NEWS OF THE BLUES

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

Reporters
Mickey Dennison, Surg. Claims
Martha Harvey, Subs. Ser.
Marion Fisher, Enrollment
Ina DeVane, Records
Eleanor Adcock, Transfer
Essie Turner, Telephone
Julia White, Services
Louise Perkins, IBM
Mickey Williams, Cashiers
Mary Bell, Billing
Kay Goodell, Medicare
Yvonne Gaskins, Non-Group
Robert August, Printing

Claudia Hanson - Editor
Dave Mancini - Consulting Editor
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, 14, and 21.

VACATION

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.

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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 Ludlum 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.
INSIDE VIEWS OF
THE STEPS NECESSARY
TO INFORM 882,000
MEMBERS OF NEW
RATES AND BENEFITS

1 Jean Strickland, Public Re-
lations 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 ex-
plain the amount and the need
for higher fees to all sub-
scribers. 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 Rickenson over-
sees the mechanical stuffing
and sealing of the direct pay-
ment notices.

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

6 Here we see Barbara Kisard (left) and
Juanita Dougherty on the job answer-
ing questions from groups and get-
ing 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.

Through a loan from the Credit Union, Lydia Gregory Records Department, was able to purchase the accordion her son Alex is playing. In the background is the TV set Lydia bought also with her loan.

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

Mrs. Mattie Godwin, Manager of the Records Department, is your contact when you get that "loansome" feeling. Management has set aside the hour of 12:30 to 1:30 each day for you to see Mrs. Godwin.

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 grandsons 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..........Sometime next month Gloria Thomas and her fiancé Morgan Cummins 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 home 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.

This smiling face is Mickey Dennison, the new News of the Blues reporter from our Surgical Claims Department. Mickey has been at BC-BS two years as of the first of next month.

SURGICAL CLAIMS

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. Stallworth, Enrollment Director, and working cooperatively under his direction in the Field organization with three Regional Managers.....Joe McGurrin, Jim Hughes and Jack Bond. Their "teams" are made up of Branch Managers, representatives, and branch office secretaries. From the Field, flows in 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.

(Continued on next Page)

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

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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, contract, 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; coordinating 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 informing of the rate increase. Each group must be notified of any change in benefits or rates on different dates 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.

(Continued from previous page)

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.B. 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.H. 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. Mr. Herber 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.

Dr. 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.

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.

(Continued from previous page)
The key to the personality of Our Personality of the Month, Martha Harvey, seems to be that she’s always helping someone, in most cases it is underprivileged children.

On a Sunday morning Martha peeks in her oven to see how the breakfast is doing. Must not be anything burning, as she still has that typical Martha smile on her face.

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-05 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 fisherwoman 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.
FOR THE... BULLETIN BOARD

(Continued from Page 8)

BILLING DEPARTMENT

A quick recovery is hoped for Geneva Rogers, who recently underwent surgery..........Gene Phelps, Alene's son, enjoyed his first leave from the Air Corp. He had 15 wonderful days!.............Carolyn Exum and her fiancé, 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 Gee and his wife, Beverly.

HOSPITAL CLAIMS

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

These are two regular TV stars around BC-DS these days! Haven't you noticed Yvonne Batten and Bob Townsend on the Saturday afternoon Channel 12 "Dance Party?"..............Those stars in Earline Isley's eyes are a result of the recent return of her husband, Jimmy, from a fied Cruise with the USS Roosevelt. He was gone for seven months.............Pat Replogle recently entertained as her house guest Richard Lowrey, who is a First Classman at Annapolis. Pat was Richard's guest during "June Week", and she attended the famed "Ring Dance"...........Dot Page, Lou Riley, Verne Beesh and their husbands got together one weekend and headed for Tyson's Fishing Camp on Lake Lochloosa. Their catch numbered about 60 beautiful fish.

FIELD NEWS

Art Lents, Tallahassee Branch Manager, has another girl! That will make four girls for Art and his wife, Esther. The new baby, Petti Marie, was born at the Tallahassee Memorial Hospital, and weighed 9 pounds 8 1/2 ounces

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

IBM DEPARTMENT

Another new car owner is Pat Locke, who has a black Ford Galaxie.....Michael Sams, Alene's son was taken to Gulf Ellen Wolfford, in Gainesville, Georgia.

FROM THE OFFICE TO THE HOME

Kitchen Capers

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

The recipe for the "choc 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 Jackson-ville, and have been here ever since.

We would like to put ahead a note of appreciation and thanks. Then add the egg, mix well. Add the vanilla and chopped nuts. Mix well. Add the flour mixture and chopped nuts. Mix well. Bake until done. Makes about six servings.

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 Cochen Spaniel and Collie. On the weekends, Olga and Arthur spend as much of their time as possible outside, either fishing or picnicking.
Johnny Johnson, medicare, and his family spent an enjoyable week in Asheville, North Carolina.

Bette White, subscriber service, and her husband, Herbert, went to Miami Beach for a week. Bette says they didn't do anything special....just soaked up the sun.

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

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

Alma San, IBM, vacationed at International Falls, Minnesota, for two weeks.

(Continued on next page)
Another Georgia vacation was Betty
David Austin, who works at the 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 Marilynn'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 Marlene Dietrich, 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 furs are not merely limited to mink. Lynx, raccoon, opossum, bobcat, fox, 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.

Dresses are a joy to behold - nothing froufrou or outlandish this Autumn. The waistline is still where it should be, marked with belts (2 or 3 inches wide), sashes or cummerbunds. The slim sheath tops the dress fashion parade, featuring deep dolman, balloon or puff sleeves, big cape collars or draped scarf necklines which add width at the top and slimmness below. The jackets dress (sheath-plus-jacket) turns up in fashion's favor again this Fall. This costume carries you easily through a busy working day right into a night on the town.
"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 grouches 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 it never pays... He comes to realize 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 sympathize 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 Griffin 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
"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."

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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, "Oh, Gosh, 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.

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A midwestern university held entrance exams for a group of ex-GI's. One of the questions was, "Name two ancient sports." In ex-sargent rocked his brain, finally came up with an answer that passed him. He wrote, "Tyrkony and Cleopatra."