The newly initiated members of the 5 Year Club are from left to right, front row, Emily Tillman, Mabel Fleming, Martha Harvey, Betty White, Jan DeVane, and Louise Peterson. Second row are Clarence Bolin, Verny Bate, Alene Phelps, Ruby Wells, St. Petersburg; Emily Pfaff, Pensacola, Ilene Closson, Miami and Don Huganenot, Miami. Back row, left to right are Jimmy Hopper, Joe Stansell, Jimmy Williams, Chuck Smith, John L. Bentley and Arnold Semanik.

The home office became the scene of festivities on April 2nd when 74 field and home office Blue Cross-Blue Shield employees got together for the annual meeting of the 5 Year Club and 10 Year Club. The highly anticipated affair started off with the social hour at 5:30 P.M., with a special welcome extended to Mattie Godwin and Jack Baker who are recovering from hip injuries. Mr. Schroder surprised everyone by crowning Mattie and Jack the King and Queen of the Broken Hip Club ... complete with crowns and scepters!

The banquet was held in the Coffee Shop which had been all spruced up with lovely floral centerpieces adorning the U-shaped table arrangement. Following the blessing given by Mel Sneed, Tom Stallworth, President of the 5 Year Club, introduced the former presidents and presented each one with a gilded key which was inscribed with name and year of presidency.

After the delicious dinner, which included shrimp cocktail and filet mignon, Mr. Schroder introduced the 14 members of the 10 Year Club and the one new member for this year, Charlie Webb. (Continued on next page)
The members who were initiated into the 5 Year Club last year took over the initiation of this year’s 20 new members. Everything about this phase of the meeting traditionally remains a secret, so we feel privileged to have a peek at one of the initiation pictures shown here. Members of the Initiation Steering Committee were Ray Hendricks, chairman, Evelyn Reynolds and Dot Rivers.

Nominations for officers for 1959-'60 were submitted by the Nominating Committee composed of C.O. Langston, chairman, Gen Hentz and John Brothers. Elected by unanimous vote were Sara Sloterbeck, President and Cecil Rivers, Secretary.

Members of the Planning Committee who put much effort into coordinating the details of the meeting were Tom Stallworth, chairman and the President of the club, Evelyn Evans, Secretary, and the committee members, Marion Fisher and Charlie Webb.

Left: Five members who contributed to the success of the meeting are from left to right Jim Gibbons, Evelyn Evans, Dot Rivers, Ray Hendricks and Tom Stallworth.

Right: Five members who contributed to the success of the meeting are from left to right Jim Gibbons, Evelyn Evans, Dot Rivers, Ray Hendricks and Tom Stallworth.

The two instructors and students from the University of Florida observe the installation of electric pull box openings in the wall floor.

**BC-BS BUILDING SERVES AS CASE STUDY**

Who ever thought that one day a group would tour our Blue Cross-Blue Shield building to see not the layout of various departments and internal operations, but the construction of the building itself? That's exactly what happened on Mar. 12th when 14 students and 2 instructors from the University of Florida arrived on the scene to look at the plaster, composition of the floors, etc., in the new building. The group was from the Department of Building Construction, who are taking a course in steel frame construction in the College of Architecture and Fine Arts.

Why all the interest in our building? The objective of the class is to estimate the cost of construction of our building with the actual cost. Last fall the blue prints and specifications were obtained from the architect who designed the new building. After studying the construction and materials used, the class proposed a field trip to see how the blue prints and materials worked out in the actual building.

Pointing out the areas of construction that were to be closely observed was the class instructor, Professor Harry J. Reynolds.

Another instructor, James O. Stakesy, who taught the group materials last year, called to the attention of the class the effectiveness of the materials used in the building. Of particular interest was the fact that we have a two story building on a ten story foundation. From previous study of the blue prints, the class knew that the foundation was so constructed in order to support additional floors to be added in the future.
LOST:
57 pounds in the vicinity of the Miami office

One of the recurring fads in the Miami office has been dieting. The latest contest was by far the grandest of all sessions. This was the “brain child” of John Brothers who set forth the rules by which all contestants had to abide.

An entrance fee of $5.00 was paid in advance by each contestant to the Trustee, Ilene Gladson. On Feb. 4th, each contestant weighed in and a record was kept by Weight Record Keeping Chairman, Ilene. No reducing pills or remedies of any kind were permissible.

After one month of seeing only black coffee, unflavored gelatin and salads around the office, the day of the final weighing arrived. Contestants were weighed on the same scales wearing the same type of clothing. This was an exciting moment because anyone with a weight reduction of ten pounds or more was to be eligible to share in the winning of the pool.

This is Ilene’s record of pounds lost and weight of each contestant after the contest.

<table>
<thead>
<tr>
<th>Name</th>
<th>Weight</th>
<th>Lost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Linda Holland</td>
<td>122</td>
<td>4½</td>
</tr>
<tr>
<td>Frances Welch</td>
<td>115</td>
<td>6</td>
</tr>
<tr>
<td>Doyal Pinkard</td>
<td>150</td>
<td>1½</td>
</tr>
<tr>
<td>Don Huguenot</td>
<td>185</td>
<td>11</td>
</tr>
<tr>
<td>John Brothers</td>
<td>184</td>
<td>12½</td>
</tr>
<tr>
<td>Jim Hughes</td>
<td>175</td>
<td>11</td>
</tr>
</tbody>
</table>

Eligible to share the winnings were the four male contestants, however they really only got their money invested back because being the gentlemen that they are, they returned the $5.00 fees to Frances and Linda for a “good try.”

HE’S CALLED
“ERNIE”

A man with the knowledge of doctors and a valuable background in “doctorology,” these are the forerunners of a long list of qualifications which must have crowded “Ernie’s” job application.

March 16th was the date “Ernie” moved one short block down Riverside Avenue. He left behind his old stand at the Florida Medical Association state headquarters to claim Blue Cross-Blue Shield as place of employment.

Because of his past experiences with doctors and his ability to communicate to the medical profession, it was easy to decide to place this gentleman’s application in the permanent employee folder.

In many ways, “Ernie’s” presence exemplifies our growing status. More doctors on our Participating Physicians list, more hospitals, and more Physician and Hospital Relations men calling on these growing publics. All these factors create the need for a constant guard that our communications be strong. Thus our welcome to Ernest Gibson.

ERNEST GIBSON

“Ernie” received his A.B. degree in chemistry and biology from Cedarville College in Ohio. He also has a masters degree in bacteriology from Ohio State University. His past experience lies in such fields as teaching in both a college and public schools, research and development, control chemist, and the Naval Reserve from which he was released to inactive duty with the rank of Lieutenant Commander.

A current instructor in the Naval Reserve Officers School in Jacksonville, “Ernie’s” hobbies include creative writing, playing the piano and golf.

“Ernie” is a native of Smiths Ferry, Pa. and has been a resident of Florida since 1947. He and his wife Mary have two children, Ronald, a pre-med student at Jacksonville University and Marsha Ann, their seventeen year old daughter.
PSYCHOLOGY OF A DOCTOR BILL

A. On the day we enter the hospital, we say, "I'm the sickest man in the world."

B. The date of the operation, we think, "Hope I'll live through it."

C. As we recover from the operation, "So far, so good."

D. Stitches removed, "Not so bad."

E. Bathroom privileges, "Ain't nature grand."

F. Out of bed, "I'm lucky. What a doctor." (This is the psychological moment for the doctor to render his bill.)

G. Alcohol permitted, "It certainly is great to be alive."

H. Allowed to go home, "I guess I wasn't as sick as I thought."

I. One week after .. .. we think about our bill... "I certainly got trimmed for that."

J. One month later, and bill unpaid .... "Let him wait. He has plenty."

K. Three months after, "I don't think I needed the operation."

L. Kindly remit, "Swindler! Faker!"

M. Payment demanded, "Rushing me, huh? I'll show him."

N. Forced collection, "I'll tell the world what a crook he is."

BC-BS RESPONDS TO CANCER CRUSADE

H. A. Schroder, Executive Director, officially launched the Cancer Crusade at Blue Cross-Blue Shield on Mar. 31st. Mr. Schroder explained that 30 cents of every dollar contributed goes for research and the remaining amount goes to the local Cancer Society for distribution throughout Duval County. After urging everyone to make a contribution on the following day, Mr. Schroder introduced the film, "Never Alone", which pointed out the valuable ways in which contributions of time and money actually benefit cancer patients.

The next day, the collection jar in the Coffee Shop proved to be very popular during coffee breaks and lunch. When the money was counted, we found that we were over last year's total with $116.50.

Five Blue Cross-Blue Shield volunteer workers attended the kick-off breakfast of the Cancer Crusade and made calls on prospects for contributions in Jacksonville. These volunteers were J. W. Herbert, Dave Mancini, Jimmy Williams, "Ernie" Gibson and Joe McGurin.

HERBERTS HOLD OPEN HOUSE

While other people were showing off their Easter bonnets on Easter Sunday, the J. W. Herberts were welcoming some of their friends from Blue Cross-Blue Shield to their open house.

The Herberts new home is located at just off the old St. Augustine Road. The 2600 square feet of floor space, along with Mrs. Herbert's talent for combining and repeating colors, provide a spacious setting for comfort and gracious living.

Briefly describing the house, let's start with the aqua kitchen that features every convenience, including a built-in oven and surface cooking unit. The aqua tones are repeated and combined with pink in the dining room wallpaper. Harmonizing with these colors are the rose-beige walls, draperies and wall to wall carpeting in the living room. From there, the eye follows the carpeting that extends throughout the hall connecting the bedrooms...the hall is so wide that at first it appears to be another living area.

The many friends of the Herberts who called on Easter Sunday also admired the three large bedrooms and den which provide plenty of privacy for the Herberts and their five children.

A successful man is one who has formed the habit of doing things that failures can't be bothered doing.
the coffee pot that never gets empty

According to the experts who analyze working conditions and occupations, coffee breaks are a boost to work output and efficiency. Blue Cross-Blue Shield has gone a step further than providing us with two coffee breaks each day...they even foot the bill for the coffee, hot chocolate, cokes and hot tea! As one of our retired employees, Edward Bolen, pointed out, "The price is right!"

Add one coke per day at ten cents each, that amounts to $26.00, for a total of $78.00 for cokes and coffee each year.

Now let's compare the amount we save to the actual cost to the company. Using the average monthly cost and multiplying it by twelve, the total amount spent for coffee, hot chocolate, hot tea and cokes in approximately $1,361.84 each year, which is an average of about 40.83 cents per person. (for 378 home office employees).

The quantity of coffee and hot chocolate enjoyed is about 104,520 cups per year or an average of 376 cups per person. (Pretty big coffee fiends, aren't we?) The number of cups multiplied by eight cents each figures out to about $8361.60 or about $30.08 per person.

Especially since coffee and cokes have gone up in price from a nickel to a dime, all of us realize the amount we save on these two beverages alone.

The average number of cokes consumed each year is in about 63360 or about 196 cokes per person. Figured at 4 cents each this amounts to $2640.24, for an average per person of about $9.45.

Tea seems to be the least popular beverage, but even that adds up. About 7200 cups per year averages out to 26 cups per employee. At five cents each, the cost is $360.00 or about $1.30 for each employee.

So the next time we have a coffee break, if someone says, "Want another cup of coffee?" let's tell them, "Why not?"

Surgical Claims Department

Starting this month we have a new department reporter...Mavis Campbell. She's been with us a year and a half and knows the news almost before it happens. Thanks for taking over the job, Mavis!

Clara Rose helped her son "Skipper" celebrate his second birthday by inviting several of his little friends to his birthday party.

Newcomers in the department are Arlene Davis, Patricia Rowe and Peggy Anderson. All three are re-hires.

Service Department

Adela Graham gave a dinner party for George Howell and his bride-to-be Wanda Griffin on March 28th at her home. Other guests were the boys from the Mail Dept. and their date. Mrs. Graham presented George and Wanda with a wedding gift...incidentally, the date is set for April 2nd. Hope you'll be back with us soon, Mrs. Godwin!

We have a new noise maker in the department, the Sorta. This machine sorts refill and billing cards in alphabetical order and eliminates many trips to IBM.

Non-Group Department

Have you seen Evelyn Reynolds' Easter bonnet? It's a Hardin original, designed and made by Evelyn's daughter Jolene Hardin. Similar to a hat which Jolene had seen in Atlanta priced at $55.00, it was made entirely of lilies of the valley and ribbon. Wouldn't be surprised to see the idea used by the many admirers at the office.

Above we see Evelyn proudly showing it off.

ITEMS OF INTEREST

Records Department

Barbara Daniels enjoyed a week of sightseeing in New York City during March. Her comment was "the temperature was not so "hot."

Mavis Godwin is on her way to recovering from a broken hip. To everyone's delight, she made an appearance at the 5 and 10 Year Club meeting on April 2nd. Hope you'll be back with us soon, Mrs. Godwin!

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Above we see Evelyn proudly showing it off.
HOSPITAL RELATIONS DEPT. HOLDS QUARTERLY MEETING

The Hospital Relations Dept. kicked off its quarterly meeting on Mar. 12th in the home office board room. Mel Snead, Manager of the department, conducted the two day session which included informal speeches by the following: Mr. Schroeder reviewed the financial report of the company and Mr. Herbert reviewed the experience Else Cross has having with claims and brought out such points of interest as the fact that the length of hospital stays is creeping up. Mr. Stallworth discussed medical consultations. The meeting included informal speeches by the cooperation shown between Enrollment representatives and Hospital Relations representatives. The mailing of monthly bulletins to hospitals and possibilities for National Hospital Week coming up May 10-16th were discussed by Dave Mancini. Dick Brooke explained the present status of the wire system and its tremendous operations. Johnny Johnson discussed medical consultations.

A rapid pace has been set by the department since its formation in 1957 when the Professional Relations Dept. was divided into Physician Relations and Hospital Relations. The department's three representatives servicing an average of 60 hospitals each are Hal Hamilton, Central Region, Harvey Williams, Southern Region and Howard Land, Northern Region.

The main purpose of the department is to serve as liaison between the Plan and Member Hospitals. Regular calls are made on each hospital to help with claims procedures and problems, teletype operations, etc.

IN MEMORY

Our Sincere Sympathy to Ruby Vile and her daughter, Mary Ann in the bereavement of Fred Vile who died on

Ruby is a 5 Year Club Member from the Records Department

Kitchen Capers

FROM THE OFFICE TO THE HOME

Who says modern cooking isn't as good as the old fashioned kind? Today you can take the shortest route in cooking and still turn out nutritious and appetizing meals. Just in case you need some convincing, we have proof in Nell Gardner's recipes for Easy Chocolate Frosting and Lemon Filling. Both are a snap to prepare and give any cake that fresh as a summer breeze flavor.

Some of the lucky tasters of Nell's fine cooking are the members of her department, IBM, her husband "Pappy" and her two children and four grandchildren. Any one of them will tell you that when Nell is in the kitchen, something good is in the making. Proof enough?

NELL GARDNER

Easy Chocolate Frosting

Mix all ingredients together, add oil, juice and water. Cool. Add 1 teaspoon vanilla. Good on cake or bread. Use when needed. Store in refrigerator.

Easy Chocolate Frosting

Easy Cake Filling

Mix the contents of one package of Nell's Filling and oil. Add 1 cup water, cool. Add 1 teaspoon vanilla. Good as filling for a 1 layer cake.
Some babies take nine months to be born, but not this one. This one took two years and its proud papa, Blue Shield, tells us it’s going to be called the "Type A" contract.

To carry the allegory a step further, we might just call Johnny Johnson, Claims Consultant, and Joe Stansell, Physician Relations, the gynecologists who played major roles in this baby’s pre-natal care.

And this pre-natal care was extensive too. When the Florida Medical Association organized a committee of seventeen doctors to study Blue Shield, their study revealed a point that we had been well aware of. This was simply that Blue Shield needed a new contract to help the public obtain more comprehensive coverage. This Committee of Seventeen reported to the House of Delegates of the Florida Medical Association their study and recommendation for a new contract. The House of Delegates approved the recommendation and the Blue Shield Board, as recommended, directed us to write a new contract.

NEW MANUAL FOR DOCTORS

Simultaneously with the preparation of the new contract was the development of a new manual for the doctors’ secretaries to use in their handling of Blue Shield claims in the doctors’ offices. The manual is an extensive presentation on all phases of Blue Shield... our history, how we are chartered, the benefits we offer under our three Blue Shield contracts, and more generalized information which should help the doctors’ secretaries to better understand Blue Shield.

ABOUT THE NEW CONTRACT

In a limited space it is difficult to give the true story of the benefits offered in the new contract. In essence what the contract does is to give far greater percentage of the people of Florida the possibility of having their doctor bills paid in full by their Blue Shield. Previously only families earning $3600 or less had paid in full protection under Blue Shield. This new contract raises the income level to $5000 a year or less. Subscribers in this income bracket who obtain the new Blue Shield "A" contract then have a written guarantee that their doctor will accept the Blue Shield payment as payment in full.

This holds for just about all doctor bills except maternity, diagnostic x-ray in the doctor’s office, and radium isotope therapy. Experience has proven to us that it is impossible for us to provide full payment for these benefits. If we did, we’d go broke, to state it simply.

MANY NEW ADDED BENEFITS

But probably the most impressive factor in the new contract is the many new added benefits. For example, the "A" contract pays benefits for consultations between physicians on a case. It also pays benefits for a surgical assistant when needed as well as for concurrent care of a patient who is being treated for two separate and unrelated conditions in one hospital stay. And more...it pays towards x-rays a subscriber has in the doctor’s office for diagnosing an illness.

The contract is being made available to preferred groups of 15 or more employees. Now, since we called those of us most instrumental in the pre-natal care gynecologists...let us call the field people who will see to our baby’s growth the pediatricians who will care for "our baby" now that it’s been launched...I mean born!
When Dale Carnegie wrote his book, "How to Win Friends and Influence People," he must have had someone like our Personality of the Month, in mind. For a list of reasons a mile long, Sue Coverdale is one of the most respected and best liked people in the Surgical Claims Dept.

A poet would describe Sue as a refined lady who possesses a dry wit and an unforgettable personality. We think of her as an all around gal who eats grapefruit for lunch, listens intently to everyone's problems, is easy going around the clock even when she has a migraine headache, wears a different decorative pin everyday and is willing to cooperate with anyone and anything.

Cooking is a talent and an adventure as well as a hobby for Sue. She's a master of the oldest and newest types of recipes and is very generous with samples, especially during holiday seasons. Her creativeness doesn't stop in the kitchen however, but carries right through to her yard full of beautiful camellias, pansies, roses, etc.

Sue, her sister "Dede" and their very dear friend Treva Chambers live in a cozy home in Jacksonville Beach which they bought after coming here from Erie, Pa. two years ago.

Sue has been processing Blue Shield claims for a year and a half. Her valuable background for this responsibility includes being a graduate RN from Children's Hospital in Pittsburg, and her experience as an industrial nurse, the superintendent of the Erie Infants' Home and Hospital and an orthopedic surgeon's nurse.
WHEN MICHIGAN BLUE CROSS LOOKS FOR ITS FIRST SUBSCRIBER, NATURALLY THEY FIND HIM IN FLORIDA

Picking a man on St. Patrick's Day by the name of Houlihan to help commemorate the 20th anniversary of Michigan Blue Cross sounds like a public relations man's trick. And it was! Michigan Public Relations Dept. brainstormed the idea that since John F. Houlihan was their very first subscriber in Michigan and since St. Patty's Day was the anniversary date of their Plan, now twenty years old... they would publicize these two facts by having Mr. Houlihan present a baby bassinet to the hospital nearest him, wherever he might be located with the hope that newspapers in the Detroit area would pick up the news item on the United Press wire service and use it locally.

Mr. Houlihan was located in Hollywood, Florida and thus Memorial Hospital in Hollywood became the lucky receiver of the bassinet.

Below: As Mr. Houlihan makes the presentation of a baby bassinet to Memorial Hospital, he in turn is congratulated by the Mayor of Hollywood, Mr. E. L. McMorrough, for being Michigan's first subscriber. The nurse looking on is Mrs. Virginia Scarborough. Why the nurse? Because male readers like to look upon a pretty nurse looking on! It's that simple.

IT'S ALL IN THE STATE OF MIND

If you think you are beaten, you are,
If you think you dare not, you don't,
If you would like to win, but you think you can't
It's almost a cinch you won't.

If you think you'll lose, you're lost
For out in the world you'll find
Success begins with a fellow's will -
It's all in the state of mind.

Think big and your deeds will grow,
Think small and you'll fall behind,
Think that you can, and you will -
For it's all in the state of mind.

If you think you're outclassed, you are,
You've got to think to rise,
You've got to be sure of yourself before
You can ever win a prize.

Life's battles don't always go
To the stronger or faster man,
For sooner or later the man who wins
Is the fellow who thinks he can.

- The Westerner

The above poem is a favorite of June Jones,
Hospital Claims Dept.

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 have 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 that too.
Blue Cross and Blue Shield
532 Riverside Avenue
Jacksonville, Fla.

Dear Sirs,

This is a letter of thanks for the many things Blue Shield and Blue Cross has done for me.

I have been in the hospital many times in the last seven or eight years, and your organization has always come through.

September the 9th of 1958 I had a heart attack which caused me to be hospitalized for three weeks. I was greatly relieved to receive your report that payments had been made.

My husband is a totally disabled veteran, therefore our income is very small.

Blue Shield and Blue Cross has been a God's send to us. I consider it a privilege and a honor to belong to such a great organization. You can be sure I will never abuse this privilege.

I advise and preach Blue Shield and Blue Cross to all my friends.

From a grateful member.

Sincerely,
Cora A. Atkins
ITEMS OF INTEREST
(Continued from page 9)

Field News

A news flash from the Miami office revealed that Diane Timpone made her debut in the world on February 13. The proud papa of 7 lb. 2 oz. Diane is Miami representative Bill Timpone.

A sports enthusiast, who is a typist in the Tallahassee office, is the young lady pictured above, Sandra Onstott. She's a graduate of Lee High in Jacksonville and is now a freshman in the Secretarial Science School at FSU.

Ft. Lauderdale reports that they haven't had anything as exciting as Mattie Godwin's accident, but they do have someone planning to go to the hospital in the near future. The Bill Touchton's are expecting their second addition shortly and to celebrate the event, Bill and Tommy are planning to buy a new home.

Bob Fetzer, the Ft. Lauderdale "Real Estate Agent", is planning to sell his home and move closer to town. Anyone wanting a good buy should see Bob for a "good deal."

Billing Department

Judith Doll has just bought a new home in Normandy...3 bedrooms and den.

Another new home owner is Geneva Rogers. Located in Center Park, it also is a big 3 bedroom size.

Alene Phelps' daughter, Linda went on a field trip with her Blue Bird troop to St. Augustine on March 30th.

Carol Exum and Lillian Lee went deep sea fishing on the Winner III on Mar. 29th. Any luck, girls?

Mobile Fleming spent a few days of her vacation in Norman Park, Fla.

Transfer Department

Etta Touchton's eight year old daughter went fishing for the first time with her Daddy and came home with a six inch fish. Because Mr. Touchton didn't have any luck, her daughter boasted, "Mama, I'm a better fisherman than Daddy, aren't I?"

Mary Olah attended the wedding of her brother Joseph on March 21st. Congratulations to Mildred Braddock who was installed as an honorary officer of the White Shrine on March 21st. Amelia Kelly and Marilyn Davis attended the installation, which was open to the public, and the reception that followed at the Southside Masonic Temple.

(Continued on page 22)
Dor River's husband, Carl, has been making a name for himself in bowling circles! As a member of the Al Grider team, Carl rolled a sensational 1,263 six-game total on April 5th at the Bowlarama Lanes to win the 17th annual Eris Jones Sweepstakes. Four of Carl's games exceeded 200 and the last three totaled 725, making him the eighth man in the city to collect a 700 set this season. Congratulations, Carl!

Medicare Department

A big "hip, hip hurray" to welcome Jim Pate back following his recent illness.

Hospital Claims Dept.

Walking down the aisle with her father is Pat Patrick, above. Pat and Charles Hunger, to the left, were married in the Holly Brook Baptist Church.

Glad to see Jerry Ludden, Dot Page, Ethel Grossman and Loretta Parnell back from their vacations. Jerry spent most of the week getting settled in her new home. Dot worked on her newly purchased land "down by the creek." Ethel visited with her folks in Ohio and Loretta paid a visit to her family in Canada.

Connie Costaris has moved into a new apartment on Willow Branch Terrace...she also bought a houseful of new furniture. Sounds like you're going first class, Connie!

Ben and Ralph Faircloth recently moved into their new home in San Souci.

Jerry and Bobby Ludden were pleasantly surprised with a housewarming given by their intimate friends in their new home in Normandy.

We would like to welcome to our department two new employees, namely Chris Biceas and, take a deep breath for this one, Isolina Restinui Rivero Cardenas Lopez deVictoria Collazo deLane,...translated in our lingo, that's Lee Lane!

It really looked like the Martians had landed on Easter Sunday! Hat designers went all out this year with creations from tall stove pipe effects to bird nests with the birds nestled within! We've been told that Connie Costaris wore a conservative little thing of inverted straw with purple grapes hanging down one side and a bunch of bananas down the other!
OUR RED RIVALS
By HAROLD MANSFIELD
Copyrighted 1958, Harold Mansfield

You enter Moscow with misgivings. The thousand questions stored in your mind—Will they be answered? The night about you—Will it be friendly? The silent, big-shouldered driver of the black Zim limousine that is bringing you from the airport up the dark Moscow River into the city. How does he think?

Impressive façades of brightly-lighted buildings loom along the boulevard. You try to out-run your Russian "povestniks"—"Da, da, da." You can feel the quick pride that is tinged in that triple yes. You imagine you have already touched the key word that is moving the Russian people: "Progress."

Two and a half years ago, you pondered the speech made by N. V. Khrushchev at the Soviets' first Communist Party Congress since Stalin's death. Said Khrushchev then: "The principal feature of our effort is the emergence of socialism from the confines of one country and its transformation into a world system. The internal forces of the capitalist economy are working toward its downfall, while the Communist economy is steadily rising toward its goal of proving itself to the world and transforming itself into a world system through peaceful competition."

"... Through peaceful competition"—a savior challenge and a threat, aimed directly at the industrial heart-storm of America and the West. Not just defense industry, charged with the task of exceeding Soviet ingenuity in arms, but all industry and business.

Now Khrushchev has been running the show long enough to realize how he intends carrying out his program. Could he possibly win this race for industrial supremacy, and with it his sweeping political aims? You are here to investigate.

In the days that follow in Moscow, Leningrad, Kiev, Kharkov, between supervised tours and plant visits, you peer the streets on your own, anxeous to meet and talk with workers and citizens. You find them surprisingly friendly. Using your fractured Russian in impromptu conversations, you try to sense the mood and the spirit of the people. You form some impressions.

"Russia has a serious look on its face. It is a dignified, purposeful, working civilization, in open-collared shirt. Its people are proud and sensitive, self-conscious about their long isolation from the West, hurt by its scorn. They are hungry for the world's esteem, and intend to win it."

"Russians are not barbarians," says a young school teacher, neat in simple skirt and wool sweater. With a slight, quick toss of blond hair and a flick of manicured fingers she adds: "... as you can see."

You ask a female guard if a luxurious train between Moscow and Leningrad was not German-built before the war, which it was. She is affronted. "Do you think it's too good to be Russian?"

"Somehow you feel that this psychology helps explain the daring push to launch the sputniks, the jutting of astonishing white multi-storied towers, nineteenth-century "monumental" in architecture, out of the other the flat, gray Moscow skyline. It helps explain, too, the ornate subway stations under the streets. Marble-columned, sculptured and chandeliered, they appear at once an effort to outdo the splendor of the czars, and an installment on a future-day communist millennium."

Communism exists on the basis of a great hope, a hope kept alive by show of progress, and contrasted sharply with a depressed people's past. The people go along with the objective, little complaining if it is still out of reach. They have set out on an enterprise and intend to prove they can make it go. They have lived with the system long enough now that most take it for granted, much as Americans take theirs for granted.

But the communist "millennium" is a dream. The country is poor. The government knows this and has had to take things in their order, first heavy industry, next trucks and tractors, then buses and subways for public transportation, now apartments. Everyone says, soon you will see new apartments being built like mad, thrown up by brigades of mainly unskilled men and women, unspired, square-walled, modern百花ash, each a replica of the last.

By the thousands, the people are moving into these apartments from dingy places on back streets. They still offer only minimum living. You suddenly realize why they looked so dazzingly bright that first night. No curtains. Frugally furnished, they house often two or three people to the 10-by 16-foot room. But "they're much better than what we had," the occupants tell you.

It's the progress that keeps the people going. Press and radio extol it daily. Colorful charts in public buildings display it. Progress toward a goal. Always a promise. Tomorrow, refrigerators and automobiles.

"You ask a worker, uncrumpled and in crumpled clothes: "Do you think a man with a five-room home, a car, a television set, electric refrigerator and washing machine is rich?"

"Da," he nods. "Do you think the average American worker has these things?"

"I don't know."

"He does. Do you think the Russian worker will have them?"

"I don't know. We hope."

"You ask another, better dressed, the same question."

"Da," he answers. "We will catch up with America."

In school, in the factory, at the art exhibit, work is touted as the basic virtue in Russia. The bronze ornament on your hotel room desk consists of three men bent low and pulling a load. The sculptor has made them appear to enjoy it.

Waiting on the street, you talk with a man about jet transports and things. "Are you pleased with Russia's progress in industry and science?" you ask.

"Naturally."

"Because it makes more work."

By the swan pool in Gorky park you ask a keen-looking lad what field he wishes to enter when he grows up.

"Science."

"Why? Because of the high pay? Fame?"

He wrinkles his forehead. "Because it is useful," he says.

On the deck of a Sunday afternoon boat up the Moscow River you slide onto the bench beside a man in work clothes, taking a bundle of berry bushes home to plant. He is a skilled mechanic in a nearby factory. You talk with him about his work. "Do you get paid more every year?" you ask.

(Continued on next page)
OUR RED RIVALS, cont'd.

"Not necessarily. We get paid more when we do more and better work."

"Do you think this is a good system?"

"Da. Good."

A big, brightly-colored factory poster shows a vigorous youth pointing to a minute on the clock. "Watch the working minute!" he exhorts.

"Time is the people's wealth." A student in one corner of a dark hallway, emerging from a dark hallway, emerges on a rope, but you quickly learn that color is not the only thing that is missing.

"How much does a skilled worker make in America?" asks his Russian counterpart, who earns 1,200 rubles a month, or 60 cents an hour, figured at ten rubles to the dollar, but based on prices on some things have gone up to now it has made good that high cost, by mas-chinery and tooling and mass production. But here you find Russia setting up with deliberate care the same mass production technique, with low-cost man-hour. You quickly decide America will not relinquish its high pay, because it makes purchasing power. You see a challenge of immense proportions looming before United States industry:

How to match a coming giant rival whose ideal is output, not pay.

Before your eyes, you can see the seeds of the great contest being planted. Hotel lobbies and dining rooms are teeming with foreign guests—Asians, Africans, a South American talking business with a Russian host across champagne and caviar. Seeds of peaceful competition.

A strange thought crosses your mind: a future Russia emerging from the iron curtain and America withdrawing behind the dollar curtain, priced out of the market, left trading with itself. "Could it be?" you ask yourself.

You meet a young man from West Africa, jet black, intelligent of speech, a student. He has just visited China, watched the great anti-American rally in Peking. He is urging Russia and western Europe.

"If I'm to see America," he says, "but it costs too much."

"A round trip flight from London to New York is down to $450 now, economy fare," you tell him.

"But it's the hotel, the meals, the living costs," he says. "I can't afford it."

America's problem.

You consider an out. Soviet state-owned industry may fail to prove itself; may never be able to produce an equal product for less money. American ingenuity is too much for them. Or is it?

It's time to go into some Soviet plants, talk to the director, the engineers, the trade unions. See for yourself how they're doing. You set out...

III

The spirit of the Russian industrial worker does not have the airy exhilaration of freedom, but it has the determination of grim reality: "There's a job to be done and it's up to us to do it."

It is a spirit that has had a frightful past: First the czarist's "Work, you devils, work." Then the revolutionary dictator's "Work with us, or Siberia!" Now the much-words, "American workers, work." It is the song of a new Volga boatman, with the boatmen owning the boat.

At a machinery plant in Moscow, you enter a dark hallway, emerge to a northwest lighted factory area, dirt floored in part but orderly. Unlike the old Volga days, you see no line of men pulling together on a rope, but you quickly learn that collective discipline is the system, though each man tends his own machine in modern plant fashion.

You spot a chart on the wall. On it are listed the names of men and women in the shop. After each is a number—the man's "social obligation" in units of work. Squares are filled to show his work performance, with a percentage over his quota.

"How do you reward them for going over the quota?" you ask the manager.

"Extra pay."

"And if they fall behind?" You find there is more to the system. Another chart with the same layout shows the "rivalry," with a capitalist conception—a bad word in Russia. The chart may mean—means also " emulation." This they approve.

The incentives in this socialist competition are negative as well as positive, you find. You talk with the editor of the plant paper, a heavy woman and every ounce a communist. The paper is employee-owned and generally sponsored by the trade union. Enthusiastically, the editor explains the paper's purpose:

"To criticize the work of workers and engineers, so they may be ashamed of their work and improve; to criticize the chief if they are not fair to publish production plans and new plans; to tell about the best workers in the factory so others can emulate them.

Criticism by name in the plant (Continued on next page)
Our Red Rivals, cont’d.

paper, you learn, is only part of the game process of collective discipline. First step is reprimanding the individual before his friends. A later step, if necessary, is bringing him before a public opinion court. Removal to a lesser job, or “in rare cases,” dismissal, may follow.

The head of the union, who is present, explains that the union is an auxiliary in the management, or “administration” as they call it, to bring forward production. You can see why. The union is closely knit with the Party, which set the objectives in the first place.

“Is union membership voluntary?” you ask.

“Yes. Voluntary. But ninety-nine and nine-tenths percent belong.”

“Does the union ever strike for higher wages?”

“Strikes are prohibited by law.”

IV

The director’s office in the Moscow plant you are visiting is a plain upstair’s room with a desk at one end and a long table. The high window at the end has heavy, dark-blue drapes, edged with tassels. Huge on the side wall is a portrait of V. I. Lenin, looking down half sternly, half benignly, as though saying, “Remember what I taught you, boys, and you’ll do fine.” A man hurries into the room with an armload of red bazaar cloth to cover the long table and you know you’re in Russia.

The deputy director is in charge in the director’s absence. He is thirty-eight, with loose-combed hair, a casual but affirmative manner. He is distinguished from the rest by his necktie.

The plant director, he explains, works under an administration under the district economic council. He takes his plans there for approval, but he has the responsibility for buying his own materials, hiring his people, and negotiating the sale of his products. He is expected to meet the production plan that is established for the year, and to make a profit.

“And what if you don’t?”

“We’ll probably get moved to another job,”

He explains that most of the workers are paid by the piece, rather than by the hour. Their pay ranges from 600 to 1,820 rubles per month. On the average they make 900 rubles per month. This would be $83 at 10 rubles to the dollar.

The deputy director says his own pay is 3,000 rubles, plus bonus earned for “exceeding the plan.”

“How did you get the job?” asks a member of your party. “Marry the boss’s daughter?”

He laughs. The government interpreter, loyal communist, takes the opportunity to quip: “Only in your country does that happen.” The deputy director says he was graduated from an institute, went into the technologists’ department, worked up to chief engineer and this.

Employee wages are established in an annual agreement with the trade union. Someone asks the executive, half jokingly, “Do you ever wish you didn’t have a union to deal with?”

He doesn’t smile. “The unions are helpful,” he says.

“But what if the union and management disagree?”

The government interpreter looks around indulgently and explains: “They don’t disagree.”

Another asks: “What is the basis of wage increases?”

“Productivity. Advancement is on personal ability. General wages go up as productivity goes up.”

You find the same system prevails in other plants you visit. “It’s the production that pays the wages,” they tell you.

You reflect, confusedly, that you have heard management in America make the same case that labor is making in a country where labor wears the hat. (concluded next month)

Efficiency expert (noticing the excessive number of desks, telephones and type- writers in the office): “Tell me, young lady, what is the normal compliment in this office?”

Pretty young secretary: “I reckon the most usual compliment down here like everywhere else is, ‘Howluna Peaches. You’re sureauxious-bookin’ this wawnt?”

Simple liveliness is all that’s required to hop out of bed and shut off the alarm, but to ignore the noise and let it ring until the spring runs down...this calls for real character.

“Would you mind repeating what you said?” the psychiatrist asked his new patient. “I said,” boomed the man, “that for some reason no one seems to like me. Why don’t you pay attention, you foolish?”

Rex: “What two documents have contributed to our government?” Secretary: “Forms 1040 and 1040A.”

“I know I’m not much to look at,” admitted the suitor. “Oh, well,” philosophized his bride-to-be, “you’ll be at the office most of the time.”