

MICHIGAN  BLUE CROSS  BLUE SHIELD

441 EAST JEFFERSON AVENUE • DETROIT, MICHIGAN 48226

GENERAL OFFICES 965-3500  
MEMBER SERVICES 965-2700  
MEDICARE SERVICES 965-3520

October 13, 1966

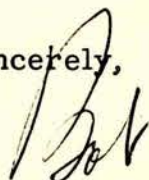
Mr. A. David Mancini, Manager  
Public Relations  
Blue Cross of Florida  
P. O. Box 1798  
Jacksonville, Florida 32201

Dear Dave:

Just to remind you that you promised to send me copies  
of your Correspondence Manual and course materials.  
When ours is completed I will reciprocate.

I wish time had permitted a more complete discussion of  
national advertising but perhaps there will be opportunities  
in the future. I would like very much to probe your thinking  
on this subject:

Sincerely,



Robert M. Hanson, Director  
Public Relations and Advertising

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RECEIVED