

### American Savings Adopting IBM System of Accounting

Executive Vice President Savings and Loan Assn., announced today conversion of the association's loan accounting procedures to an IBM electronic system.

Necessitated by American Savings and Loan Assn.'s unprecedented business increases over the past three years, adoption of the new system is expected to greatly expand the work capacity of the loan accounting department as well as to provide flexibility for other accounting and statistical functions.

THE SPEED and efficiency of the new system almost quadruples the output of loan processing over the present posting system. Nearly 4000 loan payments can be posted per day as against a full capacity of 1000 at present. Not only speed but accuracy is assured by use of the machines. Whereas presently 16 posting employees are needed, the IBM process will require only six workers. "A remarkable display of progress," added Balpole.

Under the supervision of Controller David Brandon, the electronic system is being set up by Lloyd Hennegen, appointed Machine Accounting Supervisor last August, and is expected to be fully operational by April.

FIRST USE of the new equipment will be a pilot billing in February, using a 10 per cent sampling of loans. Conversion of the remaining loan accounts will be completed in March, Hennegen said. Initially, he stressed, the new

equipment will handle only mortgage loan accounting for the 20,000 loans carried by American Savings. Later, IBM operations will be expanded to cover savings accounting, inventory control and statistical surveys.

"CHANGEOVER to the machine accounting system involves training of personnel and new floor space arrangement," said Hennegen.

In addition to the savings which will be effected by the new data processing system,

### Next Week's School Menus

Elementary school menus in Torrance Schools next week will include chopped beef, spaghetti, meat ball stew, tacos, and tuna.

Including milk, elementary lunches cost 30 cents. Ice cream bars are six cents extra, while additional bottles of milk cost four cents. The menus will include:

Monday — Chopped beef on whipped potatoes, cabbage and orange salad, applesauce cup

Tuesday — Spaghetti with meat sauce, buttered corn, tossed green salad, citrus fruit cup, hot French bread, milk.

Wednesday — Meat ball stew, mashed potatoes, celery sticks, orange juice bar, bread, butter, milk.

Thursday — Tacos with lettuce, buttered peas, savory tomato cup, baked custard with apricot sauce, bread, butter, milk.

Friday — Tuna with noodles, buttered broccoli, carrot and celery sticks, cherry torte, bread, butter, milk.

### 'Horror Is My Business,' Author Of 'Psycho' Tells Area Writers

Robert Bloch, author of "Psycho" and nearly four hundred other mystery, suspense and science fantasy stories, spoke on "Horror is My Business" at a recent meeting of Southwest Manuscripters, Clark Stadium, Hermosa Beach.

Bloch said, "Writing is a strictly commercial profession, and I question the value of an author working into a vacuum all his life and missing the rewards of tailoring his

work for a specific consumers' market".

In Bloch's case the commodity he sells is "terror and dread," and his market place is the motion picture, the television screen, books and magazines. Citing such classicists as Shakespeare, Dickens, Scott, Poe, Dumas, Balzac, and Twain as examples of writers who wrote for the paying market, he said, "There is no reason for the aspiring writer to be ashamed of putting himself in that company."

BLOCH cautioned writers to examine carefully reader psychology and audience psychology in general, and to recognize that horror fiction is a vicarious outlet for many subliminal emotions.

He referred to the big crowds at bullfights, boxing matches, and sports car races as examples of spectators enjoying horror as an escape and willing to pay well for it.

BLOCH asserts his first interest in the mysterious and the bizarre occurred in childhood when he was frightened by such fictional characters as "The Bat," "The Gorilla," or "The Spider," all explained away in the story as a "maniac," a definition, which as he says, "meant nothing."

In his attempt to overcome his fear of them, he necessarily had to explore the causative factors behind diseased and tortured minds. This search led to his fascination with the unexpected and the grotesque, to a strong respect for the razor-thin line lying between horror and comedy, and finally to the field in which he was at home, the "Whydunnit."

THE AUTHOR feels the "Whydunnit" is the big trend in the suspense field today, the most interesting form, the most mature, because it investigates the psychological motivations behind crime and explores more penetratingly than the "Whodunnit" or the "Howdunnit" ever could the microcosms of the human brain. He explained he is always meticulous in labeling his psychotics plainly as such, and feels this is a service to society.

He advises all suspense writers to derive their strength from good characterization and explanation of the big question "Why?" and says to "Write in your own way, whether it be writing standing up or walking through the woods picking mushrooms. All writers are different. In a word, they are 'people,' he said, "and each has his own individual metabolism, rhythm and methodology."

MEMBERS OF Manuscripters reporting sales for the month were Polly Booth, Marcia Young, Ray Banks, Ed Fournier and Wanda Irwin.

Loren Roberts, president, introduced Fae Donna Cooley, newly elected program chairman, and announced that full displays of Bloch's books are currently available at the New Yorker Bookstore, the Lyceum and Doc and Ida's Luncheonette.

He also announced the club contests, open to all members who have not sold within category 12 months prior to entry, will be as follows for the year: articles, March, limit 2000 words; poetry, May, limit 24 lines; short story, July, maximum 3000 words, and plays, September, one act, limit 30 pages.

All those interested in writing are invited to the next Manuscripters' meeting at Clark Stadium, 861 Valley Dr., Hermosa Beach, Feb. 17, at 8 p.m.

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