NEWS OF THE BLUES

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

Reporters:
Mary Bell, Billing
Connie Coniaris, Records
Mickey Davison, Surg. Claims
Marion Fisher, Enrollment
Yvonne Gaskins, Non-Group
Kay Goodell, Medicare
Martha Harvey, Subs. Service
Louise Perkinson, IBM
Melda Sneed, Transfers
Ennise Turner, Telephone
Julia White, Services
Mickey Williams, Cashiers
Claudia Danson - Editor
Dave Mancini - Consulting Editor
John L. Bentley - Printing

COVER: For about two weeks last month, it was nothing to glance out your office window and see a painter peering in at you. Yvonne Gaskins, Non-Group Department, and Don Pickern, George A. Bahmack painter, demonstrate that scene. For a story, turn to Page 7.

A LOOK AT EASTER TRADITIONS

Chocolate bunnies, brightly colored eggs, spring bonnets and new outfits, Easter baskets filled with tempting confections. How did these frivolous symbols become so closely associated with the religious celebration of Easter?

The Word Easter

The word Easter itself, goes back to pre-Christian days when all of the people rejoiced at the ending of Winter, so they held a great big festival for the arrival of Spring. Now, the

An Easter Bonnet with all the frills upon it! That’s exactly what every girl likes for that special hat at this time of the year. Our model is Elizabeth Las, Hospital Claims, who is shopping for her Easter hat at the Riverside Town Shop.

Spring goddess had a name which was Eostre; and that has been passed down through the centuries to us and is known as the word Easter.

The Custom of the Egg

The egg represents the creation and life’s unending renewal. The Egypt- (Continued on Next Page)
tians used the egg to symbolize the universe and soon the egg, either decorated or plain, came to be given as tokens of good wishes for long life and good fortune.

Easter Bunnies

The Easter bunny did not have any connection with Easter until a Christian noblewoman was forced to flee, with her small children, during a feudal war. They sought refuge in the mountains somewhere in Northern Europe, and the mountain people were so friendly, the grateful duchess, seeing how poorly they ate and dressed, was determined to do something for them.

Eggs were at this time, unknown to the mountain people, so when war permitted, she sent her servant to get a few hens and a setting of eggs. When Easter approached, she boiled some of the precious eggs with roots and moss, and thus, the eggs were colored. She then called all of the children together and told them to go and build a little nest somewhere in the woods, but to put a marker where they built the nest so they would be able to find the location. When they returned to their nests the following morning, each found a single colored egg. They were quite astonished and also quite perplexed as to how the eggs got there. Pondering over their thoughts, they came to the conclusion that it must have been the rabbit one of them saw spring from behind a bush the day before. And so it is, that the Easter bunny brings the eggs.

Emperor Constantine started the custom of new clothes when he ordered that every member of his court appear in new attire in special honor of the newly arisen Lord. Since then, it is only natural that when Easter comes, we usually get a new outfit.
BLUE SHIELD HAS
15th ANNUAL MEETING

Active members of Blue Shield, attending the Blue Shield Annual Meeting April 8, at the Robert Meyer Hotel, witnessed the re-election of the officers who held the leading posts through the past year of BS. Russell B. Carson, M.D., Ft. Lauderdale, (shown above making his report) was launched into his sixth year as head of the Blue Shield Board by his re-election.

Other re-elected officers are Vice-President George S. Palmer, M.D., Tallahassee; Vice President Jere W. Annis, M.D., Lakeland; Secretary John T. Stage, M.D., Jacksonville, and Treasurer Floyd K. Hunt, M.D., Jacksonville.

Executive Director H.A. Schroder, in his report, stated that BS paid $8,190,838.00 for the care of BS members in 1959. He also stated that there were 810,114 Floridians protected by our Plan, making Florida Blue Shield the nation's 13th largest Blue Shield Program.

SUMMERTIME
and the living is EASY?

With the coming of spring, young men's thoughts turn to thoughts of love, but to Florida homeowners, spring means it's time to get out in the yard and start working on the grass that has become dry and yellow over the winter months.

With the help of James Watson, Duval County Agricultural Agent, we hope to give you some helpful tips that will revive that dead-looking lawn and do away with the menace of chinch bugs and weeds.

Mr. Watson says, "Having a good lawn is the desire of most homeowners. Basically, this requires the presence of some things and the absence of others. Among the items that must be present to have a good lawn are adequate fertilizer, enough water, a soil that is not packed, and proper and frequent mowing. The items that should be absent include insect pests, fungus diseases, nematodes, and weeds. These two groups of factors interact to govern how your lawn appears."

Mr. Watson whole-heartedly advises the use of the 6-6-6 fertilizers on all lawn grasses. "Either use the 25% (Continued on Next Page)
It is advisable to avoid heavy fertilizing during the summer because it makes the grass more desirable to insects and disease. Organic nitrogen fertilizers may be used for some applications however, these materials work best during the warmer parts of the year. Chemical nitrogen materials give excellent results but cause soft, easily damaged growth that is very attractive to insects and disease.

Grass:
1. Centipede
2. Carpet
3. Bahia
4. St. Augustine
5. Bitter Blue
6. Zoysia
7. Bermuda

Timing:
1. Early Spring
2. Early Spring
3. March, September
4. March, May, September
5. March, May, September
6. March, June, September
7. Every two months

Apply Organic Materials Amount - Follow Directions or Bag:
1. July
2. July
3. July
4. June or July
5. June or July
6. July
7. Alternate month

Note: On all grasses use 20 lbs. of 6-6-6 per 1,000 square feet.

BUILDING GETS NEW SPRING "DRESS"

Last month the Florida BC-BS building got a new "dress" for Spring.

C. O. Langston, head of the Services Department, said it took the painters from George A. Babcock, Inc., which is a BC-BS group, about seven days to complete the outside painting.

R.L. Hutchings, foreman, told of the procedures the crew went through to make the new cream finish as attractive as the original white one. They included: (1) the old surface was wire brushed; (2) cracks were filled with a latex cement; (3) a prime sealer applied; (4) all window and door facings were re-corked; and (5) the final vinyl coat was applied to the masonry structure. All trim and doors were re-painted the original cherry color.

Mr. Hutchings estimated between 90 and 100 gallons of paint were used. This was the first time the outside had been painted in almost four years, Mr. Langston added, "This new paint job should keep our appearance in tact for at least another three or four years."

Dr. Dunsford Is New Med Consultant

Dr. Essor Dunsford, a Jacksonville General Surgeon, was recently named the new Medical Consultant for BC-BS. He is replacing Dr. Samuel Day, who has taken on new duties as Educational Director of Interns and Residents at St. Vincent's Hospital.

As the new Medical Consultant, Dr. Dunsford will be assisting the Claims Committee with special case problems, and will be in the home office two afternoons a week, assisting the Claims Department. He had previously served on the Claims Committee, which gave him a two year background of working with special cases.

The surgeon is a native of Jacksonville. He attended the city public schools, and was graduated from Lee High School. He received his pre-medical training at Sewannee University of the South, and went on to medical school at Vanderbilt University, Nashville, Tennessee.

Doctor Dunsford is married to the former Margaret Foote. They have two children, Jimmy, 4, and Ann, 3, plus an "arrival" which is due in August. Doctor Dunsford says there's a big chance it may be twins!
Summertime...
(Continued from Page 6)

penetrate into the soil. Aeration or loosening the soil with a spike aerator will eliminate this condition. Most lawns will be helped by annual aeration.

Watering

Water is required by the lawn and should be applied every 5 or 10 days during the summer. It will be required more frequently in the summer than during the winter. "Don't be misled by summer rains. Many times they only wet the surface which soon dries out again," warned Mr. Watson.

Watch for wilted leaves (rolled or curled from the sides) which indicate the need for water. Apply at least one inch of water at each application. This can be checked by placing a coffee can under the sprinkler system, when one inch collects in the can you have applied enough. Light, everyday sprinkling tends to form a shallow, weak rooted grass, whereas proper watering will stimulate the grass to form a deep, healthy root system.

During the summer, or whenever fungus is prevalent, avoid watering during the late afternoon. Water early in the day so the grass is dry by sundown, thus discouraging fungus diseases.

Heavy Shade

Bitter Blue and Zoysia are the most satisfactory grasses for heavy shade, such as under oak trees. Under these conditions, raise the mower 1/4" higher than recommended. Fertilize, aerate, and water more often to offset the competition from the roots. Selective pruning of the trees to allow more light to enter the area will give excellent results.

Spray Equipment

A lawn hose spray gun is a necessity in having a good lawn. The 20 gallon models (quart jar size) are the most satisfactory. In mixing sprays follow the manufacturer's directions or multiply the amount required for 1 gallon times the number of gallons of spray your sprayer makes. Place this amount in the jar and fill with water. Hook up and start spraying.

Chinch Bugs

Chinch bugs damage shows up initially as a yellow spot in the lawn that increases in size. As it grows, the center turns a straw brown and dies. If nothing is done to control the in-
SPOTLIGHTING OUR WONDERFUL EMPLOYEE BENEFITS

One of the other dozens of fringe benefits that Florida Blue Cross-Blue Shield employees receive is the facility of free and convenient parking while at work. Can you imagine the confusion each morning with some 300 or more people trying to find a parking space on the street, if we didn't have these off-the-street parking spaces?

Another fringe benefit we have at BC-BS is the group life insurance policy. Barbara Louder, (left) Assistant to the Personnel Manager, discusses the group program with employee Gerry Whaley, Subscribers Service. Employees with salaries less than $3,000 a year have a $2,000 policy. The company pays for $1,000. When our annual salary goes over the $3,000 mark, we automatically get a $3,500 policy. The company pays for $2,500. Our premium payments are made each month through small payroll deductions.
FOR THE.....

BULLETIN BOARD

Telephone Poole

Marilyn Davis took a week of her vacation last month. She just relaxed at home and did some shopping for Spring fashions!

Elva Batten's daughter, Jane, who is a ninth grader at Paxon Jr. High School. Just recently, Jane was featured in their school publication as "The Personality of the Month" article.

Hospital Claims

A get-together "fun party" was held last month by Elva Batten and Grace Baty in Grace's home. From all reports, "a wonderful time was had by all."....

Records Department

Alice Mansfield's daughter, Barbara, will be home for the Easter Holiday. She is a student at Florida State University. Barbara Daniels is on vacation this week in St. Louis. While there, she will attend the Psi Omega Fraternity Dinner and Dance.

(Continued on Page 22)
The personality of Beverly Allen can be summed up in one short sentence! The more people that are around, the happier she is.

Since the sudden death of her husband, Winnie, last July, Beverly has been especially grateful that her in-laws are living with her and her five year old daughter, Bonnie. She says it would be a pretty depressing place if it weren’t for her mother and father-in-law, Pearl and Henry Allen, and her sister-in-law, Juanita Allen.

As it is, she and Bonnie have a happy home-life. Mrs. Allen takes care of Bonnie, and has ever since Beverly came to work here almost 5 years ago.

Our Personality hails from a small town in Minnesota, Mankato. Before moving to Jacksonville six years ago, she lived in San Francisco for two and a half years, where during that time she met her husband.

Like most working mothers, Beverly spends about every free moment with her child. "We are always on the go!" says Beverly. With warmer weather here, many weekend hours will be spent at the beach, a pastime that both of them enjoy very much. Movies and visiting relatives are also tops with the twosome. Beverly has a sister in Waycross, Georgia, that they visit at least once a month.

After little Bonnie has been tucked away for the night, Beverly and her in-laws enjoy a quiet evening of TV watching.
GUESS WHO?

Aren't these cute babies? You should know who they are, because they are the people you work with everyday!

See how you do at matching up the right baby with the correct face on the opposite page. After you've done the best you can, check your answers with the correct identification given on the next page.

(Editor's Note: Due to the wonderful cooperation of everyone, we have quite a collection of baby pictures on hand. We'll be using all the pictures as quickly as possible within the next few months.)

ANSWERS:

a. Jim Moore
Orlando Office

b. Dot Rivers
Transcribing

c. Imogene Cunningham
Records

d. Margaret Lee
Records

e. Jim Geer
Subscribers Service

f. Terry Crawford
Services

16 17
seven new employees in march

Carolyn Smith
Surgical Claims

Margaret Slay
Transfers

Rita Gillespie
Claims Consultant

Mary Lou Seage
Billing

Helen Poole
Transfers

Nancy Brown
Surgical Claims

Betty Otley
Billing

Rechtie

Summertime...
(continued from Page 8)

sects, the spot increases in size until the entire lawn is affected.

This damage is caused by a small insect, about 1/5 of an inch that is greyish black with a semi-hourglass shaped white patch on its back. The newly hatched young are only 1/20th of an inch long, reddish in color and have a white band across the back.

Their mouths are similar to hypodermic needles and are used to suck the sap from the grass stems. When these insects occur in large numbers, their combined feeding removes so much sap from the grass that it dies or in very seriously damaged. Most of the feeding is done at or close to the soil level. Chinch bugs have wings, however, they travel primarily by walking.

Since yellowed areas in a lawn can also be caused by disease or nutritional disorders, it is important to be sure of the cause so that the proper control measures can be used. If chinch bugs are causing the damage, they will be found within the first foot of green grass surrounding the yellow or dead spot. Chinch bugs can be found if the grass in this area is carefully parted down to the soil line, however, they move fast and can hide quickly.

Another method of checking for chinch bugs is to cut the bottom out of a tin can, then push the can through the grass and into the soil. It is easier to push the can through if you will cut around the base with a knife. When the can is in place, fill it with water --- wait 5 to 10 minutes, then checking the surface for floating chinch bugs. Check several spots with this method to be sure.

If you have chinch bugs, they can be controlled by using the following steps:

1. Water the lawn thoroughly before spraying. This is to wet the "mat" under the grass so that the spray can penetrate it.

2. Spray with DDT, DDT-BHC mixture, Diazinon, or VC-13. Follow the manufacturer's recommendation for dosage.

3. Direct the spray downward at a 45

(continued on Page 23)
"Of course I'm not a Greek statue. I operate a lunch wagon on the corner of Athens and Apollo,"

"I've had enough promises, that's the last time you'll close on me!"

"Oh, I'm not really a statue, so shut up!"

"Yes, but if the wish didn't die the wish wouldn't mean anything."

"So, I smoke too much! Who needs lungs anyway?"

"But, Darling, a girl has to have at least one Vice!"

"I'd walk on a mile for a Camel, but not_..."

The Newman-Lynde Advertising Agency judges for the "Caption Contest," selected the entry of John Brothers, Miami Branch Manager, as the winning title for last month's contest.

Once again, entries poured in from all departments and from some of the Field Offices, just a sample of the captions are scattered about the page.

As for April's contest, the same rules will be enforced. A limit of three entries per employee is requested. All entries must be on Claudia Danson's desk, Editor, no later than 4 o'clock Monday, April 25. Additional entry blanks may be obtained by dialing Ext. 65.

John Brothers, Miami Branch Manager, and his winning caption:

"Thanks for the light, Buddy, but next time strike your match somewhere else!"

Easter traditions (Continued from Page 2)

Origin of the Colored Eggs

Eggs are now stained bright to symbolize the blood of Christ, and it became customary for priests to bless these eggs which were sometimes used to break the Lenten fast. Friends began to exchange the color-eggs as tokens of life everlasting.

Cards and Gifts Now Exchanged

Today more Easter cards and Easter gifts are exchanged than ever before in history. There are endless designs based on the ancient themes and symbols in order that the origins of Easter can be thought of and remembered.
and two baths!

Their New Home at Ervelcs

The date for their wedding. The big night will be at the Avondale Methodist Church, hoping for a girl!...

Two fungus diseases, brown patch and grey leaf or "frog-eye" spot, cause the majority of our lawn disease problems. If you suspect brown patch in causing your lawn problem, remove a tip section of a runner (8-10") being very careful to get as much of the root system as possible. Wash the dirt off and examine for dead roots. (These will appear brown and can be broken up easily than live roots.) Examine the tufts of leaves for dead outer blades. Examine the underside of the tip of the runner for a small tan spot or "scorching" or drying of infected leaves, however, this disease seldom kills the lawn. Heavily infested lawns have a rather unattractive appearance.

The other fungus disease that occurs commonly in this area is called grey leaf or "frog-eye" spot. This disease is most common during the warm, rainy summer months. Grey leaf spot attacks the leaves primarily, however, it may also be found on the stems. Spots on the leaves are round to oblong, and ash to brown in color surrounded by a darker margin. This produces a spot that somewhat resembles an eye, hence the name "frog-eye." The primary damage caused by this fungus is the "scorching" or drying of infected leaves, however, this disease seldom kills the lawn. Heavily infested lawns have a rather unattractive appearance.

The Grey leaf spot is spread by the microscopic fungus spores or seed that are carried by wind, water, or just about anything, including feet. The only way to control this type disease is to provide a protective coating of fungicide on each leaf. To accomplish this, we have to spray frequently to replace materials that have been washed off by rain and to cover new growth.

This disease can be controlled by proper spraying. PCNB (Trendctor, Actidione) Thiram (Tersan) and Kromad oil if you use Thiram or Kromad, apply the fungicide according to the manufacturer's directions. Seventy-five percent PCNB should be applied at the rate of 1 pound per 1,000 square feet. When applying the spray, spray downward so that the material is blasted through the grass to the soil level.

After spraying, wash the spray down to the soil with the garden hose. A second application applied 2-3 weeks after the first may be necessary to control severe cases.

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Thiram, PCNB, Kromad, and Captan can be used to control this disease. (Continued on Page 26)
This, too, is Jacksonville! A part of our community that few of us know about. A "floating" subdivision, for in essence, that's what Mayport amounts to!

In order to have a better understanding of our Navy neighbors, and to satisfy the curiosity of knowing what it's like to be on an aircraft carrier, a group of 10 industrial editors made a "stem to stern" tour of the USS Saratoga, the largest carrier in the Navy, March 25.

When first boarding the "Sara", the crew's nickname for the mighty ship, we were given a friendly welcome by the ship's Commanding Officer, Captain A. F. Fleming. Captain Fleming introduced three hospitable officers who would be our hosts for the morning tour.

After a brief surveillance of the hangar deck, the officers ushered us to a large flat elevator for our trip to the spacious flight deck. One officer explained that the elevator was used mainly for transferring the planes from the hangar deck to the flight deck. It's a funny sensation to be slowly lifted into space with nothing surrounding you but the ocean.

The ladies were soon thankful they had decided to wear pedal-pushers or Bermudas, because the deck was really windy! We knew that the deck seemed large, but we were amazed to find out that it is 1,039 feet long and 252 feet wide. With the new angled deck, it is possible to land and launch aircraft at the same time, and four fully armed interceptors can be launched in less than 60 seconds.

The "Sara" has a 4,500 crew capacity. Living on the ship isn't as bad as it may seem, because every possible convenience is made available for the crew. All living spaces are air conditioned, have tables and chairs, and each bunk is equipped with an individual reading lamp.

Complete hospital and dental depart-
however, any fungicide that you use must be used thoroughly and often.

During the warm, muggy, summer months, a condition occurs that is frequently mistaken for a disease. The grass will have spots that are covered with a grey to blackish soot-like material. This material does no damage and if left alone will go away, or it can be washed off with a garden hose.

Nematodes

Nematodes cause many troubles in Florida lawns and gardens as any other group of pests. When nematodes attack a plant, it may show stunting, yellowing of leaves, easy wilting, and will not respond to fertilizer applications. Infected lawns come out in the spring but usually stop growing by June and start dying out in July, August, and September.

Nematodes are small, usually microscopic worms that live in the soil. They are microscopic in size, we have to rely on finding symptoms rather than the pest. Fortunately, nematodes cause very definite symptoms which are easily found if you know what to look for.

Basically, we can divide nematode symptoms into two groups, those caused by nematodes that live and feed within the root, and those caused by nematodes that feed from the outside of the root.

Root knot is the best known nematode symptom. It is caused by a nematode that burrows into the root and spends the remainder of its life inside the plant. Its feeding causes the characteristic knots or galls that interfere with the normal functions of the roots. This type of nematode damage is found on shrubs, trees, and vegetables.

The other type of nematode symptoms are caused by nematodes that live in the soil and feed from the exterior of the root. The nematodes that cause this type of damage have mouths that are similar to hypodermic needles, which are forced into the root and used to suck up sap from the plant. When the nematode moves on, the hole where the mouth was inserted allows fungus and other rot organisms to enter the root. If the nematode feeds on the root tip, the resulting fungus infection causes the root to stop growing.

In general, plants attacked by root feeding nematodes may show root galls (swelling or knots), root browning, stubby or swollen tips, and excessive root branching.

If you have a nematode problem, it is possible to control it with chemicals. Nematicides, chemicals that kill nematodes (Continued on Page 28)
Weed Control

Ordinary weeds do not constitute a serious problem in established lawns if good cultural practices have been used. However, if the lawns are allowed to deteriorate, weeds become a serious problem. The best way to prevent weeds is to maintain a healthy, vigorous lawn by proper mowing and management.

If weeds are your problem, Mr. Watson recommends several good weed killers. 2,4-D and 2,4,5-T combinations will control most broad leaved weeds but will not have much effect on narrow leaved plants. These materials are most effective in the early spring when the weeds are in their most active growth. On all grasses, except St. Augustine and Bitter Blue, apply these materials as recommended on the package. On St. Augustine and Bitter Blue, apply ½ the recommended dosage as a spot treatment.

2,4-D and 2,4,5-T are plant growth hormones that can be absorbed through the leaves and cause the plant to grow itself to death. The spray that you deposit on the leaves does the major killing; the amount that runs off onto the ground does little good.

Semazine (TAT 42), a new weed killer, cannot be recommended without reservation because of a lack of research data. However, in tests that are being run, it appears to be an excellent material that will control most weeds that grow from seed. It has been fairly well established that it will not damage St. Augustine or Bitter Blue, but it should be used with caution on most other lawn grasses.

Sodium Arsenite is excellent for the control of all vegetation in areas such as walks, patios, and driveways. By applying heavy dosages it is possible to poison the soil so that nothing will grow there for 3 months to a year.
The Primary ELECTIONS Are Next Month!

BE SURE TO V-O-T-E

First Primary
May 3

Second Primary
May 24

Now is the time to make a big step toward better government. Take time before the election to learn all you can about the candidates of both parties; their previous record, their abilities, what they say they will do, and how they stand on the important issues.