Helan Pollock tells us
It's Patio Time Again
see page 10
A recent survey shows that four out of five women-haters are women.

"Honey, I love yo' bathin' suit."

"Sho 'nuff?"

"Sho' does."

Sign in cafe: Wanted...Man to Wash Dishes and Two Waitresses.

The hillbilly, with a dizzy blonde hanging on his arm, took the pen from the hotel clerk and signed the register with an X. With a thoughtful look on his face, he hesitated, then circled the X. "A lot of people sign with an X," commented the clerk, "but that's the first time I've seen it circled."

"Ain't nothing so daddledamned odd about it," retorted the hayseed, "when I'm arunin' around with wild wimmen I don't use my right name."

Blind devotion: Kissing the bride's tears away through the dense smoke of a burning $4 steak.

Have you ever seen as many smiling faces around the office as there were April 18? Looked like some of our co-workers were in competition for a toothpaste ad! Actually though the reason behind all the smiles was something pretty wonderful...the inauguration of the 10 Year Club the night before!

The 10 Year Club was chartered at the annual meeting of the 5 Year Club. The event took place in the Coffee Shop which had been converted into a banquet hall. The tables were beautifully decorated with centerpieces of the Blue Cross-Blue Shield emblems and floral arrangements.

(Continued on page 2)
The festivities started off with a social hour and then dinner. And what a menu... shrimp cocktail, roast beef, baked potato, asparagus, chef's salad and rolls... and the best thing of all... dessert. For the dinner, Mrs. Parker, Manager of the Coffee Shop, baked a forty-five pound cake and decorated it with our emblems, orchids and bells... all made of frosting!

After dinner, Mr. Herbert, President of the 5 Year Club, presided over the meeting.

And of course one of the biggest matters of business to take care of was initiation of new members... all well planned by the members who were initiated last year! From the picture below you can see that the ideas were mighty clever.

The nominating committee submitted the nominations for officers for the coming year. They are Mr. Stallworth, President and Evelyn Evans, Secretary... voted unanimously.

(Continued on page 20)

Congratulations Greet Our Three Regional Managers as State is Divided to Further Strengthen Field Organization

Three Areas over State

Blue Cross-Blue Shield steps out into a new phase of development this month with the announcement that our state is divided into three Regional Areas.

With enrollment registering almost at the 800,000 mark for Blue Cross and 700,000 for Blue Shield it was felt that it was time to complete the division of the state into areas that had been started when south Florida was set up as a Regional Area under Jim Hughes direction back in November, 1956.

To complete this operation Joe McGurrin was selected as Manager of the Northern Regional Area and Jack Bond is to head up the Central Regional Area.

If you've travelled our state at all you are well aware of the vast tracts of sunshine geography that go to make up Florida. It is felt that dividing our state three ways and putting one person in charge of the whole activity of a large area will help coordinate enrollment activity and find us prepared to meet the future. (cont. next page)

Stallworth, President and Evelyn Evans, Secretary... voted unanimously.

(Continued on page 20)
THREE PATHS LEAD TO REGIONAL MANAGERS TITLE

From Bayonne, New Jersey and a graduate of the University of Miami, Joe joined the Blue Cross-Blue Shield team in June of 1950 as a representative. On November 9, 1953 the news was out that Joe had been promoted to Area Manager. And now Joe dons the title of Regional Manager for the Northern Regional Area.

Pensacola is Jack's hometown. It was a job with Blue Cross that routed Jack from this fair city in November, 1949 when he moved to Tallahassee as a representative. Then on to St. Petersburg as Area VI Manager in August, 1953. Now we find Jack directing activity in central Florida as Central Regional Manager.

Jim was born and raised in Chicago. He was graduated from Loyola University but soon headed south. In August, 1949 he started with Blue Cross-Blue Shield as a representative in Jacksonville. Soon he was Regional Manager in Area I. January, 1952 he became Regional Manager of the Miami area. And now Jim's mail comes addressed Southern Regional Manager.

HEALTH INFORMATION CARDS MAKE BIG HIT !!!

Our subscribers are showing enthusiasm for the health information cards we are making available to them as a public service.

These information packed cards give subscribers the opportunity to fill in emergency health care information to be carried at all times. The cards, however, are serving a dual purpose in that they also qualify as duplicate identification cards, thus filling the request of many subscribers for an extra ID card for spouse.

To date 330 groups have requested 11,450 additional cards and 225 direct pay subscribers have written in for extras.
What's the picture of your future? Have you turned the picture to the wall as the old saying goes... or are you making sure that you've got a good clear focus on your future... whether it be the kids, a home, the retirement dream come true?

Bonds, bonds, bonds... are the way to make an investment in your future. They're easy to purchase through payroll deduction here at Blue Cross - Blue Shield... they mount up fast once you get started.

As the number of Savings Bonds adds up, you'll find yourself developing a sense of pride and security in knowing that you are saving for the future, and only an emergency would persuade you to cash them in. On the other hand, if the same amount of money was in cash, it wouldn't take long for it to slip through your fingers.

The new Series "E" Savings Bond increases in value faster, maturing in eight years and eleven months.

Get on the Bond Wagon!

EMPLOYEES' CLUB SPRING DANCE

We wore sock dresses, bag dresses and last year's hand-me-downs to the spring dance and had a big ole time.

The Employee's Club sponsored the Spring Dance on April 12 at the Riverside Woman's Club. About one hundred-thirty employees and their guests turned out to enjoy a very pleasant evening.

John Thomas' orchestra provided the music for the swinging' and swaying'. Everyone said that his was the best band we'd had in a long time.

Of course, they had a door prize... a Parker 51 pen and a bottle of champagne! The lucky winner was Doris Klimeric, pictured below.

The refreshments were tasty, the music the rhythmist, and the decorations beautiful... and everyone had a grand time.

Now for those of you who didn't meander out to the dance, all we can say is that you missed some perk decorations. Above we see the decorations committee for the dance. Right to left, they are Helen Rogers, Billing, Marilyn Davis, Telephone Information, Marie Williams, Subscribers Service, Earl Owens, Printing and John L. Bentley.

Doris Klimeric

Everyone is looking forward to the next club activity which will probably be in June. See you all there!
Welcome back to Judy Shipman, who is now the proud mother of Bonnie Claire, age 21 months!

Who says we're in a "recession?" Sporting new cars these days are Elsie Cobb and Barbara Lang. Also, the "green-eyed monster" bit Ethel Gossman's husband after she bought her little "Renault." He's now the proud owner of a German made "Borgward" or is that "Boardwalk", Dot Page?

Ethel and Carl Martz have already started moving into their newly purchased home in Parkview Estates at Ribault Hills. Happy housewarming!

Dick Brooke spent a recent weekend working on his sixteen foot sailboat, "Sylvia". He says the name was already on the boat when he bought it!

Grace Baty's daughter, Rosemary, age twelve, sang the beautiful "I Will Pilot Thee" solo in the Beaver Street Baptist Church Sunday, April 27.

As asked to comment on her recent vacation, our "sack" girl, Juanita Chapman said she "just headed for them thar hills!" Juanita became a new auntie in Arkansas while she was there.

Ethel Gossman's husband, Red, won the Gold Cup of the Month for March in a play-off with two other golfers at the Brentwood Golf Club. Above we see Ethel and Red when their picture was snapped while holding the trophy. By the way, Red's score was seventyfour! Congratulations!

Grace Baty's daughter, Rosemary, age twelve, sang the beautiful "I Will Pilot Thee" solo in the Beaver Street Baptist Church Sunday, April 27.
NEW AMONG US IN APRIL

Jacequeline Wilber - Tampa
Ronald E. Dorr Miami

Phyllis Hicks
Surgical Claims

Estelle Audet
Subscribers Service

Judy Shipman - rehire
Hospital Claims

Diane Chapman
Medicare

Helen Todd
Public Relations

Whalen Strobhar
Representative

Georgia Plummer
Surgical Claims

An informal setting and mouth watering food greeted the Blue Cross-Blue Shield basketball team and their guests at the home of Ina and Bill DeVane on Saturday evening, May 3.

At the beginning of the season, Martha Harvey, Subscribers Service, and Ina, Records, promised the team a dinner if they won the league championship. Well, the team did win and the gals kept their promise by cooking all kinds of goodies for them.

BASKETBALL TEAM FETED WITH PARTY

In the pictures we see a hungry crew heaping their plates with everything from fried chicken to homemade ice cream.

From what we’ve heard around the office, the party was a big success, gals! In fact, the pictures below of the team prove that.

Left to right front row we see Jimmy Hopper, Cecil Rivers, Top row left to right are Charlie Webb, Terry Owens, Clint Olive, Earl Owens, Gene Parr and George Howell.
St Lukes Invites Blue Cross-Blue Shield Claims Personnel For Luncheon Get Together

In order to become acquainted and to provide better communication between the two groups, St. Lukes Hospital employees who are most concerned with handling insurance claims at the hospital, played host to some of our Claims people on April 9.

The informal get together included a tour of the hospital, a scrumptious luncheon, and a discussion of mutual problems.

Pictured above we see the people who enjoyed the occasion. They are, starting at the left seated at the table, Mr. Arnold, Administrator of St. Lukes, Mary Lee Butler, Mollie Leavitt, Insurance Clerk at St. Lukes, J. W. Herbert, Betty Johnson, Insurance Clerk at St. Lukes, Jerry Greene, Mr. Eleazer, Assistant Administrator of St. Lukes, Sara Cox, Dick Brooke, Sue Duckett, Public Relations Director at St. Lukes, Barbara Davis and H. A. Schroder.
Adele Graham is back after vacationing in Knoxville, Tennessee where she visited with friends and relatives. Nice to have her back!

Emily Tillman and husband, Wade, recently went on a sightseeing trip to New Orleans.

Ela Walters daughter, Mari­dell, pictured above, was voted most talented in the Who’s Who contest at John Gorrie Junior High.

Dottie Lyle sub-contracted herself to do work on her home and lawn! So far she’s added a patio, fish pond, ... all by herself! From what we hear, the neighborhood children have enjoyed netting the fish in the pond!

Muriel Waters and her parents have moved into their new home at the beach. Bet the department will be calling on them some weekend real soon.

Lillian Purcell's son, Barry, was voted the best looking boy in his class at Terry Parker Junior High.

Dot Parker became Mrs. Hampton Mickler at the St. Paul's Catholic Church at Jacksonville Beach.

Etta Touchton looks great after vacationing in Atlanta, Georgia with her family.

John Bradberry, the new Representative in the Tallahassee office that Shirley Paonessa is a mighty talented girl in music, especially as a singer.

Shirley's been studying various forms of music since she was six years old and has made many public appearances, including fifty weddings!

This month Shirley will give her most thrilling performance. She'll sing the lead role of "Mimi" in the opera La Boheme which the Opera Guild is presenting in Tallahassee.

Between rehearsing for the opera, working part time for Blue Cross-Blue Shield, and going to Florida State University, Shirley's a busy gal. She's a Music Education major and will be graduated in June.

During the time John was here, many of us had the opportunity to become acquainted with him. And you can be sure that we'll look forward to his next trip to Jacksonville.

A recent graduate of Florida State University, John hails from Greenwood, Florida. He's been a member of the Blue Cross-Blue Shield force in Tallahassee since February.

John and his wife, Yvonne have no children, but he gets a twinkle in his eye when the word is mentioned.
Mr. Schroder, Executive Director, formally announced the inauguration of the 10 Year Club. As the members signed the charter, each was given a Parker 51 desk pen inscribed with "Member 10 Year Club, Blue Cross-Blue Shield" and his name. Hope you've all had a chance to see one of the pens...most impressive!

The 5 Year Club was charted on December 16, 1954 and now has a membership of fifty-four. Sixteen of these are new members.

The charter for the 10 Year Club along with the one for the 5 Year Club has been placed in the Coffee Shop.

Dot Parker, or should we say Mickler, was honored with a bridal shower at the home of Peggy Williams on April 25. Above we see Dot admiring some of the gifts the gals gave her.

Among the gals in the Transfer Department who attended the shower were Faye Davis, Eleanor Fitzgerald, Miriam Dyal, Mildred Braddock, Joan Robinson, Muriel Waters, Mary Olah, Polly Pope and Catherine Cavey.

Field News

Jean Brown in the Sarasota office is bubbling with joy over the arrival of her sixth grandchild on April 25. She's been named Aaron Roberts Brown, and you can bet Jean's mighty pleased that he lives right in Sarasota!

Effie Cureton and Mr. Lentz attended the Executive-Secretary luncheon at which the members of the Tallahassee Chapter of the National Secretaries Assoc. honored their bosses on April 23.

Cashiers Department

Jean Bledsoe is cruising around in a '57 Bel Air Chevy. Jean says, "Oh, those payments!"

Mickey Caruso, who bowls for Dependable Electric team in the Riverside Ladies League won a trophy for second place. She also won a prize for the highest game of the season...241!