Published monthly for employees, their families and friends by:
BLUE CROSS OF FLORIDA, INC.
BLUE SHIELD OF FLORIDA, INC.
532 Riverside Avenue
Jacksonville, Florida
Phone: Elgin 5-5411

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John L. Bentley - Printing

COVER: What could have been a mass of confusion was handled very well by the Enrollment Department. These two lovely ladies helped send out the official announcement concerning the Blue Cross rate increase, which is effective as of October 1. On the left is Frances Moore and Dana Ruth Crowe. More related facts and pictures on the rate increase are on Pages 5, 9, 16 and 21.

Now, that summer is almost over, and most BC-BS employees have enjoyed their two or three week vacations, we thought we'd bring you a few favorite pictures, and some tidbits about a few vacations.

Going fishing, swimming, and water skiing rated high on the popularity list with vacationers this year, as well as visiting the mountains and the "big" cities.

"Miss Florida?" No, sorry to say, but she could very well be. She's our own Barbara Weil from IBM. This picture was taken on Barbara's Miami Beach vacation.

(Continued on Page 16)
Little Tina Perkins started school this year at Lackawanna School. She is the 6 year-old daughter of Louise Perkins from the IBM Department.

Another first grader is Mark Hopper. Mark's dad is Jimmy Hopper, Branch Manager of the Jacksonville Area. Six year old Mark is now enrolled at Hyde Park School.

From our Gainesville Office, we have Harry Powell's son, Scott, who started school this year. Scott is a first grader at the Littlewood Elementary School.

Gary Hugenot, 6 year old son of Don Hugenot, Miami Branch Manager 3, is pictured here in his cap and gown, when he was graduated from kindergarten. Gary is in the first grade at Ludlam Elementary School, South Miami.

Mary Ann Vile is the daughter of Ruby Vile in our Record Department. Mary Ann is also 6 years old and is in the first grade at Bayview School.

Cynthia Ann Collums, who will be 6 years old December 26th is the daughter of Ruby Collums, Records Department. "Cindy" is enrolled at the Biltmore School.
1 Jean Strickland, Public Relations secretary, types final draft of official notice before it is handed over to the printer.

2 Over 369,500 Official Notices arrive from the printer to explain the amount and the need for higher fees to all subscribers. George Howell, on the right, is from our Services Department.

3 Our cover picture shows Frances Moore (left) and Dana Ruth Crowe of the Enrollment Department breaking down the variations of the notices.

4 The Mail Room sees to the mailing of the notices already placed in envelopes by the Enrollment Department. A busy Carver Ricketson oversees the mechanical stuffing and sealing of the direct payment notices.

5 In the Subscribers Service Department, changes in the rate cards for the groups are made so that billings will reflect the new rates. The Card-a-type machine does this job under the direction of Nusha Harvey. Seated at the machine is Faye Davis.

6 Here we see Barbara Kinard (left) and Juanita Dougherty on the job answering questions from groups and getting out the myriad details that a rate increase unloads on the field personnel. Juanita and Barbara work in the Jacksonville field office.
Maybe it’s because it’s so easy, maybe it’s because it’s so economical. Anyway, making a Credit Union loan is one of the favorite sports of Blue Cross-Blue Shield employees. Substantiating this is Mary Lee Butler’s summation, that 191 loans totaling $57,287.63 have been made so far this year to Credit Union members. Mary Lee keeps tabs on loan activity through her Credit Union position as Chairman of the Credit Committee which approves loans.

We find on these two pages pictures of just a few of us enjoying the benefits of a Credit Union loan. If you have your eye on a new gadget for your home, you’re right in step. Home appliances rank highest in incentives for Credit Union loans.

She comes to work in style! Mary Bell from our Billing Department rides to work in style since her purchase of this 1957 Chevrolet. The BC-BS Employees’ Credit Union made it possible.

Home repairs hit a high mark too. Vacation loans are popular as well as that parental problem of school needs for the youngsters.

Remember only Credit Union members have the privilege of making a loan... so if you’re not a member, join up! Payroll deduction, in paying off that loan, is about the easiest way out we know of!

It’s the “Life of Riley” for our representative, Ray Hendricks, since he now has an air conditioner. Ray explained that through the help of the Credit Union he was also able to buy a washing machine for his family.
FOR THE... BULLETIN BOARD

SUBSCRIBERS SERVICE

Grace Eubanks and Martha Harvey really surprised Mary Ann Ladson of the Contracts Department with a Stork Shower on September 2. Martha invited Mary Ann to dinner and as soon as the dishes were done the guests began to arrive. All had packages with pink and blue bows............ Listen to this! Amelia Kelly and her husband, Dave, recently took the three grandchildren to the beach early one morning. About 9 A.M. everyone decided to have breakfast. When entering the restaurant, Amelia noticed that microphones were being set up. Not expecting it, they were one of the first tables to be interviewed over the air. First time she has ever received a corsage, while in her bathing suit. They'll never forget it............... Some time next month Gloria Thomas and her fiancé Morgan Gonthier will be married. Morgan was just recently discharged from service.

RECORDS DEPARTMENT

Noticed Jean Gibson's new white Impala Chevrolet?........... Beulah George and husband, Mike, have moved into a new house in Lakeshore. She says it's smaller than their house on San Juan, but she likes it that way: less work and more relaxation!............ Mattie Godwin is getting around more these days, since she traded her crutches in for a walking cane. Mattie says her daily hip exercises remind her of some ballet stances.

February will be a special month for Pat Bowers. Two ways! First, Mr. Stork will be bring her and husband, Mac, a bundle of joy. Secondly, Mac will more than likely be returning from his Med Cruise on the USS Essex. He left last month............ Estelle Nowicki played hostess to the girls in the department recently at a Patio Party at her house. All the girls gathered on her patio August 14th, and had chicken and shrimp. Estelle says everyone mainly sat around and talked after dinner............... Faye Williams had a visit from her sister, Doris Kenney, who is from Kansas City.

(Continued on Page 14)

Enrollment Department

....... 'The Beginning'

You never know from day to day...... and that's true of the Enrollment Department. Each day seems to bring something new and interesting... One might say the Enrollment Department is "the beginning".

Its internal work is the result of, and assistance to, the Field organization. The department is headed by F.T. Stalworth, Enrollment Director, and working cooperatively under his direction in the Field organization through Regional Managers, Branch Managers, and Branch Office Secretaries. From the Field, flow leads on group prospects, new groups and all the problems and procedures necessary to the servicing, of those groups already enrolled.

Then, the internal staff of the Enrollment Department takes over under the direction of Charlie Webb, Administrative Assistant.

It helps the Field work toward the culmination of new enrollment....possibly from a little item in the newspaper or a call by a representative that a company is opening a new location, to the making up of sales proposals, special literature, possibly contacts with other BC-BS Plans where it is a national company, and finally, the enrollment summary and application cards come in.

Members of the Enrollment Department include (left to right) Frances Moore, Phyllis Anderson, Dana Ruth Crowe, Trudy Driggers, Charlie Webb, Administrative Assistant; and Thomas Stalworth, Enrollment Director. Seated is Marion Fisher.
(Continued from previous page)

Statistical information is also compiled by the Enrollment Department: records showing the production of each of the representatives and the Area teams; listings of groups by type of business, contact, etc., which are of help to the Field; routing prospects to the Field which have been received from various advertisements and other Public Relations literature; co-ordinating programming work on Manager and Sales Meetings; and working with Health Service on special coverages such as Polio and Major Medical.

(Health Service is a company owned by BC-BS Plans which was formed to assist in the enrolling and servicing of national accounts in order to give uniform benefits nationwide, and to offer coverages not ordinarily carried by the local BC-BS Plan.) Of course, just as in any other department there are routine but necessary duties such as research, filing, and typing.

Because of these many special reports and information for the Field organization, the Enrollment Department sometimes calls itself a "paper factory" but lately, it looks like a post office with piles of envelopes to be stuffed and waiting to be mailed, all carrying notices of the rate increase. Each group must be notified of any change in benefits or rates on different dates and with different pieces of literature due to various billing dates, modes of payment and type contracts.

So, one can see why the Enrollment Department could be called "the beginning", because it is actually an arm of the Field where groups sales are made and existing groups serviced.

Blue Cross of Florida suffered a great loss September 1, as the result of the sudden death of one of its Board Members, Dr. John M. MacLachlan. He had served on the Board for nine years.

Dr. MacLachlan had been head of the Department of Sociology at the University of Florida since 1941. He was instrumental in getting the University's Medical Center in the Gainesville area.

Memorial services were held in Gainesville September 4, at the Holy Trinity Episcopal Church.

Dr. MacLachlan is survived by his wife, Emily; three children, John Bruce, in the U.S. Navy, Morgan and Allen; and his mother, Mrs. Lucy Harrison, all of Gainesville.

Present at the Hospital Relations meeting, held August 14, in the Board Room, were (left to right) J.W. Herbert, Assistant Director; H.A. Schroder, Executive Director; S.I. Hamilton, St. Petersburg; Mel Snead, Jacksonville, Hospital Relations Manager; Harvey Williams, Miami; and Howard Land, Jacksonville.

Hospital Relations Men Review Agenda For Hospital Meetings

A revision of the Member Hospitals Manual was made at the recent August 14th meeting of our Hospital Relation Men.

In revising the Manual, Mel Snead, Hospital Relations Manager for Blue Cross, explained that admissions and billing procedures for claims were gone over and adjustments were made.

Hospital Relations Representatives from Field Offices gathered in the Board Room along with Mr. Schroder and Mr. Herbert. The Representatives are S.I. Hamilton, St. Petersburg, Central Florida; Howard Land, Jacksonville, North Florida; and Harvey Williams, Miami, Southern Florida.

Mr. Schroder went over events leading up to, during and following the recent rate increase. He also discussed changes in the contract with our members. Due to changes in the hospital contract, it will be necessary for representatives to contact each hospital in the state for their signature.

Dr. Herbert gave a report of the changes in the Subscribers Contract, which are effective as of October 1, of this year.

Final plans were discussed for the annual luncheon-meetings for hospital personnel throughout the state. These luncheon-meetings began the first of this month and will continue until October 1. At these annual meetings, changes in the manual and contracts are explained to the personnel from hospital business offices.

Mr. Snead has listed the various cities and the dates where the meetings will be held. They are Jacksonville, September 2 and 3; Orlando, September 9 and 10; Sarasota, September 15; St. Petersburg, September 16; Tampa, September 17; Pensacola, September 22; Panama City, September 23; Tallahassee, September 24; West Palm Beach, September 26; and Miami, September 30 and October 1.
A perfect picture! This is Martha's family, first grandbaby included too. On the floor is her younger daughter Bobbie Jean. Seated on the sofa, left to right are: Clint, her son-in-law; Billie, her daughter; Martha; and her husband, Bill. The pride of the family is grandson, Clint II.

Several years ago, Martha and her husband, Bill, were Foster Parents to homeless children. They had some children in their home as young as just a few hours old. There were never any over three years old. Martha also related that at one time there were 14 youngsters in their house, in addition to their own two daughters.

Even now, Martha is still helping children. Around Christmas time, each year, she collects dolls from whomever will give her some, and she dresses them for children, who might not otherwise have anything for Christmas. Until a few years ago, Bill used to make furniture and toys for the children.

Martha, who has been with 3C-DS for six years, has two daughters. The oldest is Billie, who has a baby boy Clint, seven months old. Sixteen year old Bobbie Jean is a junior at Paxon High School. Martha says that Bobbie Jean is quite a fisher "woman" having caught a 115 pound, 2 ounce Tarpon down by Key West three years ago.

Unlike Martha's job, which is supervisor of the Cardatype Section, Bill's job keeps him outside. He has been with the fire department for 17 years and 12 of those years have been spent on the Fire Boat, as a mate. Not only does Bill's crew fight waterfront fires, but also does rescue work from the river.

Martha's family attends the Riverside Baptist Church. Martha says that she wishes she could be more active in P-TA work, but the meetings are held during the day. When Billie was in high school, she and Bill were able to chaperone several of the social activities at the school.

Martha is quite a helper around here too! When election time rolls around, you'll see her tacking up posters everywhere. You may even get a sample of cookies, because she often bakes cookies for the candidates to hand out.

Is the merry-go-round familiar to any of you? Martha does a little "patching up" on it. It was used in one of the Employees' Club election campaigns.
A quick recovery is hoped for Geneva Rogers, who recently underwent surgery. Gene Phelps, Alan's son, enjoyed his first leave from the Air Corp. He had 15 wonderful days!.............Carolyn Exum and her fiance, Johnny Taylor, are planning for the big day soon.

TRANSFER DEPARTMENT
Numerous baby gifts were recently received by expectant mother Betty Jackson. A person really missed is Betty Pangle. A speedy recovery for her is wished by all. Betty is in Baptist Hospital.

A perfect celebration of their first Wedding Anniversary was at Daytona Beach for Jim Geer and his wife, Esther. The new baby, Petina Marie, was born at the Tallahassee Memorial Hospital, and weighed 9 pounds, 8 ½ ounces.

IBM DEPARTMENT
Another new car owner is Pat Locke, who has a black Ford Galaxie. Michael Sons, Alan's son was given a new golf set by Mr. and Mrs. Pat Imperato of St. Petersburg.

HOSPITAL CLAIMS
A beauty welcome in extended to Barbara Davis, re-hire. Barbara and her husband, Reginald, are the proud parents of a baby daughter, Geneva. A new employee who has welcomed is Helen Bowden, sister in law of Edith Bowden. Jamie Mullins recently flew to McNID Air Force Base to spend the weekend with husband, Sonny, who is in training there with the Air Force Reserve.

HOSPITAL NEWS
Art Lentz, Tallahassee Branch Manager, has an other girl! That will make four girls for Art and his wife, Esther. The new baby, Petina Marie, was born at the Tallahassee Memorial Hospital, and weighed 9 pounds, 8 ½ ounces.

A January wedding is being planned by our St. Petersburg Physician Relations Representative, Whalen M. Strohbar, and his fiancee, Miss Louise Frances Imperato, Miss Imperato is the daughter of Mr. and Mrs. Pat Imperato of St. Petersburg.

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 tốtH FOR THE.... BULLETIN BOARD

(Continued from Page 8)

BILLING DEPARTMENT

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Kitchen Capers

In addition to having an original recipe for a Czechoslovakian cookie, BC-BS has a real Czechoslovakian "cookie" named Olga Gerrish from our Records Department.

The recipe for the "chick full of raisins and nuts" cookie is an original of Olga's. She said her mother combined about three different recipes and came up with this spicy cookie.

Olga has an interesting background. Before coming to America in 1950, she and her mother and father were in a Displaced Persons Camp in Germany. After finally getting an American Sponsor, the three of them came to Jacksonville, and have been here ever since.

OLGA GERRISH
Olga has been married four years to her husband, Arthur. They have a dog, named "Rusty". Olga says that Rusty is a combination of Cocker Spaniel and Collie. On the weekends, Olga and Arthur spend as much of their time as possible outside, either fishing or picnicking.

FROM THE OFFICE TO THE HOME

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VACATION

Johnny Johnson, Medicare, and his family spent an enjoyable week in Asheville, North Carolina.

A typical Florida scene! In June, Betty White, in Mr. Schroeder's Office, and her husband, Herbert, went to Miami Beach for a week. Betty says they didn't do anything special...just soaked up the sun!

Ever caught 150 fish? Well, Jerry Whaley, Subscribers Service, and her husband, Joe, did on their recent vacation to Santa Fe Lake. They also did some swimming and skiing.

Elva Touchton, Transfers, went to Georgia, and while there helped celebrate her Mother and Father's 50th Wedding Anniversary.

A week of getting her boys ready for school was what took up most of Gen Huntz's vacation time! Gen is secretary to Johnny Johnson.

From this point, located in New Hampshire, five states and Canada can be seen. Standing by the rail are John Williamson, Print Shop, on the right, and his uncle, Alfred E. Williamson, who is from North Windham, Maine.

Green Bieder, Hospital Claims was just taught how to have a good time at sea: "Travel to a place where you can see a new world and stay in a new hotel..."

Before their son Bryant went back to M.I.T., Boston, Ruth Causey from Surgical Claims and her husband, Bob, went to Horse Landing, near Palatka, for a short vacation.

Alma Sams, IIIB, vacationed at International Falls, Minnesota, for two weeks.
Another Georgia vacation was Betty Brassil's. For two weeks, Betty visited her cousin, Mrs. Bill Brassil, in Eatonton. Mrs. Brassil offered to take Betty fishing on Jekyll Island for a picnic.

Connie Goodwin, Couriers, and her husband, Bill, went to Birmingham, Alabama, where they visited Armand's, her husband's family. Her parents were here from St. Petersburg for the second week of October.

When Jim Pate, Medicare, was asked where he was going on his vacation, this is the reply received about his home state of North Carolina:

"Back to the land of the long leaf pine, where the liquor they drink is all moonshine. Where the women are wicked and the trains run late, I'm going home to the Old North State."

Some might call Margaret McPherson's trip to New York City a vacation, but Margaret McPherson's trip to New York City was not exactly a vacation. She was an artist, and her purpose was to sell her paintings. She also saw two plays, "Raisin" and "TopFlight." She also visited the U.S. Building and the Russian Exhibit.

Getting a peek at the latest Fall Fashions are (left to right) Althea Starling, Accounting Department; June Jones, Hospital Claims; and Andrea Rogers, Subscribers Service.

David Austin, IBM, and his wife, Marilyn, rented a cabin on Crystal Lake at Keystone Heights for a week of fishing and swimming. Their second week was spent at Lyons, Georgia visiting Marilyn's aunt.

break time:

fashion show

Fall is everywhere and we couldn't be happier. It's in the coming of cooler days ... in the changing color of the leaves... in the stores (and store windows) where new clothes are all over the place. Fashions for Fall '59 are easy to wear and flattering ... elegant and dramatic ... reminiscent of the glamorous clothes of the '30's worn by such movie stars as Carole Lombard and Joan Crawford.

One of the most talked about fashion points for Fall is the wide use of fur trims, appearing on coats and suit jackets (inside and out), and dresses. (Hats and handbags are dripping with fur, too). And fur is not merely limited to mink. Lynx, raccoon, opossum, loo, leopard, titch, badger and silver or golden fox are some of the furs that make the new fashions look elegant and luxurious.

Fashion is out to please and it does beautifully and regally this Autumn. If you sew, you will have a field day with the new silhouettes, fabrics and the colors which enhance them. Be ready for Fall and start now to sew the clothes that will make your wardrobe the most fashionable it has ever been.
The Art of Getting Along

Sooner or later, a man, if he is wise, discovers that life is a mixture of good days and bad, victory and defeat, give and take. He learns that it doesn't pay to be a sensitive soul; that he should let some things go over his head like water off a duck's back. He learns that he who loses his temper usually loses out. He learns that all men have burnt toast for breakfast now and then, and that he shouldn't take the other fellow's grouch too seriously. He learns that carrying a chip on his shoulder is the easiest way to get into a fight. He learns that the quickest way to become unpopular is to carry tales and gossip about others. He learns that back-passing always turns out to be a boomerang, and that is never pays. He comes to realise that the business could run along perfectly well without him. He learns that it doesn't matter so much who gets the credit as long as the business shows a profit. He learns that it doesn't do any harm to smile and say "Good Morning" even if it is raining. He learns that most of the other fellows are as ambitious as he is, that they have brains that are as good or better, and that hard work and not cleverness is the secret of success. He learns to sympathise with the youngster coming into the business, because he remembers how bewildered he was when he first started out. He learns not to worry when he loses an order, because experience has shown that if he always gives his best, his average will break pretty well. He learns that no man ever got to first base alone, and that it is only through cooperative effort that we move on to better things. He learns that folks are not harder to get along with in one place than another, and that the "getting along" depends about ninety-eight per cent on his own behavior.

-Wilford Peterson

Sharing our own works - works of others

Some unusual things come to Blue Cross-Blue Shield through the U.S.Mail, as Lee Griffis will vouch. Lee said that a couple of months ago, "The Art of Getting Along" was enclosed with a payment from a subscriber. She liked it so well, she decided to share it with the rest of us.

George Patrinely places fifth in swim marathon

"This year's contest was the roughest I have ever been in. It was almost enough to make me stop swimming for good." This was George Patrinely's comment after being named fifth place winner in the annual Beach Marathon held at Jacksonville Beach.

Each year the Red Cross volunteer lifeguards have a three and one-half mile swimming event that helps keep the life guards in shape and ready for any emergency. This year's event was held Saturday, August 22.

Even though the lifeguards do not receive any pay, this will be the eighth summer George has been rescuing distressed swimmers. He also instructs classes. After this summer, George, as he says, "will retire" from lifesaving.

All total there were 41 volunteers competing. Two had to drop out because of cramps. George was timed at two hours and 33 minutes, whereas, the first place winner had a time of two hours and seven minutes.

George explained that volunteer lifeguards have two identifying symbols, their regulation uniform and a buoy. Even on swimming dates, the volunteer must wear his uniform so that he may easily be spotted in an emergency. As for the buoy, it is used when rescuing victims. They can hold on to it. In many cases, it is a "life-saver" to the lifeguard, because if he becomes tired or develops a cramp, it's there for him to rest on.

Next January, George will be marking his second year with BC-BS. George is in the IBM Department. He is president of our Employees' Club.
The Welcome Mat is Out For New August Employees

Melanie Williams
Subscribers Service

Beatrice Tillman
Surgical Claims (Rehire)

Helen Bowden
Hospital Claims

Melda Snead
Subscribers Service

Paul Graefe
St. Petersburg

Patricia Bronson
Gainesville

Louise Jolly
Subscribers Service

Addie Dryden
Hospital Claims

Ruby Collums
Records (Rehire)

Jean Strickland
Public Relations

Dean Cagle
Surgical Claims
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<td>Beverly Allen</td>
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<td>Larry Bartlett</td>
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<td>Althea Parker</td>
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**FOR OCTOBER**

**BIRTHDAYS**

- Lorraine Tovey, IBM
- Helen Wells, Physicians Relations
- Loretta Parshall, Claims
- Alma Sims, IBM
- Ronald Dorr, Miami
- Marie O'Donoghue, Telephone Information
- Eleanor Fitzgerald, Subscribers Service
- Jean Gibson, Records
- Larry Ludden, Claims
- Betty Roberts, Subscribers Service
- Claudia Mosley, Records
- Dorothy Riddle, Transcribing
- Margaret McPhaul, Claims
- Lou Riley, Claims
- Helen Bowden, Claims
- Melissa Sneed, Subscribers Service
- Montine Green, Records
- Helen Pollock, IBM
- Jo Ann Verlonie, Cashiers
- Yvonne Cusic, Non-Group
- Sue Coverdale, Claims
- Malay Fleming, Subscribers Service
- Don Ragsdale, Miami
- Faye Duda, Subscribers Service
- Constance Stone, Cashiers
- George Howell, Services
- Audrey Pendley, Claims
- Pearl Rogers, Representatives
- Yvonne Batten, Claims
- Betty Patterson, Claims
- Andrew Peterson, Subscribers Service
- Veronica Wright, Accounting
- Robert August, Services
- Louise Spence, Claims
- Estelle Kowalski, Claims
- Judy Doll, Subscribers Service
- Ernest Gibson, Public Relations
- Mary Frances Houpe, Cashiers
- Carol Hicks, Ft. Lauderdale
- Joyce Todd, Services
- Bill Taylor, Ft. Lauderdale
- G. B. Meyer, Accounting
- Ruby Callahan, Records

**ANNIVERSARIES**

- Mary Lee Baller, Claims
- Marion Fisher, Enrollment
- Mattie Godwin, Records
- Ann Corlew, Records
- Joe Stansell, Physicians Relations
- Chuck Smith, Data Coordinator Processor
- Beverly Allen, Subscribers Service

**I don’t believe saying grace will be necessary,**” said father as he eyed the meal made up of left-overs. “Everything here has been blessed before”. **• • •**

A man having trouble with his memory, went to a psychiatrist for help. He explained to the doctor,”It seems I have trouble remembering things, even though they just happen a few minutes before.” The doctor asked: “How long has this been going on?” The man replied hesitantly: “How long has what been going on?” **• • •**

The absent-minded professor and his absent-minded wife were spending a quiet evening at home when someone banged on the door. She yelled, “O God, my Husband!” and he jumped through the window. **• • •**

We are urged to buy something which stops odor around the clock. I have sniffed and sniffed on all four sides of our clock, but can’t smell anything. **• • •**

A midwestern university held entrance exams for a group of ex-G’s. One of the questions was, “Name two ancient sports.” In ex-serviceman racked his brain, finally came up with an answer that passed him. He wrote, “Tocchon and Cleopatra.” **• • •**