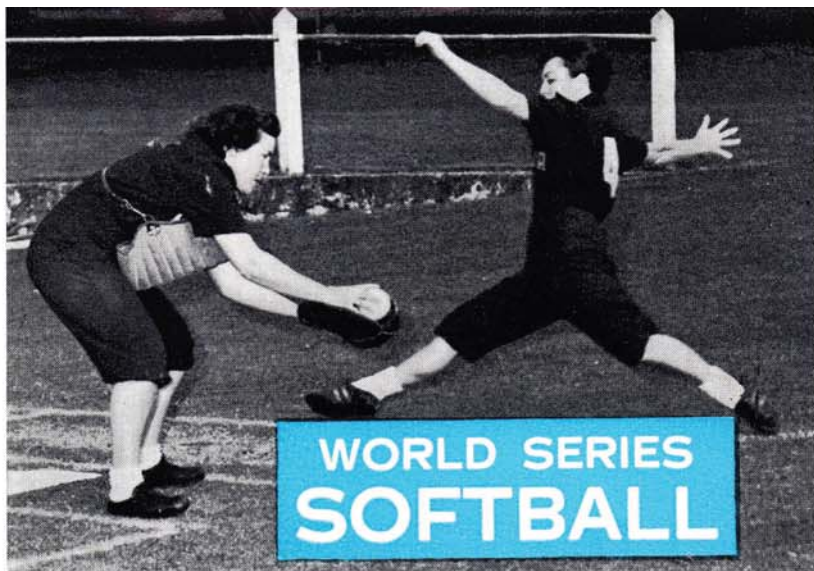
Programming an on-line system is a far more complex, time-consuming task than preparing other types of automated systems for operation.

However, the improvement in equipment and the reduction in cost of computer systems in the last few years enable us to predict that, because on-line systems have decisive advantages over conventional and off-line bookkeeping methods, there will be many banks in the U.S.A. installing this type of system over the next five years to improve service, efficiency and management control.

THE SETTING FOR THE STAFF CONFERENCES

The venue of the Staff conferences, the first of which will begin on 1st May next, will be the Southern Cross Hotel on the corner of Bourke and Exhibition Streets, Melbourne. Pictured here are the Mayfair Room where we will have our meals, a typical bedroom, and The Tavern Bar which is likely to attract a certain amount of our custom.





Australia will be host nation for the first official International World Series of women's softball matches to be played at Middle Park this month.

Teams from Canada, United States, Japan, Papua and New Guinea, New Zealand and Australia will compete.

As the International Softball Federation's official bankers in Victoria, we will be providing banking facilities at the ground throughout the series, in addition to acting as host to one of the teams.

Included in the team of 14 girls to represent Australia is 20-year-old Helena Meehan, who works at our Newport branch.

SUCCESS STORY

Helena was first attracted to softball as a result of watching local baseball matches. Impressed by the fast action of baseball, she decided to try the game's sister sport, softball.

Helena played her first match in "C" grade, with the then newly-formed Y.C.W. side in 1960, and while competing in the finals, she was invited to play "B" grade with the "Rockets". After a lean season in "B" grade, Helena decided that if she was ever going to make the big time, she would have to become a pitcher.

Encouraged by her coach, Bill McIlvena, Helena practised hard throughout summer with such determination that she won a place as a pitcher in a combined "A" grade Melbourne side. Here Helena starred, and from this success she won selection in the Victorian team for the Australian Championships in Hobart, where her outstanding pitching earned her the berth in the Australian team.

VICTORIA

Wendy Hamilton, of our North Melbourne branch, who is social secretary of the Victorian Softball Association, and Pat Bowman, of the Relieving Staff, are two very keen softballers, who are also members of the International Softball Committee. Their untiring efforts have played a large part in the local executive's successful bid to win for Melbourne the honour of staging this first-ever world series.

The selection of Melbourne as the venue for the series is a fitting compliment to the premier state in

Australian softball. Of the ten Australian Championships so far decided, Victoria has taken the title seven times, and now has some 30,000 players.

Despite Victoria's softball supremacy, the sport is by no means confined to the southern States. Recently, teams from Port Moresby and Lae competed in the Queensland State championships. There are also teams in Darwin, Broome, Townsville and almost all provincial towns from the north of Queensland to the furthestmost settled areas in Western Australia.

SIMILAR TO BASEBALL

Basically, the fundamentals of softball are the same as those of baseball; in fact softball as it is played today has been developed from a game called "Indoor Baseball", which began in Chicago, U.S.A., in 1887. Through the years the rules have been altered to suit the development of the game. Batting and fielding strategy are similar to baseball, but since it is played on a much smaller area, the game is a lot faster.

POPULARITY

This is probably the reason for the tremendous increase in softball participation. In America, males as well as females play softball, and recent figures revealed an estimated 20 million players with an annual attendance of 125 million spectators. By contrast, here in Australia an estimated 100,000 girls play softball, but as yet the Australian male has not taken to the sport.

Because softball is so popular in the United States, the American girls are the logical favourites to win the first world series. Nevertheless, Helena says that because of their extensive training under the direction of the Australian coach, Miss Myrtle Edwards, the girls are quietly confident of defeating all comers even including the powerful U.S.A. team.

GOOD WISHES

On Saturday, February 13th, when Helena takes the field with the Australian team and winds up for one of her baffling high-speed deliveries, she will carry the good wishes of all her fellow members of the bank staff; with those good wishes go the congratulations due to Helena, Wendy and Pat on the fulfilment of a sporting dream.

Our newly-appointed Managers



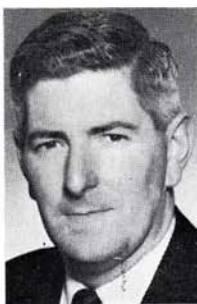
D. W. MURPHY
Yarragon

Don is a sports lover who played football for the Bank and also for St. Kilda Reserves. He has now turned his attention to golf and is a member of Keysborough. He and his wife have two young daughters.



C. G. MAPLESTONE
Warrandyte

Gordon gives much of his spare time to church work — he is a vestryman. For recreation he enjoys surfing and swimming (with his three daughters), tennis and golf. Gordon is an A.A.S.A. and his bank service includes 24 years in Head Office.



G. J. RANDALL
Edenhope

Geoff., his wife and their six small children are looking forward to their stay in our far west. Geoff's main interests, naturally enough, centre round his family, but he is also an active worker for his church. Plays tennis in his spare time.



H. G. GALLAGHER
Murchison

Henry comes from Mooropna and has spent most of his life in the Goulburn Valley and both he and his family are delighted to be returning there. A musician himself, he is very happy at the musical promise being shown by his two children.



A. C. SOWDEN
Ballan

Buying a house should present no problems to Arthur and his bride of four months, the former Ann Mayer. Arthur worked in Mortgage Loans for 20 years, Ann for seven. Arthur likes golf and Ann likes gardening — an ideal combination.



D. H. PRESNELL
Timboon

Cricket, both as a player and a spectator, has always fascinated Dave. As he now has three young sons, including twins, and a young daughter, he should have some good coaching material in the family. Golf is another sporting interest.



K. M. QUINN
Garfield

After 24 years in suburban branches, Kevin has moved to the country, but still kept within striking distance of town. Squash, tennis and golf are his favourite forms of relaxation. His three children will attend school in Warragul.



P. H. B. DENAHY
Manangatang

Except for 18 months in Melbourne, Phil's service in the Bank has all been in the country, mostly at Ballarat. He played football for Ballarat East Club and is fond of surfing and tennis. He and his wife have four young children.



B. C. CALDWELL
Pyramid Hill

Bruce and his wife both came from Echuca and are happy to be returning to Northern Victoria. The care of three young children keeps them pretty busy, but Bruce manages an occasional game of tennis or golf, and also enjoys fishing and water-skiing.



R. G. COUNSEL
Yackandandah

A very keen fisherman. Dick is looking forward to trying his luck in the Kiewa River. He has a hobby which must make him very popular around the home — he likes building things. Has built three houses in the past 12 years.



H. T. HEWSTON
Yooralla

Bill, a keen gardener, lives at Box Hill North and is therefore happy about the situation of his new branch. For recreation he plays tennis and golf. Served with the Tank Attack Unit Artillery, during World War II.



J. G. KING
Shaw Street
Doncaster East

The care of 1½ acre garden at his home in Kalorama keeps Jock pretty busy but he manages to find time to follow football in the winter. He is a member and ardent supporter of Collingwood Football Club.



S. W. MURDOCH
Rosedale

A man of many interests. Bill lists his main ones as reading, gardening, photography and coin collecting. He and his wife have four daughters, so he has no trouble finding subjects for his photography. Bill plays tennis and is an active church worker.