A BARBECUE

table tennis, cards, horse shoes, and of course the dance that climaxed the evening.

In the picture above, we see a small fraction of the crowd busy eating and licking their fingers!

Originally planned by the Employees' Club, John L. Bentley, President of the club, tells us that the
An actress, in mourning for her third husband, insisted on black olives in her martinis.

He: "What would you say if I stole a kiss?"
She: "What would you say to a man who had a chance to steal an automobile, but only took the windshield wiper?"

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**THE SUCCESS STORY OF A BARBECUE**

"I had a ball," "Wasn't the food terrific?" and "How about that orchestra!" were only a few of the comments heard after the Barbecue on July 19th.

Despite the threat of rain and gales of wind, almost four hundred employees and their guests sat in the sheltered and outdoor eating areas and concentrated on eating the scrumptious food. The barbecued chicken and ribs, cooked right on the scene by the open pit method, went over like turkey at Thanksgiving.

The Revolver and Pistol Club was an ideal setting for the well planned activities — volley ball, badminton, table tennis, cards, horse shoes, and of course the dance that climaxed the evening.

In the picture above, we see a small fraction of the crowd busy eating and licking their fingers!

Originally planned by the Employees' Club, John L. Bentley, President of the club, tells us that the event would never have been on such large scale had Blue Cross - Blue Shield not offered to co-sponsor and chip in half on the expenses.

For more pictures and news about the Barbecue, please see the Personality of the Month article.
Raccoons Make Hit With Meyer Family

AND VICE VERSA

Raccoons may not be pedigree competitors, but to our Comptroller, Chuck Meyer, his wife, Jeanne, and their three children, raccoons are interesting and lovable pets.

After finding two orphaned baby raccoons near their home in April the Meyers decided to “adopt” them. At first they fed the raccoons, named Eloise and Hortense, with a doll’s bottle, on a schedule that included a 2 A.M. feeding! Now their diet is high protein baby food mixed with egg and peaches or fruit cocktail. And for dessert, ice cream, candy, or coke, if you please!

One of the raccoons’ favorite games of mischief is invading ladies’ purses. They’re attracted to gadgets on the purses, too. . . . Jeanne discovered that when they cracked the peanuts that decorated one of hers. They like to steal things too, such as car keys and lipstick.

While the Meyers were staying at the beach in July, Eloise and Hortense tore the cover on a set of box springs, took out some of the kapok and snuggled down for a nap in the springs! A repair followed. . . .

The raccoons are like other pets in requiring rabies and distemper shots, and are susceptible to dog and cat diseases. Members of the bear family, the raccoons are cleaner than cats, have no body odor or fleas, don’t make loud noises, are gentle and harmless to the children, and keep the Meyers in stitches with their mischief!

Two raccoons keep Cheryl, Pam, and Chuck Meyer well entertained with their antics.

We’re a 60 day wonder in our midsts . . . . she’s a machine which in 2 months has become an integral part of our operation. This wonder is our Cardatype machine which works seemingly with invisible fingers typing out with speed and accuracy the bills for subscribers converting from group coverage to a Direct Payment basis when they leave their jobs, and transfer bills for subscribers moving to Florida.

A CONVERSION BILL IS BORN

For an idea of how this mechanical genius operates, let’s follow the development of a Conversion Bill.

When a group payment comes in to the office, it indicates the names and addresses of those employees who have left the group. The punched cards for these people are removed from the Group Billing files and brought to the Cardatype machine. The operator feeds these cards into the machine and the reading mechanism in the machine (the control panel) reads the punched information on the inserted card such as name, contract number, rate, paid to date, etc.

This information is sent out in two directions. To the left of the machine (see picture) is a typewriter which
The day before departing for Europe and an exciting four week tour, Mattie studies travel tickets and folders.

WITH a cloud of dust and a hearty "See you in Brussels," Mattie Godwin, Manager of our Records Dept., put aside data sheets, made one last check to see that she had all her credentials, tickets, and paraphernalia, and off she went to see Europe.

No guided tour for this gal .... Mattie took care of all her own arrangements and except for a short visit with a friend who is teaching in Paris, she showed the Europeans what we mean when we Americans say, "She's got get up and go." Six countries in four weeks!

Mattie's first stop on her travelrama was the World's Fair in Brussels. She reports what the fair is breathtaking, especially at night. Because of the vast number of exhibits, she was unable to see everything at the fair, but she did take a complete tour of the United States' building. The building is most outstanding because of its beauty, and carries the theme of the light side and progress of our daily living.

One photographic display that caught Mattie's eye was that of all the architectural designs of homes in the United States, including several from Florida. The building also houses a theater, a restaurant, a bar and the only free rest rooms on the fair grounds!

From Brussels, Mattie went to Paris to join a friend, then on to Rome. There she visited Vatican City and the grounds at the Brussels World's Fair.

Mattie and a friend stop at a sidewalk cafe to rest and watch the people go by.

Paris was of course very exciting to Mattie. There she went sightseeing around the grounds and palace at Fontainbleau, the cathedral that contains Napoleon's tomb, the Louvre and Notre Dame.

Mattie and a friend tour the grounds at the Brussels World's Fair.
Another aspect of European living that impressed Mattie was one of their favorite forms of entertainment. That of sitting on a sidewalk table and watching the people go by. She said that people could sit for hours without having someone hint that they should leave or recede.

On her way home, Mattie stopped in England where she toured Oxford University, Shakespeare's birthplace, and the Tower of London where she saw some of the famous crown jewels. At Warwick castle she was fascinated with the beautiful art work and the view of the Avon River.

Home again and in need of a vacation to rest her weary feet, Mattie has been generous in sharing her colorful experience with us. She has two recommendations for anyone taking such a trip. Go to fewer places in order to spend less time traveling and take a sturdy pair of walking shoes!

Methods of transportation for the trip varied from planes and trains for long jaunts, to riding a cable lift to the top of Mt. Pilatus in Switzerland and descending on a mountain train. For her excursion up the Rhine valley, Mattie travelled by steamer. For sightseeing purposes, however, most of the time, she walked and walked.

There was little time for shopping, but Mattie did yield to a woman's weakness of window shopping several times. She noted that fashions were much the same as we wear, and that perfume could be bought for about half price.

George Patricely, who is a veteran lifeguard at the beach, had a week off to recuperate from a knee injury received at the beach.

Neil Gardner took one week's vacation to join his daughter and grandchildren from Decatur in taking a trip to visit relatives in Sumter and Fairfax, South Carolina.

Another vacationer who stayed home and enjoyed the beach and boating with her daughter was Edith White. She also enjoyed a visit from her niece from Cullman, Alabama.

Transfer Department

- Miriam Dyal and husband, Terry, are enjoying their new abode in Marietta. Faye Davis and husband, Jim, have a Mayberry Hill address now, and Merle Beaton and hubby, Stanley, are now located in Lake Shore.
- Connie Goodwin replaced Joan Robinson as section leader of the department. Joan will soon be on her way to Europe for a relocation with her Navy husband.
- Faye Davis got a new nickname when the July issue of News of the Blues came out. Miss Service! We goofed on the anniversary listing. We had the right department, but no

(Continued on page 17)
WHICH TWIN WORKS AT BC-BS

All the commotion in the Hospital Claims Dept. a few weeks ago was due to a severe case of optical illusion ... or at least it seemed to be one. Turned out that instead of seeing double, we were actually seeing Earline Ihler and her twin sister, Mary Frances.

Not only do the girls look alike, they were also married in a double wedding, wearing identical dresses, to Navy men who are best buddies. The occasion for the recent get together was to celebrate their first anniversaries on The twins met their husbands in Alabama and were married there. Earline and her husband, Jimmie, were transferred to Cecil Field last year and soon after Earline became an employee at Blue Cross-Blue Shield.

Further proof that the doubles are really twins is in the picture below.

MAIL ROOM

That extra penny that it now takes to have Uncle Sam deliver our mail has done one thing for us .... it's turned our attention to the mountain of mail that comes and goes out of our mail room everyday. That extra penny on first class mail will cost Blue Cross-Blue Shield just about $16,000.00 a year.

And here's why .... we mail approximately 30 thousand payment notices to our Direct Pay subscribers a month. We send invoices to our groups totaling about 6,000 a month.

The checks to our Participating Physicians for care rendered our subscribers come to about 2,500 per week. And then we've also got about 20,000 subscriber's copies of the Doctor's Service Report going out each month to subscribers who have received care; plus 10,000 a month on the subscriber's copy of the hospital admission form.

That's just outgoing mail .... meanwhile on the other side of the mail room, there's a busy crew of six ladies opening, sorting, and distributing mail to the proper channels. These ladies keep milkman hours, or almost such hours, because they get to the office at 7:00 a.m. to see that the morning's mail is sorted and delivered to the proper desk early enough for the receiver to get to work on it at 8:15, whether it be a quarterly payment, a group invoice, a question from a transferring-in subscriber or whatever.

C.O. Langston, who heads up the Mail Dept. in his comprehensive role as Manager of Services Dept., reports that we receive on an average of (Continued on next page)
Above we see the ladies in the mail room, cheerful and congenial, who rise and shine early in the morning! Left to right are Julia White, Katie Kiga, Elia Fatters, Adele Graham - Supervisor, Emily Tillman. On vacation when picture was taken was Arlene Mikeil.

80,000 to 100,000 pieces of mail a month ... that's 5,000 envelopes a day.

Rounding out the team concerned with getting the mails thru at B.C.-B.S. are the mail runners pictured below.

**NEW POSTAL RATES**

Here are the new postal rates that went into effect on August 1st.

**First Class**
- Domestic Letters: 4¢
- Postal Cards: 3¢

**First Class Air Mail**
- Domestic Letters: 7¢
- Postal Cards: 5¢

**Third Class - Up to 16 Oz.**
- Circulars, Printed Matter, Merchandise: 3¢ first oz.

**Fourth Class**
- Books, other than Library: 9¢ first pound.

On the left we see the mail boys weighing and stamping envelopes. Left to right they are Pete Deskey, Earl Abercrombie, Rudd Kummer and George Page.

**Miss Dixie 1958 Title**
**Won by B.C. "Cousin"**

The winner of the Miss Dixie Contest staged in Daytona Beach on June 29 is Elaine Herndon, daughter of the executive vice president of a "cousin" Plan in Durham, North Carolina.

On the scene to give moral support from the Florida Blue Cross-Blue Shield Plan was Ed Winslow, Daytona Beach representative. Ed reports that besides being the most beautiful contestant, Miss Herndon was also very co-operative and gracious.

In the picture above we see Miss Herndon with her father as she packs her bags for appearances in New York, Las Vegas and many other places.

Representing North Carolina, Miss Herndon was one of the ten finalists in the 1957 Miss America pageant. Her father is a member of the Blue Cross Commission.

**CREDIT UNION BOOMING....!**

While Mattie Godwin was off touring Europe, the Credit Union home fires were kept burning by Evelyn Evans, Telephone Information supervisor.

A member of the Credit Committee, Evelyn did a tremendous job as acting treasurer in Mrs. Godwin's absence. The Credit Union flourished with loans and new memberships under her capable supervision.

At the July Board of Directors meeting, sixteen loans totaling $4,180.00 and six new memberships were re-
After an afternoon of activity the Flemings get together for the pause that refreshes. Left to right we see Lee, Billy, Mabel and Ruble Fleming.

Among the crowd that enjoyed playing volleyball, badminton, and horseshoes were the Flemings. Below we see them with their cousin, Helen Todd, Public Relations, and her husband, Ronald.

A Boy Scout for only five months, Billy is already second class and has four merit badges in basketry, reading, first aid, and swimming.

Teenagers and grownups alike enjoyed listening and dancing to the music from the jukebox and the orchestra. Above we see Lee Fleming and Jane Batten, daughter of Alva Batten, Surg. Claims Dept.

Mabel Fleming, section leader in the Group Billing Dept., is a shining example of a person who gets along well with people. Characteristics like patience, understanding, and enthusiasm make Mabel one of our most popular co-workers.

During the week, the Flemings depend on television for entertainment, but when the weekend rolls around, they’re off on a picnic, swimming or fishing. Another favorite activity is making ice cream — the old fashioned kind!

Mabel’s husband, Ruble, is a machine operator for the Duval County Road Dept., and from what we hear, he’s a match for her when it comes to being a good sport.

Lee and Billy are the Flemings’ handsome sons who promote more free time for Mabel by helping out with some of the chores around their home.

Mabel is a former Georgia Cracker, but has made her home in Jacksonville for many years. She came to Blue Cross-Blue Shield almost five years ago.

You can look for the Flemings anywhere you see a happy group of people — in fact, it may be that you’ll find their happiness contagious.
DIC! BROOKE HOLDS OFFICE

Dick Brooke, Claims Dept., was installed as secretary-treasurer of the Jacksonville Hospital Council on July 1. A charter member, Dick was Administrator at Riverside Hospital when the council was organized one year ago. His close ties with the council should prove a valuable asset to Blue Cross.

The Hospital Council is organized to promote mutual cooperation and discussion of problems among Jacksonville hospitals. Seven member hospitals make up the council.

GONE.... BUT NOT FORGOTTEN

The old order changeth and Medicare has relinquished its place in the sun, retiring to a setting of nigh oblivion sometimes referred to as isolation. Minus the distractions of ambulances and fire trucks, the volume of claims processed has reached a new zenith.

David Coyner is the new Physicians' Relations representative for the Jacksonville area. A native of Tennessee, David came to Florida as a Navy man in 1950. He is married, and a former employee of General Accident Group.

Steward Hicks

GREETINGS TO TWO NEW PROF. REL. MEN

A new Physicians' Relations representative in the Miami area is Doyal Pinkard. Formerly a supervisor in the Claims Dept. for the Massachusetts Plan, Doyal is married and has one son.

Sara Sloterbeck

"The proof is in the pudding," so they say, and when you try Sara Sloterbeck's recipe for peach cobbler, you'll have proof that our Blue Cross-Blue Shield gals are as efficient in the kitchen as they are behind a desk.

Now that peaches are plentiful and low in cost, Sara suggests the following recipe for a rich, luscious dessert.

Peach Cobbler

Make a batter by sifting together 3/4 cup flour, 2 teaspoons baking powder, and a pinch of salt. Combine with 1 cup sugar: stir in 3/4 cup milk. Melt 1/2 cup butter or margarine in the bottom of an 8-inch deep baking pan or casserole. Pour batter over butter. Combine 1 cup sugar with 2 cups sliced fresh peaches; spread over top of batter. Do not stir any of the layers together; baking combines them as the batter rises and spreads to make a tender filling and a crisp golden topping. Bake cobbler for 1 hour at 350 degrees.

As Personnel Manager, Sara's days are filled with searching out qualified people to fill vacancies and new jobs. However when the office closes, she hurries home to don an apron and enjoy another phase of her life... that of being a homemaker for her husband, Jay, and her mother.

Besides being accomplished in the culinary arts, Sara has some good practical homemaking tips. Here are a few of them.

Rid rooms of stale tobacco smoke with your own "homemade" deodorizer. Just mix a little diluted ammonia in a bowl of fresh water and let stand in the room overnight. Good for clothes closets, too!

Worried about the children's hands when they are roasting hot dogs? Try putting a paper plate through the handle end of the stick. The shield effect will prevent scorched hands.

KITCHEN CAPERS

FROM THE OFFICE TO THE HOME
NEW

ADDITIONS

TO THE

BLUE CROSS

BLUE SHIELD

FAMILY

IN JULY

Louise Bosom
Claims - re - hire

Mary Reidenauser
IBM

Jean Kirby
Records

Pensacola Office
Robert Dana

Lakeland Office
James Miller

Renee Broom
Claims - re - hire

Mary Reidenauer
IBM

Joanne Lee, daughter of Lillian Lee, attended O'Sewanee Christian Youth Camp at Bradenton, Florida.

Everyone in Group Correspondence had a ball at the Employees' Club Barbecue. Everyone found out what pretty children Jo Delldonna and Alene Phelps had been hiding!

Shirley and Rosco Gottse had a wonderful vacation in Miami and Key West.

Gene Slaughter, pictured above, has enlisted in the Coast Guard. He's the son of Alene Phelps and a recent graduate of Bronson High.

Lillian Purcell took off for a two week's vacation in Daytona in July.

More vacationers! Sylvia and Bill Lucas were in Hollywood and Miami for a week ...... got beautiful tans.

Santa won't be the only visitor at the home of Marie Saville this Christmas.

(Continued on page 23)
Five years

Joan Robinson, section leader in the Transfer Dept., is a native of London, England. She and her husband, Jim, who is a Navy man, met and were married in London during the war. The Robinsons' favorite hobby is taking movies with their movie camera.

Ten Years

John Brother, Branch Manager 2 in the Miami area, is a native of Richmond. He and wife, Marian, and their son, Ricky, are collectors of tropical fish. John also enjoys spear fishing, skin diving and golf.

Five Years

Emily Pfaff, Pensacola Office, is talented in piano, voice, and working with children in the church choir. Emily and husband, John, who is an Architectural Engineer for Chemstrand Corp., have two married daughters and four grandchildren.

Saluting Service Milestones

44 PINTS!

Of blood, that is! And a million thanks from all of us to the forty-four people who were generous and brave enough to donate their blood to boost the Blue Cross-Blue Shield account at the Blood Bank.

The mobile unit from the Blood Bank came to our office on July 30th, set up the equipment, and within a few hours, the procedure was finished.... leaving several people feeling a little weak, maybe, but proud too that they had played such an important part in the future protection of our health and that of our families.

If you were one of the people who was unable to donate blood, remember that you still have access to our account at the Blood Bank. As long as Blue Cross-Blue Shield has one pint of blood, you or a member of your family may draw blood from our account .... whenever and wherever it is needed. Remember too that when blood is needed, either Sara Sloterbeck or Betty Collins should be contacted because they are the only two people authorized to release blood from our account.

Added to the nine pints we already had, our account now totals fifty-three pints .... enough to make all of us feel more secure.

HOME OFFICE VISITED DURING VACATIONS

Two of our charming field people were happy to match faces with names they've been seeing on inter-office memos.

EFFIE CURRETTON
Tallahassee Office

ARLIE EMILEY
Miami Office
CARDATYPE cont’d. from page 3

types automatically from electric impulses received from the Cardatype machine the Conversion bill which we send out to the subscriber's home.

Simultaneously with this, the Cardatype machine sends impulses to the key punch machine standing to the right of the Cardatype. This key-punch machine automatically reproduces three additional punched cards, a name card and an address card which are used to serve as punched cards for the sending out of the Direct Pay Quarterly billings in the future, or as a cancellation notice if the subscriber fails to pay that conversion bill being typed on the other side of the machine.

The third punched card produced is a stop payment card. This card goes immediately to files and is placed in the status file to notify the Claims Dept. of the suspended state of this particular subscriber's contract.

All of this has been going on automatically, the only thing the operator has had to do was type on the subscriber's address as those Conversion bills are automatically typed out.

ASSIGNS CONTRACT NUMBERS

In the making up of Transfer-In bills there is an interesting bit of mechanical wizardry in that the Cardatype assigns contract numbers to subscribers transferring to Florida.

ADDED ATTRACTION

The Conversion and Transfer bills were the main purpose in acquiring the Cardatype, Martha Harvey, Cardatype Supervisor, tells us. And she happily reports that the machine has lived up to every expectation on these two functions. But where the Subscribers Service Dept. really starts rubbing their hands together in enthusiasm is when they get to talking about the other benefits they have been able to reap from the Cardatype operation. These they refer to as fringe benefits, and to name two:

1. Punched cards used to prepare ID cards for transfers are automatically punched as a by-product of the operation. This eliminates the need of the IBM Key Punch Dept. having to manually punch and verify these cards.

2. The Cardatype releases the IBM from many interruptions to run off small quantities of miscellaneous punched cards which are needed daily for smooth operations in the Subscribers Service Dept.

And remember ..., this is all in the first 60 days. LONG LIVE THE CARDATYPE MACHINE!

A LETTER

VIA JIM PATE

June 2, 1937

Dear Mr. Turley,

I seen in a magerzean a artical wheer you claimed you operated on 72 thousand tonsils and am writing to let you no my tonsils are bad. If you operated on 72 thousand tonsils and if you never killed but 6 of those poor peopul I loved you must be pretty gode. It muster rook a rite smart wile of steddy work to oppratt on 72 thousand people. How long did it take you doctor. I found the magerzean what talked about you operating on 72 thousand people in a waste papa basket wheer I clean up this building Dr. Jones musta think so much of you for throing this magerzean away but I bet he never operatte on my 72000 tonsils. The name of this magerzean is Current Medical Digest and I wanter no if I com to New York can you take my tonsils out and what is your prices, - I hav a brother who drivs a truck to New Yorck for hauling cocton goods every week and I could kitch a ride up thar with hem as I wanter see the Statue of Liberty and all the si g hts I sp e er you would give me a g ood prise for I no a man who dos 72 thousand tonsils dont get much a head for if he did he wouldnt work no longer for if he just charged five or 6 dollars he would be worth neerly a millon dollers. If you can do this please let me know how cheep yours truly

Eliza
Spartanburg, So Car
COFFEE BREAK CHATTER
(Continued from page 17)

Above we see Bobby Prim, Juanita Prin's son, who is planning to enter the University of Florida in September. He graduated this spring from Lee High.

Looks like the vacation bug has bitten everyone! Ruby Vile and daughter, Mary Ann were in Miami for a week. Also in Miami were Lydia and Joe Gregory. Ann Conlow vacationed one week in Daytona Beach, and Jewell Henschon and daughter, Linda, spent a week in Philadelphia.

Records Department

In Leavell, Orlando, spent her two week's vacation singing in two popular night clubs in Daytona Beach. She appeared with the Marine Mercer Trio at the Vue banana on July 4th and with the Dan Hudson orchestra at the Pier on July 5th. Since returning to Orlando, she's been singing locally on a weekly TV program. This gal is a champion bowler too! Recently she bowled a 235 scratch single in the Citrus League. This is her third 200 game since the beginning of the summer. Congratulations.

Fritz Longley, Orlando, is again spending most of the summer coaching the youngsters of the Junior Olympics swimmers in the area. The second largest team in the state, Fritz took several of them to Lake Worth for the State finals this month. He did take time out for a week's vacation in the Smokies with the family.

Dick Orr, Orlando, has been enjoying weekends aboard his boat. He also took a trip to Louisville this summer.

Phil Stackpole, Orlando, has enjoyed a quiet summer in the absence of his two daughters who are visiting their grandparents in New Hampshire and his son, who is in camp.

Larry Bartlett, Tampa, had a week's vacation with his family, swimming and fishing in the Tampa Bay.

Field News

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Cigar smokers had a hayday at Blue Cross - Blue Shield the week of July 21 .... and two papas were out on cloud nine.  

Hildie Helen was dropped off by the stork and tagged for Joe and Jerry Stansell on Tipping the scales at seven pounds, seven ounces, Hildie was greeted when she arrived home from Riverside Hospital by her sister, Robin who is six years old, and twin brother and sister, Michael Kevin and Tracie Ann, who will be three in September. Daddy Joe is the Physicians' Relations Manager.  

An early morning trip to St. Vincent's Hospital on proved to Mary and Gene Parr some things are worth waiting for. Around noon, Debra Ann arrived looking pink cuddly, and weighing six pounds fifteen ounces. Mary is a former member of our Surgical Claims Dept. and Gene is in the Accounting Dept.  

The pretty miss above is Karen Johnson, an active member of the Campfire Girls who has earned many awards this year. Her most recent achievement was a trip to the Sara Walker State Park Camp in Waycross, Ga, for one week in July. She earned the trip by selling the required boxes of Campfire candy (sixty). Karen was thrilled when so many Blue Cross - Blue Shield people bought candy and helped make her trip possible.  

During the past year, Karen has earned ninety - three beads, which are the awards earned for confirmed activities. Her beads represent such activities as hiking, horseback riding, and fire building. She also has received her Trail Seekers Award.  

Karen is the eleven year old daughter of Johnny Johnson, Medicare Coordinator for the State of Florida.
"AMERICA ON THE GO"

We have received word that there will be a national salute to hospitals over the radio this Sunday evening at 5:05 P.M. Eastern Standard Time, NBC radio.

This program is presented in connection with the 60th Annual Meeting of the American Hospital Association.

Because we have heard that the script makes this special broadcast worth listening to and because so many of us are deeply interested in hospital activities, we thought you would be interested in this information.