NEWS OF THE BLUES
JANUARY 1959

THE FLORIDA BLUE CROSS-BLUE SHIELD EMPLOYEE PUBLICATION
NEWS OF THE BLUES

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BLUE CROSS OF FLORIDA, INC.
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532 Riverside Avenue
Jacksonville 1, Florida
Phone: Elgin 5-5411

Reporters
Berrie Hubsch, Surg. Claims
Martha Harvey, Subs. Ser.
Marion Fisher, Enrollment
Ina DeVane, Records
Eleanor Adcock, Transfer
Juanita Dougherty, Telephone
Julia White, Service
Louise Perkinson, IBM
Mickey Caruso, Cashiers
Mary Bell, Billing
Connie Contarisi, Hosp. Claims
Betty Hicks, Medicare
Jeannette Barlow, Non-Group

Dot Stevens - Editor
Dave Mancini - Consulting Editor
John L. Bentley - Printing

A NEW YEAR'S GREETING FROM MR. SCHRODER

A sincere best wishes to all of you in this New Year, and a hope that the twelve months of 1959 will be happy and healthy ones for you and your family.

At the beginning of each year I think each of us does our own private forecasting as to what is ahead for us in the new year. I would guess the scientists are speculating now as to who will get how far out in outer space. Sports enthusiasts are probably wondering who will win the 1959 World Series and what teams will make the Rose Bowl this year.

Confining my speculations to Blue Cross-Blue Shield I see a busy and progressive year ahead of us, which should be satisfying to all of us who have a part of our heart as well as our hands in Blue Cross-Blue Shield growth. To mention a few of the things in store I would list the possibility that a new Blue Shield contract will be on the market early in the year.

The lifting of age limits on Non-Group type F contracts effective the first of the year should prove to be a much discussed and closely watched innovation in 1959. And from the Enrollment Department we are looking for an addition to enrollment of about 100,000.

Good luck to all of you and thank you for the cooperation and help you have been in the past years. It is association with you which makes the hard work ahead seem less hard and the friendly associations more friendly.

Thank you.

COVER: John L. Bentley, our Personality of the Month watches the minutes tick off as we get underway in 1959.
PASSING IN REVIEW

IN THE GATOR BOWL PARADE

Would you excuse us for a minute while we do a little button popping? If you saw our float in the Gator Bowl parade on Dec. 26th, maybe you’ll agree that our enthusiasm is justified! Everyone agreed that the employees who rode our blue and white float did a top-notch job of conveying to the public the friendly and dependable spirit of Blue Cross-Blue Shield.

All along the parade route hundreds of viewers forgot the chill in the air long enough to clap and cheer for the fifteen bands and twenty-eight floats that participated.

Depicting the theme, “When you need health care, go the modern way with Blue Cross-Blue Shield,” eleven employees dressed in colorful garb smiled and waved to the crowds.

Representing the old-fashioned way of health care were Muriel Waters, Subscribers Service Dept., and Dot Stevens, Public Relations, in their nurse’s costumes of long black dresses with huge white aprons. To add spark and color to the scene were Becky Dramble, Representatives Office, and Dave Coyner, Physician Relations Representative, sporting gay nineties costumes in a bright red 1905 car.

The most impressive part of our float was seven graduate nurses from our claims departments all decked out in their white uniforms and capes waving from an eight-foot Blue Cross-Blue Shield platform. Smiling forth with all the confidence of their profession were Jane Halter, Dottie Lyle, Bertie Hubach, Jean Mallian and Vivian Cantrell from Surgical Claims, and Gene Ganas and Grace Terry from Hospital Claims.

Following the float was a 1959 Pontiac convertible driven by Ray Hendricks, Representative, in which several nurses from various Jacksonville hospitals rode and waved placards with the names of local hospitals.

Because only one half hour of the parade was televised, many employees and families were disappointed when our float did not appear before the camera. Maybe the pictures shown here will give a full enough view to prove that Blue Cross-Blue Shield made a hit in the Gator Bowl parade!

Jacksonville Hospitals Take Part
On January 1st, Florida Blue Cross-Blue Shield became pioneers in prepaid health care for the aged. As a result of the American Hospital Association and the American Medical Association’s growing concern for the aged, our Blue Cross-Blue Shield Boards of Directors voted to remove the age 65 limit on type “F” or non-group contracts.

Our Plan is the first to offer this non-group coverage on a continuous enrollment basis to people over 65. Some Plans accept applications for a brief period each year, say one or two weeks, however the Florida Plan is the first to underwrite applications throughout the entire year.

1959 will be an experimental period in which the new regulation will be carefully observed. The age limit of 65 was removed from group contracts in 1956 and has proven very effective.

Employees in the Non-Group Dept. who received 8721 applications in 1958, will feel the full brunt of growth in enrollment applications. Each application will receive the same careful underwriting done by Evelyn Reynolds, Supervisor.

An extensive newspaper advertising campaign will be conducted during January and February to acquaint the public with this new feature. Advertising will be done in one area at a time in order not to flood the Non-Group Dept. with applications.

The crowded agenda began with an introduction by Mr. Schroeder who summarized the need for sound physician relations.

Paramount in the discussion of the past activity of the department was the review of the slide presentation known as the “Philiboo Bird” which has been presented to the majority of the County Medical Societies around the state in the past two years. This presentation gives the physician some sound reasons why Blue Shield is important to his practice.

The new Blue Shield contract being worked up was the subject of present Blue Shield activity, and as for the future goals, there was much preplanning centered on the coming Medical Assistants’ Meetings to be held around the state, as well as an introduction to a new monthly mailing to physicians and many details on numerous contacts to be made with the participating physicians of Blue Shield.

Non-Group Dept. Gears Itself for Heavy Workload

Physician Relation Team Meets
making the rounds at some of the dept. Christmas parties

Thanks to Helen Rogers and Mary Olah, the Subscribers Service Dept. enjoyed all sorts of seasonal decorations, including the attractive tree above.

Subscribers Service Dept.

When the entire department gets together, there’s bound to be lots of fun, and the annual Christmas party was the highlight of the year. Dodson’s Restaurant was all aglow with decorations for Subscribers Service on Dec. 5th. Following a turkey feast, gifts were exchanged.

Hospital Claims Dept.

“Christmas comes but once a year and when it comes it brings good cheer.” And if you don’t believe it, ask the gals in Hospital Claims who got together at Gene Ganas’ home on Dec. 12th. Chief cook for the party was Dot Page’s husband, Lucky...the only male present!

Surgical Claims Dept.

After visiting at Nada Middleton’s attractive apartment, members of Surgical Claims Dept. went on to the Candlelight Restaurant for an evening of good food, fun and an exchange of gifts. Two of Santa’s helpers, namely Jean and Sara, passed out ball point pens and Christmas corsages to everyone.
NEW PRESIDENT OF EMPLOYEES' CLUB

After a routing campaign that kept everyone in high spirits with cake, candy, gum and side splitting skits, the balloting for new officers for our Employees' Club ran nip and tuck all the way.

There was a pause of anticipation when the results of the election were announced at the December meeting and a smiling George Patrinely, ESM Dept., came forth as our new President. Slacking him up for the 1959 term are Verna Koth, Vice-President from the Hospital Claims Dept., Edna Mathews, Secretary from Services Dept., and Earline Eiler, Treasurer from Hospital Claims. New officers will officially take over at the January meeting.

When asked what the plans are for social activities this year, George mysteriously replied that the Social Committee hadn't met yet but that he had a few dandy suggestions of his own in mind.

ITEMS OF INTEREST

Transfer Department

Santa made an early visit to Ena Touchton in order to deliver a new dining room suite for the Christmas holidays.

Joyce Syron is a mighty excited girl these days. She's preparing for her wedding this month while listening to records on her HI Fi set which was a Christmas gift from her fiancé.

From what we hear, Betty Pangle is offering her advice on "Why it doesn't pay to speed."

Wilda Adcock took a weeks vacation to be at home during the holidays.

Jim Gibbons was at home for one week getting all set for Christmas and resting up to start the new year off with a bang.

Eleanor Aderock packed her car and took off for Gary, Indiana to have the holidays with her parents. Eleanor said she had no plans for joining the Polar Bear Club which is so popular these days.

The wedding took place on Dec. 27th.

Jean Kirby also enjoyed Christmas in North Carolina.

Sue Zappas went all the way to Pensacola, Kentucky for Christmas with her family.

Frances Vyle has a new addition to her family...a new daughter-in-law. The wedding took place on Dec. 27th.

Billings Department

June Langford played the part of Mary, Mother of Jesus in the Free Will Baptist Church Christmas pageant.

Sue Lock became the bride of Grady Fairwight on in the Lake Shore Methodist Church. Grady's
Three year old Debbie and newcomer Douglas Paul make the Bentleys' family life full of activity.

Among Janet's many hobbies is this practical one of repairing dolls from Debbie's fifteen or more collection.

Let's play a game of Twenty Questions: Now, is he known for his patience and sense of cooperation? Is he modest about his talents? Has he ever been President of the Employees' Club? Stop the clock, we've got the answer ... it's John L. Bentley.

John L.'s activities around Blue Cross-Blue Shield have given us a chance to discover that he's easy going and takes a lot of pride in his work. All of us got to know him better during his Presidency of the Employees' Club and we all agree that his ideas and hard work were largely responsible for the club's successful social functions in 1958.

Did you know that John L. paints for a hobby? A few weeks ago he brought five or six oil paintings to the office and those of us who saw them were amazed at his talent. In his typical John L. way, he rather timidly admitted that he started drawing about ten years ago. He advanced to charcoal and last year began using oil. He's had no formal training but plans to begin a course soon at the Jacksonville Art Museum.

Our Personality likes to do other painting too ... houses! He's a whiz at tackling problem lawns and raising flowers. The sportsman in him comes out when he gets a fishing pole in his hands.

John L.'s wife, Janet, recently gave him the nicest gift of all ... a son, Douglas Paul, born on .

Their three year old daughter, Debbie, rounds out the family picture.

John L. is plenty talented with his compliments too. For example, he tells us that while other men say no one can cook like their mothers, he (Continued on page 16)

Even though he sometimes paints landscapes, John L. prefers painting portraits.
“Slow me down, Lord. Ease the pounding of my heart by the quieting of my mind. Steady my hurried pace with a vision of the eternal reach of time. Give me, amidst the confusion of my day, the calmness of the everlasting hills. Break the tension of my nerves and muscles with the soothing tunes of the singing streams that live in my memory. Help me to know the restorative power of sleep. Teach me the art of taking minute vacations - of slowing down to look at a flower, chat with a friend, to pat a dog, to read a few lines from a good book. Remind me each day of the fable of the hare and the tortoise, that I may know that the race is not always to the swift, that there is more to life than increasing its speed. Let me look forward into the branches of a towering oak, and know that it grew strong because it grew slowly and well. Slow me down, Lord, and inspire me to send my roots deep into the soil of life’s enduring values, that I may grow toward the stars of my greater destiny.”

Author Unknown.

During his reading, Johnny Johnson, Medicare Dept., ran across the prayer above. His contribution is worth reading twice, especially during the beginning of a New Year.

**Saying Hello To New December Employees**

During his reading, Johnny Johnson, Medicare Dept., ran across the prayer above. His contribution is worth reading twice, especially during the beginning of a New Year.

**Sharing our own works - works of others**

Have you ever wondered how your own writing would look in print? Whether it be a poem, a story or bits of philosophy, we’ll be happy to get your creative material for this do-it-yourself corner. Should you read something that you would like to share with all of us, we’ll be happy to have it.

Kathryn Moore
JFM

Elizabeth Lees
Claims

Judie Lewis
Subscriber Service

Rufus Todd
Services
ANNUAL CREDIT UNION MEETING
JANUARY 20TH

An election, the announcement of the dividend declared by the Board of Directors for 1958, and drawings for two door prizes are slated for the annual Credit Union meeting on Tuesday, Jan. 20th at 4:45 P.M. in the Coffee Shop.

To be voted upon are one vacancy in the Board of Directors and members for the Supervisory and Credit committees. A nominating committee appointed from members at large has selected the candidates shown here for the election.

President of the Credit Union, Jimmy Hopper, will preside at the meeting.

Most of us will agree that the best part of a meal is dessert. And the best desserts are the yummy sweet baked kind. Now most working gals admit the time element in baking a cake or pie is a drawback, but once in a while we stumble onto a recipe that fits the bill for a busy homemaker.

Virginia Meadows, Non-Group Dept., has such a recipe for Pineapple Upside-Down Cake. It's become a favorite of hers because it bakes while she's preparing a meal and of course she gets lots of requests from husband Joe and sons Gary and David because they like its succulent flavor.

### Pineapple Upside-Down Cake

**Topping:**
- 4 tablespoons shortening
- 1 cup brown sugar
- 4 slices pineapple (canned or fresh)
- Red cherries

Melt shortening in baking pan over low heat. Add brown sugar, blend thoroughly and spread evenly in bottom of pan. Place pineapple slices over top of mixture. Add a cherry to center of each slice. Cover with batter mixture. Bake in moderate oven (350) for 30 minutes. Cool for a few minutes, then turn cake out of pan, upside down on serving plate. Serve warm, plain or with whipped cream topping.

**Batter:**
- 1/4 cup shortening
- 3/4 cup sugar
- 1 egg
- 1 1/2 cups cake flour
- 1/2 teaspoon salt
- 1/2 cup milk or pineapple juice
- 2 teaspoons baking powder

Cream shortening with sugar until fluffy. Add egg and beat thoroughly. Add sifted dry ingredients alternately with milk or fruit juice to shortening mixture. Beat until smooth and turn into pan.

*Note: If desired you may substitute peaches, pears, apricots, apples, cranberries or prunes.*

For a double rich cake that packs up eye appeal at company meals, Virginia doubles the recipe and stacks one cake on top of the other. Be sure to try it soon.
PERSONALITY, cont'd.
(Continued from page 11)

THinks that no one can cook like his wife! With flattery like that, no wonder Janet's favorite hobby is cooking. She also likes to new, work cross word puzzles and repair doll's for Debbie.

John L. came to Blue Cross-Blue Shield over five years ago and has advanced from the Mailroom to his present status as supervisor of the Printing Dept.

EMPLOYEES SAVE $1517.42 THROUGH DISCOUNT BUYING

When Blue Cross-Blue Shield employees make the statements, "I can get it wholesale," they really mean it! Various supply companies have made merchandise available to us at discount prices.

Many employees took advantage of this money saving opportunity during Christmas season by ordering items through our Services Dept. C. O. Langston, Manager, reports that savings on every- thing from clocks to vacuum cleaners tallied up to $1517.42; 1957 showed a total saving of $404.49. Mr. Langston befor e you buy.

A big vote of thanks to Mr. Langston for handling and tallying up the orders straight.

ITEMS OF INTEREST
(Continued from page 9)

brother-in-law performed the wedding ceremony.

Helen Rogers and hubby, Handy are the new owners of a 16 foot Emancipator boat! Was it in your Christmas stocking, Helen?

Jo Bell's daughter, Lori and Robert Kue were married on Nov. 26th in St. Matthew's Catheric Church.

Two of our gals were winners in the Employees' Club Christmasaffle. Sylvia Lucas was top winner and Grace James won second prize. Mighty nice Christmas gift, don't you think?

Mary Bell enjoyed Christmas at home with her parents in Birmingham.

Field News

No one will ever again believe Effie Gaskins, Tallahassee, when she says, "I can't cook." Her dinner party for the office force on Dec. 20th was one which will long be remembered by everyone. Guests at the party were Art and Esther Lentz, John and Yvonne Bradberry and Jaine Adams.

Non-Group Department

Yvonne Gaskins spent Christmas with her family in Lake City, Fla. This was a special Christmas for the Gaskins because they moved into their new home before the holidays. Yvonne's father built the house himself with some help from the other members of the family. If you have any questions about pouring concrete or laying hardwood floors, Yvonne is the gal to see!

(Continued on page 18)

CANDLE COUNTING

Ona Myrick
Jim Stanfield
Edel Watts
Margaret Moore
Geneva Rogers
LaVelle Sturm
Miriam Dyal
Rose Higdon
Frances Tiffany
Earl Abercrombie
Magie Souls
Bruce Lynes
Katie Night
Ina DeTante
Perry Williams
Gene Ussery
Ferna Booth
Emilee Turner
Dorothy Nickler
Leon Goldman
Jerry Greene
Dell Honeycutt
Jennie Cunningham
LaVelle Sturm
Juanita Dougherty
Dick Hadaway
Mary Bell
Loretta Parnell
Bruce Lynes, West Palm Beach
Beulah George, Records
Ray Hendricks, Representative
Jim Gibbons, Subscribers Service
Eleanor Winning, Transcribing
Edith White, IBM Dept.
Arlie Emsley, Miami
Frazier Sinclair, Services
John Bradberry, Tallahassee
Loretta Parnell, Claims
LaVelle Sturm, Claims
John Bradberry, Tallahassee
Altha Starling, Accounting
Leanne Barber, Non-Group
Lori Riley, Claims
Dorothy Stevens, Public Relations
Coil Bates, Transcribing
Coffee Shop
Professional Relations
Claims
IBM Dept.
Subscribers Service
Claims
Subscribers Service
Subscribers Service
Claims
Sales
IBM Dept.
West Palm Beach
Records
Subscribers Service
Records
 Claims
Representative
Records
IBM Dept.
Claims
Services
Telephone Information
Services
Claims

BIRTHDAYS

11 years
Bruce Lynes, West Palm Beach
1/28/48
6 years
Ray Hendricks, Representative
1/19/53
6 years
Breach George, Records
1/30/53
6 years
Jim Gibbons, Subscribers Service
2/6/53
5 years
Eleanor Winning, Transcribing
1/19/54
3 years
Edith White, IBM Dept.
1/19/56
3 years
Arlie Emsley, Miami
1/23/56
3 years
Frazier Sinclair, Services
2/13/56
2 years
Frances Roen, Enrollment
1/28/57
2 years
Juanita Dougherty, Telephone Information
2/2/57
1 year
Loretta Parnell, Claims
1/27/58
1 year
LaVelle Sturm, Claims
1/27/58
1 year
John Bradberry, Tallahassee
2/2/58
1 year
Altha Starling, Accounting
2/4/58
1 year
Leanne Barber, Non-Group
2/10/58
1 year
Lori Riley, Claims
2/10/58
1 year
Dorothy Stevens, Public Relations
2/20/58
1 year
Carl Bates, Transcribing
2/20/58

ANNIVERSARIES

11 years
2/4/58
6 years
1/28/48
5 years
1/27/58
3 years
1/23/56
2 years
1/28/57
1 year
2/2/57
1 year
1/19/56
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1/19/56
5 and 10 Year Employees

Veedy Rice, Records Dept., observed her five year anniversary on Jan. 14th. Her primary interests are her daughter and two granddaughters. When relaxing time comes, Veedy likes nothing better than to settle down in her foam rubber rocking chair with a good book.

Steadfast and sure Charlie Webb, Enrollment Dept., is an old-timer at Blue Cross-Blue Shield having celebrated his tenth year anniversary on Dec. 7th. Charlie and his wife, Sylvia, have two children.

ITEMS OF INTEREST (Continued from page 16)

Evelyn Reynolds and her husband spent the Christmas holidays with their daughter, Joanne, and family in Washington, Ga.

Virginia Headman saved a week of her vacation for the holidays so that she and her family could visit with relatives in Miami.

Printing Department

Jimmy Williams recently visited relatives in Tampa.

Have you seen "Big John" Williamson's Perry Como sweater which he's been sporting since Christmas?

Earl Abercrombie was best man in David Austin's wedding on Nov. 13th.

Will wonders never cease! Brian Herbert has become an early morning riser on Saturdays in order to get in a round of golf before noon!

Pete Dorsey defied the hour and the weather too for a session of afternoon hunting.

Have you seen the smile that says "I'm sporting a Chevy Impala" on Lambert Eulenfeld's face?

Hospital Claims Department

Barbara and Reginald Davis have put in their order for a little Davis sometime in early summer. Their daughter, Carol, hopes that by that time Mr. Stork will have some girls in stock!

Barbara Miller received a fabulous gift in the mail from her mother-in-law (Continued on page 20)

Jerry Greene, Hospital Claims Dept., became the bride of Bob Ludden on Dec. 31st in St. John's Presbyterian Church.

David Austin, IBM Dept., slipped a wedding band on the finger of Marilyn Todd on Dec. 27th in the Beaver Street Baptist Church.

Jerry Greene, Hospital Claims Dept., became the bride of Bob Ludden on Dec. 31st in St. John's Presbyterian Church.

On Nancy Winegret, IBM Dept., changed her name to Mrs. Roger Horman in a wedding ceremony at St. Catherine's Episcopal Church.
 ITEMS OF INTEREST

(Continued from page 18)

....the key to a brand new home in Pompano Beach!

Best wishes to Pat Patrick who received her engagement ring from Charles Harger on Dec. 2nd. Pat and Charles are planning a February wedding.

Pearl and Frank Thompson enjoyed Christmas in Alabama with Pearl’s family.

Louise Broome entertained daughter Nancy and granddaughter, Jeanne, during the holidays. Nancy and Jeanne are visitors from Minnesota.

Connie Coniaris enjoyed the holidays with Elsie and John Cobb and their children. Connie and Elsie grew up in the same town in Massachusetts... and they still miss the snow at Christmas time.

Surgical Claims Department

Surgical processing section staged their annual Christmas party at the home of Audrey Pendley, Supervisor. From what we hear, they had good food galore and enjoyed playing tricky games, such as carrying cotton balls from one bowl to another while blindfolded.

Jane Halter’s daughter, Patty, is still winning 4-H awards! Her latest in the Home improvement award for the Nassau County club.

How about this! Betty Patterson’s oldest son, Johnny, went hunting for the first time with his father and shot an eight point buck deer....with his very first shot!

Lavelle Sturm has a reason for that twinkle in her eye....her new home on Quail Avenue!

HEALTH FACTS

The average couple spends about $225 for doctors and hospitalization in maternity cases.

The skin of the average person weighs about 20 pounds.

Prepared food should be kept cold (below 50 degrees) or hot (above 150 degrees) to balk spoilage prior to serving.

On the average, more men than women are admitted to mental hospitals in a given year.

New-born babies shed few if any tears when they cry. Their tear ducts do not contain tears before and shortly after birth.

Measles strike more children than all the communicable diseases of childhood.

Each day your heart pumps about 4,300 gallons of blood through 60,000 miles of blood vessels.

Rheumatic fever isn’t contagious.....but the “strep” infection which precedes it is!

The familiar “Rx” on your prescription is taken from the Greek sign for Jupiter, the ancient symbol for Authority.

Too much use of coffee, tea and cigarettes can bring on all the symptoms of hyperthyroidism.

It usually takes about 5 months to grow a new fingernail.

Chatter between two girls having latenight drinks in a cocktail lounge:

"I swear I don’t understand how the Russians can be so nasty," commented one. "Just two sips of Vodka and I like everybody!"

"I’d take him to a psychiatrist, but we need the fish."

A Scotsman was leaving on a business trip and said, "Goodbye all, and don’t forget to take little Donald’s glasses when he’s not looking at anything."

The relatives were all gathered in the lawyer’s office eagerly waiting for him to read Uncle Jasper’s will. He read: "Being of sound mind, I spent all my money."

A man threw a quarter toward the blind man’s cup. The coin missed and rolled along the pavement, but the man with the dark glasses quickly recovered it. "But I thought you were blind!" said the astonished man. "No, I am not the regular blind man, sir," replied the man with the cup. "I’m just taking over his place while he’s at the movie."

For Sale: Chickens, 25¢ a pound. You’ll find them cleaned, dressed and ready for the rooster.