NEWS
OF
THE
BLUES

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Cover: Even April showers can't dampen the sunny disposition of Sue Coverdale, our Personality of the Month.

TREY'RE FULL FLEDGED MEMBERS NOW!!!

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 Perkinson. Second row are Clarence Bolin, Veavy Bate, Alene Phelps, Rudy Bells, St. Petersburg Emily Pfaff, Pensacola, Ilene Glastra, Miami and Don Hughes, Miami. Back row, left to right are Jimmy Hopper, Joe Stansell, Jimmy Williams, Chuck Smith, John L. Bentley and Arnold Seawell.

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. Schroeder 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 fillet mignon, Mr. Schruder 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: Don't know what they're doing to these initiates, but it looks interesting. From left to right are Emily Pfaff, Betty White, Ilene Gladson, Don Huguenot, and Chuck Smith. To the far right are Ray Hendricks and Mel Snead.

The two instructors and students from the University of Florida observe the installation of electric pull box openings in the hall 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 I. Reynolds. Another instructor, James O. Stakey, who taught the group 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. And in view of future construction, the group even included a tour of the roof.
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 Lost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Linda Holland</td>
<td>122, 4½</td>
</tr>
<tr>
<td>Frances Welch</td>
<td>115, 6</td>
</tr>
<tr>
<td>Davey Pinhard</td>
<td>150, 1½</td>
</tr>
<tr>
<td>Don Huguenot</td>
<td>185, 11</td>
</tr>
<tr>
<td>John Brothers</td>
<td>184, 12½</td>
</tr>
<tr>
<td>Jim Hughes</td>
<td>175, 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"

ERNEST GIBSON

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.

"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 Reserves 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 pretheology 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 resist, "Pushing me, huh? I'll show him."

M. Payment demanded, "Who the devil does he think he is?"

N. Legal action, "Swindler! Faker!"

O. 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 McGurrin.

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, cakes 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 cakes 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 coles in approximately $11,361.84 each year, which is an average of about $40.83 cents per person. (for 278 home office employees).

The quantity of coffee and hot chocolate enjoyed is about 104,520 cups each 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 $3,000.00 or about $50.00 per person.

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

Tea seems to be the less 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 $30.00 per employee.

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

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!

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 Joan Hardin. Similar to a hat which Joan had seen in Atlanta priced at $55.00, it is 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.

Surgical Claims Department
Starting this month we have a new department reporter... Maria 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, Maria!

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.

Services 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 June 2nd.

The patio is having its seasonal face lifting done by George White. Tables and chairs have a new coat of paint. Looks mighty nice, Mr. Fiske.
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. Schroder reviewed the financial report of the company and Mr. Herbert reviewed the experience Blue 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. Stillworth pointed out the good effect derived from 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, HBM, 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**

Mix all ingredients together, adding lemon juice last. Cook until thick enough to spread on cake.

For easy chocolate frosting, follow the recipe above and beat for a firm ball in cold water. Nell may be added for a special treat.

# Easy Chocolate Frosting
- 1 cup cocoa
- 3/4 cup sugar
- 2 tablespoons milk
- 3/4 cup water
- 1 teaspoon vanilla

Mix the ingredients of one package of Nestle' Fudge Pudding and Pie Filling, 2/3 cup hot milk, 1/4 cup sugar, 1 teaspoon vanilla. Cook for 3 minutes, stirring constantly. Cool. Add 2 tablespoons cocoa and beat until thick and creamy. Add 1 teaspoon vanilla and beat until thick and creamy.

**NELL GARDNER**
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!

Joe Stansell and Johnny Johnson discuss the mailing of the new Blue Shield manuals to our 3715 Participating Physicians.
When Dale Carnegie wrote his book, "How to Win Friends and Influence People," he must have had someone like our Personality of the Month, Sue Coverdale, 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 in 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 Childress' 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.
A SUBSCRIBER WRITES...

Daytona Beach, Fla.

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

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

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 Traylor's are expecting their second addition shortly and to celebrate the event, Bill and Tommie are planning to buy a new home.

Bob Fetter, 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
Esta 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 .

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.

"Welcome, You All. To New Employees In March

[Continued on page 22]
ITEMS OF INTEREST

(Continued from page 20)

Telephone Information Dept.

Dot 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 Harger, to the left, were married in the Holly Brook Baptist Church.

Glad to see Jerry Ludden, Dot Page, Eshel Gamsman and Lorelta 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.” Eshel visited with her folks in Ohio and Lorelta paid a visit to her family in Canada.

Connie Contaris 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!

Bar 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 Betros and Isolina Restitui River 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 Contaris wore a conservative little thing of inverted straw with purple grapes hanging down one side and a bunch of bananas down the other!

On the following pages is an article which we were fortunate to come up on through the International Council of Industrial Editors. This report is a new slant on life in Russia which has not appeared in previously circulated publications. We thought you would be interested in the writer’s trip to Russia. The author is Director of Public Relations and Advertising at Boeing Airplane Company and recently toured the U.S.S.R. with other industrial editors. With his permission, we are using part of the report in this issue and the remaining portion in the May issue.
... toward its downfall, while the internal forces of the system... 

... 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. Every new industrial plant is people. 

"Da," says the driver. 

"Much progress here." 

"Da," says the driver. 

"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 facades of brightly-lighted buildings loom along the boulevard. 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 grim, purposeful, working civilization, in open-collared shirts. 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 guide 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?" 

"... Through peaceful competition." 

"Da," he nods. 

"Do you think the average American worker has three 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." 

"... Through peaceful competition." 

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

"... as you can see." 

You ask a worker, unveled 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 three 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." 

"... Through peaceful competition." 

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

"... as you can see." 

You ask a worker, unveled 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. 

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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 "Work, you devils, work." Then the revolutionist dictator's "Work with us, or Siberia!" Now the month-by-month requisition: "Extra pay."

And if they fall behind? You find there is more to the system. Another chart with the same layout shows what a worker could earn in the "plan," for the shop itself. Chalked in adjoining columns are the actual performance and percentage over plan. The shop's record is compared with other shops. Elsewhere, the record of whole departments is charted, and that of the plant itself, compared with a national plan. It is one huge, systematic, production competition, man against man, shop against shop, department against department, plant against plant. Bonus money is provided for the individuals, shops and departments that make the best record. At the end of the year the plant itself gets a bonus to distribute if it exceeds its plan.

Back to the worker who is not fulfilling his "social obligation," you find that his shop mates, his department, and his whole plant take an interest in bringing him into line. He is holding up their own chances for a bonus, their own record for exceeding the plan. The slacker, on the other hand, is as popular as the star on a football team. The team doesn't want to lose him.

You marvel that communism has taken free enterprise's strongest drives — competition and incentive — and put them to work on an individual and group basis to an extent never dared by free enterprise.

You speak to a guide about this. "I see you are making great use of competition," you say. "Yes," she replies. "We have no competition." You are baffled. Then you discover there are two different Russian words for competition. The one you have been using — konkuryentsiya — means "rivalry," with a capitalist connotation — a bad word in Russia. The other they use — sovietizm — means also "organization." 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-run but 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 chiefs 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)
Efficiency expert (noticing the excessive number of desks, telephones and typewriters in the office): "Tell me, young lady, what is the normal complement in this office?" Pretty young secretary: "I reckon the most usual compliment down here like everybody else is, 'Howdy, Peaches. You're sure luscious-lookin' this mornin'."  

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The woman was worried about her large German police dog, so she took him to see an veterinarian. "Doctor, something's wrong. 'Rex' keeps chasing those little sports cars," "Mrs. Jones, chasing cars is a quite normal pastime for a dog," replied the vet. "But, doctor, he brings them home and buries them."  

Simple loneliness 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.  

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"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 fathead?"  

Boss: "What two documents have contributed to our government?" Secretary: "Forms 1040 and 1040A."  

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"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."