NEWS OF THE BLUES

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.

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BLUE CROSS OF FLORIDA, INC.
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533 Riverside Avenue
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Phone: Elgin 5-4411

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 Donnon - Editor
Dave Mancini - Consulting Editor
John L. Bentley - Printing

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 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 Collins, who will be 6 years old December 26th is the daughter of Ruby Collins, 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 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 Carter Robertson 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 Martha Harvey. Seated at the machine is Faye Davis.

6 Here we see Barbara Kisard (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.

Through a loan from the Credit Union, Lydia Gregory, Records Department, was able to purchase the accordian her son Alex, is holding. 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.

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!
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 Gonthier will be married. Morgan was just recently discharged from service.

RECORDS DEPARTMENT

Noticed Jean Gibson's new white Impala Chevrolet?........Beula 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.

SURGICAL CLAIMS

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.

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)
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 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.

(Continued from previous page)

Dr. Maclachlan's
Passing Felt
Deeply by Blue Cross

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 Allan; and his mother, Mrs. Lucy Harrison, all of Gainesville.

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.T. Hamilton, St. Petersburg; S.N. Snead, Jacksonville, Hospital Relations manager; Harvey Williams, Miami; and Howard Land, Jacksonville.

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 29; and Miami, September 30 and October 1.
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 notice 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 whoever 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-4S 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.

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FOR THE... BULLETIN BOARD

(Continued from Page 8)

BILLING DEPARTMENT

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 fiancee, 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 Pugle. 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 Gess and his wife, Beverly.

HOSPITAL CLAIMS

A beauty welcome is extended to Barbara Davis, recently returned 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-BS these days! Haven't you noticed Yvonne Batten and Bob Townsend on the Saturday afternoon Channel 12 "Dance Party"? .......... Those stars in Earline Hele's eyes are a result of the recent return of her husband, Jimmy, from a fived Cruise with the USS Roosevelt. He was gone for seven months! .......... Pat Replise recently entertained as her house guest Richard Lowery, who is a First Classman at Annapolis. Pat was Richard's guest during "June Week", and she attended the famed "Ring Dance". .......... Pat Page, Law Riley, Verna Beath 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 Lentz, Tallahassee Branch Manager, has another 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, 8½ ounces. .......... A January wedding is being planned by our St. Petersburg Physician Relations Representative, Whalen M. Shrobar, and his fiancee, Miss Louise Frances Imperato. Miss Imperato is the daughter of Mr. and Mrs. Pat Imperato of St. Petersburg.

IBM DEPARTMENT

Another new car owner is Pat Locke, who has a black Ford Galaxie. .......... Michael Stout, Alan's son, was named to Gwen Ellen Wofford, in Gainesville, Georgia.

FROM THE OFFICE TO THE HOME

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 "chock full of raisins and nuts" cookie is in 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.

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 Cocher Spaniel and Collie. On the weekends, Olga and Arthur spend as much of their time as possible outside, either fishing or picnicking.

For the Mix...

1 cup flour (four levels)
1 tablespoon baking powder
1 cup brown sugar
1 cup chopped nuts
1 cup of chocolate chips
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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 Mrs. Schadler'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.

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.

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

Elita 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 Hentz's vacation time! Gen is secretary to Johnny Johnson.

(Continued on next page)
Another Georgi vacation was Betty
D. Wilson's. For two weeks, Betty
visited her relatives in Damascus, in addi
tion to going to Jekyll Island for
picnics.

Connie Goodwin, Conners, and her
family went to Birmingham, Alabama,
where they visited Armond's, her hus
band's, family. Her parents were here
from St. Petersburg for the second
week.

When Jim Pete, 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 Marguerite McNally's
trip to New York City and the Ham
ton Bays area was one of the great
points for Fall is the wide use of
furs (inside and out), and dresses.
(Plats and hand bags are dripping with
fur, too). And furs are not merely
limited to mink. Lynx, raccoon,
leopard, £itch, badger and silver
or golden fox are some of the furs that
make the new fashions look elegant
and luxurious.

One of the most talked about fashion
points for Fall is the wide use of fur,
appearing on coats and suit
jackets (inside and out), and dresses.
(Plats and hand bags are dripping with
fur, too). And furs are not merely
limited to mink. Lynx, raccoon,
leopard, £itch, 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
beautify. If you sew, you will have a field day
with the new silhouettes, fabrics and
colors which enhance them. Be
ready for Fall and start now to sew
the clothes that will make your ward
robe 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 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 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.

Lee Griffis

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.

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

Jean Strickland
Public Relations

Addie Dryden
Hospital Claims

Louise Jolly
Subscribers Service

Ruby Collums
Records
(Rehire)

Dean Cagle
Surgical Claims
"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, "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.

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