

NEWS OF THE BLUES

JULY 1960



THE FLORIDA BLUE CROSS-BLUE SHIELD EMPLOYEE PUBLICATION



NEWS OF THE BLUES

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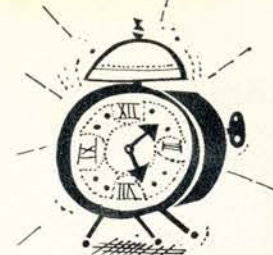
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COVER: Linda Strickland (left) and Karen Beasley, both in Hospital Claims, share the honors this month with Old Glory. The mood is definitely one of exuberance... so right for two attractive young girls on a wonderful day in this wonderful month of July. As of March 3, the American flag and the Blue Cross-Blue Shield flag have been flying atop our building over the Riverside Avenue entrance.

Hour of Decision Is Past



For Federal Employees, the hour of decision is past. They had to make their choice by June 30, between the Blue Cross-Blue Shield Service Benefit Program, high or low option, or any other programs available to them.

At the time this issue goes to press, we are waiting word as to how the selections are going by Federal Employees. A progress report on enrollment from the Blue Cross Association dated June 27, stated, "All reports received to date indicate that Blue Cross-Blue Shield will eventually receive registration forms recording election of our program by more than a majority of all Federal Employees who elect coverage. Estimates of the total who will decide to participate in any available program range from 1,700,000 to 1,800,000 employees." This information refers to the national enrollment, not Florida. In Florida, there are approximately 120,000 Federal Employees and their families.

Stage Is Set

The month of June was an especially active one around the home and branch offices, in making preparation for the start of the Federal Employee Program. As an example, the branch office personnel were busy handling questions coming over the 'phone and asked by Federal Employees, visit-

ing our offices for help in making their decisions. Representatives were busy making contacts with Group Treasurers of Federal Employee Groups in order to explain how interim BC-BS coverage would be handled to see that they would be protected from their last regular pay period to the time their new coverage took effect, no matter what they elected to take. This billing kept us busy internally, too, with Group Billing making up and sending out the interim bills, and Cashiers Department handling these interim payments.

Our 532 Riverside Avenue lobby saw a spurt in traffic. Many Federal Employees came in with both the Indemnity and Service Benefit booklets, asking for help in making comparisons. The Telephone Poole observed a heavy surge in 'phone calls coming from Federal Employees. Not only more calls, but complex ones, reported Evelyn Evans, Supervisor, inasmuch, as many of the callers wanted a review from cover to cover of their booklet. Most of the questions arose, Evelyn says, over the supplemental benefits. Both the Reception Desk and Telephone Poole indicated that just about all inquirers were interested in our high option program.

Physician and Hospital Relations

(Continued on Page 21)



19 students employed for summer

Two temporary employees in Hospital Claims are Marilou Alexander, freshman at Florida State (left); and Gayle Smith, Piedmont College Junior. Harriett Cox, junior at St. Mary's of the Woods College, is a summer employee in Surgical Claims.



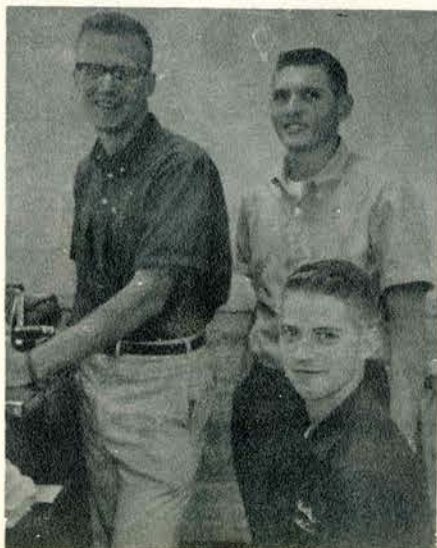
IBM has three summer employees. They are (left to right) Charles Harris, a freshman at Princeton; Evans Harrell, sophomore at University of the South; and Jack Bing, sophomore at the University of Florida.



Enrollment Department Summer Employees are (left to right) Brian Herbert, junior at Belmont Abbey College; Bill Herbert, sophomore at University of Florida; and Patsy Larson, senior at Vashti, private high school in Thomasville, Georgia



Joan Boulware (left) is a sophomore at Florida State. She and Libby Arnold, Florida State freshman, are working in Records this summer.



Three college students have been placed in the Services Department for the summer. Stephen Mace (left) is in the Mail Room, a junior at Duke next fall. George Pope (seated), a sophomore at Emory University, works in the Print Shop. Burl Balay is assisting in the Stock Room. He will be a freshman at the University of Florida.



These five pretty girls work in Subscribers Service. Left to right they are: Carol Lawler, senior at Mercer University; Maridell Walters, Lee High School senior; Mary Wermescher, junior at Florida State; Loretta Gay, freshman at Flora McDonald; and Mary Ann Smith, freshman at Florida State.

Wire Room Gets More Equipment



Noma Higginbotham (left) and Sally Sadler demonstrate the new Western Union equipment, made necessary because of our constant growth.

In 1949, we became a part of the then newly formed Inter-Plan Bank System. That first year, only 40 Plans were participating in this program to help Plans service subscribers hospitalized or in need of medical care away from their home Plan area. Today, all Plans meeting the requirements of the American Hospital Association's approval standards actively support the Bank program.

Additional Equipment

Our Wire Room has had a new Western Union unit added so that we can presently send wires on one unit and receive at the same time on another unit, thus, doubling our capacity. Previously, the same unit received and sent wires, consequently, the two operations could not be carried on simultaneously. The increased capacity became necessary because of our continued growth.

Further Expansion

Come August 1, a new duplex system (separate sender and receiver) will be installed, which will again double our capacity. This addition will become necessary because of the Federal Employee Health Care program, which will then be in operation.

Under this new program, all claims received on Federal Employees and their dependents will require transmission over the wire system. Claims against basic BC-BS coverage will require sending a wire for an approval to Camp Hill, Pennsylvania. Camp Hill is the Data Center of the Federal Employee Program, as set up by the government. When approval is wired back to us, we will process the claims against basic coverage in our office. Claims against supplemental hospital and doctor coverage will be sent to Washington, D.C. and processed there at the claims center, which is housed in the Blue Cross Plan office.



'THE BUCANEERS' ARE LOOKING FOR MORE DRUMMERS AND BUGLERS

Know any young people between the ages of 14 and 21 who would be willing to play in a drum and bugle corps? Even if they don't have the instruments, if they qualify, suitable instruments will be supplied to them by The American Legion Post 278, sponsoring the group.

If you do know of someone, contact Mabel Fleming, Billing Department, whose two sons are members, or Mr. Ray Pick at SP 1-2667.

Mabel told us that "The Buccaneers" have been organized only a few

months and have already made a name for themselves in this area. Their first exhibition was their participation in the state contest at Tampa, held May 28. They came in second place in the "B" Classification, which entitles them now for the national contest in Miami October 15 and 16.

Not only are her two sons, Lee, 16, and Billy, 14, in the corps, but her husband, Ruble, is the Chief Quartermaster. Mabel explained that his job is to place and assign newcomers with their instruments.

These are two pictures of "The Buccaneers" during their competition at Tampa. The picture to the left is of the color guard, while the other is of the group. That is Mabel Fleming's son, Billy, holding the bass drum.



THE BIG RACE IS ON

With the political parties having their national conventions this month, we have some helpful information to share about the convention procedures, and information on the financial end of the conventions.

The Democratic Convention began July 11, at Los Angeles Sports Arena, while the Republicans are still making plans for their big show at Chicago's International Amphitheatre, which begins July 25.

Convention Procedures

Both Parties follow a set pattern.

The first day of the convention is devoted to opening formalities in the convention hall. The convention is called to order; the national anthem is sung; and the invocation is pronounced.

Also, on the first day, the keynote speaker makes his address to the convention.

Various committee reports and a roll call highlight the second day's activities.

The third day begins the nominations for the presidential candidate. The candidates present their speeches. If, after the first ballot no candidate has

gotten a majority vote, balloting is continued until a candidate winds up with a majority vote.

After the presidential candidate is elected, then comes the job of electing a vice presidential candidate. Before any delegates can head for home, they must remain to hear the acceptance speeches of their newly elected candidates.

Choosing the Delegates

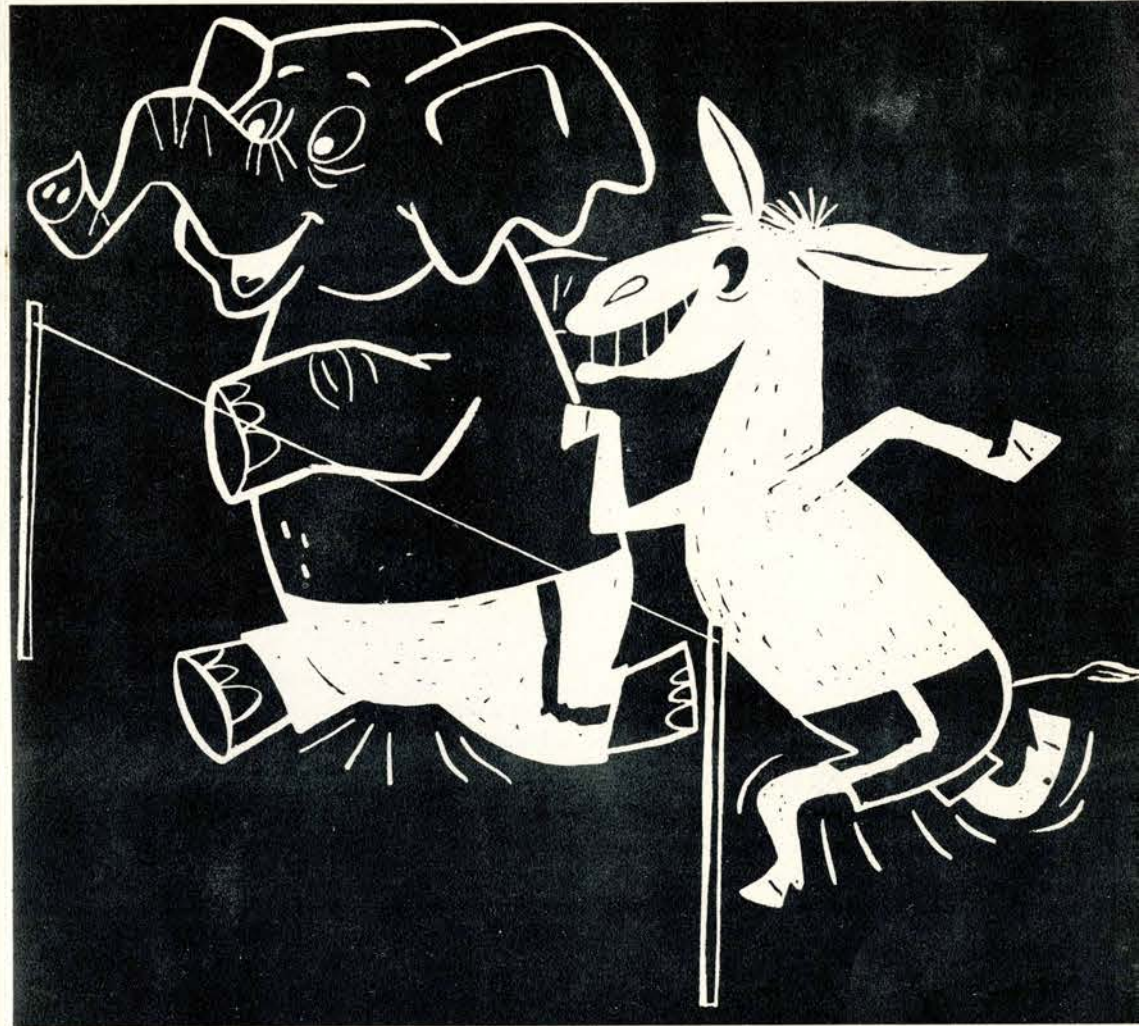
Delegates to the national conventions are simply chosen in one of three ways....through state primary elections, at state conventions, or by state executive committees. In Florida, they are elected by the state primary voting.

Who Pays the Convention Bills?

By the end of this month, millions of dollars will have been spent on the conventions.

With the help of various individuals and groups, convention expenses will be paid for. The convention cities pledged their financial help, too.

Los Angeles originally pledged \$400,000, but there have probably been



other contributions to raise the total. With a pledge of \$350,000 from Chicago, the combination of the two will not come near to the total cost of the two conventions.

The rest of the money will come from party treasuries, TV and radio advertisers, and other contributors. As for the delegates, they are responsible for their own expenses.

Sometimes, contributions are made by local party organizations or friends. A delegate's expenses average about \$35 a day.

The cost of telecasting and broadcasting is paid for by the sponsors of commercials, which are run during the convention breaks. It takes over 18 million dollars to pay these expenses.

FOR THE.....

BULLETIN BOARD

Services Department

There were three vacationers last month! Katie Kight stayed in Jax and just caught up on a million little things.....Lee Griffis visited her parents in Blackshear, Georgia.....Carver Ricketson enjoyed several days of fishing in his hometown of Baxley, Georgia.

Print Shop

The latest addition to Lambert Eulenfeld's car collection is a 1950 Chevrolet....."Big John" Williamson drove a total of 3,600 miles on his vacation from here to Minneapolis.....Jimmy Cox spent two weeks last month with the Air National Guard at summer camp.....Ernie Holz spent Memorial Day week-end in Atlanta.

Hospital Claims

There's nothing like having hair to match the color of your favorite room in your home! For a few days, that's what Verna Booth had. After she and her husband, James, moved into their new home at 4423 Woodmere Avenue, they did some redecorating.....Earline and Jimmy Ihler had Earline's sister, Mandy,

as their house guest last month. They are really enjoying their new apartment at 764 Luna Street.....Barbara and Raymond Lane are expecting their first child in December. Congratulations!!.....June vacationers were Mary Lee Butler, Grace Baty, Louise Samples, Ela Walters, Noma Higginbotham, and Elva Batten.

Transfers Department

Cecil Rivers and his family had intentions of spending their vacation in the mountains, but ended up in New York City instead!.....Everyone's glad Dotty Pement is back after her long siege of illness.....Frances Tiffany has many interesting stories to share about her vacation trip to West Virginia.

Records Department

Jean Gibson has a daughter-in-law. Her son, Tommy, was married to Myrna McIntosh June 12, in the Anson Baptist Church....Beulah George loves to dance even more now! June 11, she and her husband, Mike, attended a dance at the Mayflower Hotel. Upon entering, they purchased a 50¢ chance on a \$50 cash
(Continued on Page 18)

Knowing Your Board Members

Blue Shield's Secretary, John T. Stage, M.D. (pictured at the right) is a practicing anesthesiologist in Jacksonville. Dr. Stage is a graduate of the Ohio State University College of Medicine. He has lived in Florida 12 years. With one daughter and three sons, he has the perfect subjects for his photography hobby. Boating and listening to high fi records are also hobbies with the doctor.



The Treasurer of Blue Cross is a general insurance agent here in Jacksonville. James B. Waters (pictured at the left) is originally from Frederick, Maryland, but has lived in Florida for 40 years. He was graduated from Washington and Lee University in 1920. He has a daughter, a son, and one granddaughter. He's Past President of the Jacksonville Area Chamber of Commerce; a Trustee of the Bolles School; Meninak Club member; member of Navy League of United States; and a Florida Yacht Club member. Gardening and fishing are his hobbies.

After receiving medical training at the University of Virginia School of Medicine, Floyd K. Hurt, M.D., (pictured at the right) Treasurer of Blue Shield, came to Florida. He has been here 22 years. He is currently President of the Duval County Medical Society and practicing roentgenology. Dr. Hurt is a member of the Jacksonville Rotary and Chamber of Commerce. As a member of the American Physician's Art Association, it's no wonder painting is his favorite hobby.



SPOTLIGHTING OUR WONDERFUL EMPLOYEE BENEFITS

One popular Fringe Benefit that just about everyone enjoys is the Employees' Club!

Besides the monthly meetings we have each month, the officers plan a variety of social functions.....the latest being this year's Bar-Be-Cue, which we all enjoyed.

Sending flowers to fellow employees who are sick is another of the functions the club maintains.

In these pictures to the right, you may recall some fond memories. Because of the deadline date for this issue, we were unable to bring you pictures of this year's Bar-Be-Cue, but next month, there will be a pictorial review of the event.

As you know, the only cost for membership in your club is 25¢ a pay day, which is payroll deductible. Otherwise, there are no charges for the dances, bar-be-cues, and other parties you and your family attend.



Remember the fun and good food you had at the 1959 Bar-Be-Cue? It was free to you, under the sponsorship of your Employees' Club.

Everybody at the Hallowe'en Dance last October had a wonderful time, as this picture proves! This, too, was sponsored by your club.



PERSONALITY OF THE MONTH

GRACE TERRY

Grace Terry is a person that enjoys doing things for her community, going fishing, and playing with her dogs.

Our Personality of the Month has been at BC-BS since January, 1956. She is Supervisor of the approval section of Hospital Claims.

Grace has an interesting past that probably few people know about. She was a nurse in the Air Force, with the rank of First Lieutenant. Before joining the AF in 1952, she had completed her nurse's training at St. Luke's Hospital, Jacksonville. She did practical nursing for seven years before going into the AF. Barksdale AF Base, Schreveport, Louisiana, was her duty station for three years.

Grace is a Florida gal, hailing from a small town about 85 miles from Jacksonville called Fort White. Her mother, Mrs. Mary A. Terry, visits Grace and her roommate, Barbara Abbot, as often as possible. The two of them make a trip to see her at



Just about every place Our Personality goes, her two pets, "Tuffy" (left) and "Tommy" go too!

least once a month, too.

As we said, fishing is one of Grace's favorite pastimes, but since accepting the Presidency of the Beverly Hills Civic Club, she admits there's little time for it. Her big club project at the moment is a membership drive. Under the leadership of Grace, the club finally completed their new

building. Not only did she help paint the inside, she even helped put on the roof!

Her pride and joys are her two pet dogs. "Tommy" is a seven year old Cocker Spaniel and "Tuffy" is a six year old Boston Bull.

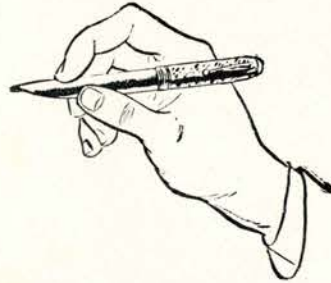
This was taken when Grace was stationed with the Air Force at Schreveport, Louisiana.



Grace and her roommate, Barbara Abbot, enjoy the visits from Grace's mother. Mrs. Terry's homemade cake is always a must on these occasions.



From The Pens Of Subscribers



Mr. Gibbons:

I didn't put in for a request for the refund when I was supposed to because we've had Blue Cross and Blue Shield for years, and have had wonderful help when we needed it. Since then (November past) I've had to use it again for an emergency operation. So, you see, \$8.80 is a drop in the bucket in comparison to all the benefits we received from your wonderful company.

We are one of the many, many satisfied customers of Blue Cross and Blue Shield. So, you see, it would bother me to accept the \$8.80.

Thank you for your kind words of sympathy.

Sincerely,

Mrs. V. Barranco

(Editor's Note: This letter was to Jim Gibbons, Subscribers Service, after he had sent a letter of bereavement to this subscriber, asking to whom to make the refund, since the lady's son, who had a single contract in the State Road Department Group, died.)

Last 25 Years Most Advancing

It is interesting to note that during the last 25 years we have advanced more in our knowledge and treatment of disease than in the last 25 centuries. Several amazing scientific gadgets, which are unusual examples of our progress, include:

1. A "spine-jack" that straightens crooked backbones.
2. A knife which is swallowed by a patient so that slivers of tissue can be sliced off the intestines for study under a microscope.
3. A miniature sewing machine that stitches intestines together.
4. A combination radar and sonar instrument that can locate hidden trouble in the eyes.
5. An electronic squirter which injects a special dye into the arteries and automatically X-rays them.
6. A push-button bomb that sterilizes a patient for surgery by spraying his skin with an anti-germ film.
7. Valves made out of skin that work like shutters for windows carved into the windpipes of the patients with breathing difficulties.



William Hubbard

Hospital Relations Adds William Hubbard To Staff

Our new Hospital Relations Representative, William Hubbard, is a retired Army Major.

Mr. Hubbard came to BC-BS after his June 3rd graduation from Jacksonville University. He was presented a Bachelor of Science Degree.

While in the Army for 21 years, he traveled to many interesting countries. During World War II, he was with the 473rd Infantry Regiment in Italy. He also served three years duty in Germany. During the Korean War, he was with the 7th Infantry.

Mr. Hubbard's hometown is Anderson, South Carolina. He and his wife, Mary Gwen, have a 16 year old son, Larry, who will be in the 11th grade at Englewood High School next fall.



Margaret Selkow
Surgical Claims



Glynda Howard
Billing

Seventeen New Employees



Gwen Jarvis
Subscribers Service



Millicent Carver
Surgical Claims



Kendric Winters
Physicians Relations
Orlando



Sandra McKnight
Contracts



Mary Hike
Hospital Claims



Judy McGaffick
Surgical Claims

Bebe Huffine
Miami Office



Gail Ganey
Surgical Claims



Patricia Dell
Subscribers Service



Janice Ripley
Cashiers



Olivia Strickland
Representatives Office



William Hubbard
Hospital Relations



Brenda Harrington
Subscribers Service



Clara Meide
Surgical Claims



Jackie Green
Surgical Claims

FOR THE.....

BULLETIN BOARD

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Non-Group Department

door prize. She was lucky enough to walk away with the \$50 at the end of the evening. Beulah says it's the first thing she's ever won, except for a bottle of cheer!

Virginia Meadows played hostess at a Bridal Shower May 30th in honor of Claudia Danson before her marriage to Norman L. Fortwengler, Jr.



Ethel Gossman, Wire Room, was up at the Mass Memorial Hospital June 17, to be with her husband, Red, for their 21st wedding anniversary. Red has been hospitalized in Boston since his tragic fall from the sixth floor of the City Hall Building November 24. The cards on the table by Red are just a few of the dozens of birthday cards people sent him.



"News of the Blues" Editor, Claudia Danson, was married June to Norman Louis Fortwengler, Jr., in the Avondale Methodist Church. Mr. and Mrs. Fortwengler honeymooned in St. Augustine and Daytona Beach. Four BC-BS employees participated in the wedding. June Jones was a bridesmaid; Yvonne Gaskins watched the Bride's book; and Barbara Weil and Melda Sneed helped serve at the reception. The newlyweds have an apartment at



June Wedding Bells



IBM Department employee, Robert Townsend, was married to former employee Yvonne Batton at the Riverside Baptist Church. Noma Higginbotham and Barbara Lane, Wire Room, were bridesmaids in their wedding. The Townsends live in their new home in Harbor View at

GUESS WHO?



a. _____



b. _____



c. _____

(Answers on inside of back cover)

Julia White
Mail Room



C.O. Langston
Services Manager



d. _____

Jackie McDowell
IBM



George Patrinely
IBM



Adele Graham
Mail Room



(Continued from Page 1)

Departments had been in communication with doctors and hospitals, respectively, keeping them abreast of the developments in the program.

The Board Room witnessed numerous meetings at which department managers and supervisors were briefed on the details of the benefits.

Key employees from the Claims Departments, and others immediately involved in the program, attended a meeting in Atlanta. Plans from the southeastern part of the country gathered there to review the Administration Manual for the Federal Employee Program. They asked questions and received explanations on the manner in which claims would be handled.

The Wire Room made preparation to handle the increased work load the program would bring on. (See article, Page 4). From Public Relations, advertisements were going out across the state for both newspaper, TV, and radio emphasizing the advantages of BC-BS protection. And from the desk of Ernest Gibson, a coordination of communication had been maintained, seeing that the right people were made aware of information coming from Washington, and that Washington received answers to their questions with expediency. Backing up the activity of all these departments was the Services Department with printing being turned out and mailings handled with usual efficiency, despite the extra work load.

August - 1960

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1 Ela Walters (5) Julia White	2 Lois Hatton	3 Jim Hughes (11)	4 Bea Tillman (1) Eveline Graves Bill Timpone Charlie Webb	5 Frances Tiffany (2)	6 Mary Hill Henry Michael
7	8 Ethel Gossman	9 Ira Gould (6) Henry Michael (6)	10 Helen Bouden (1)	11	12 Charles Taylor Paul Graefe	13 Sue Coverdale (3) Janice Phillips
14	15 Stephen Mace	16 Anne Bultman Althea Parker	17 Paul Graefe (1) Mickey Williams George White	18 JoAnn Verlanic(2) James Elliott Helen LiBrandi	19 Alice Mansfield	20 Arnold Semanik(7) Ruby Vile (7) Mickey Williams(4) Grace Terry Ethel Leverock Jim Hughes
21 Cecil Rivers (14) Dot Rivers (8)	22 Arlie Emsley	23 Sara Cox (6) Shirley Knoell	24 C.O. Langston	25 Garnie Burroughs (2) Cleone Dodd (2) Joyce Hardy Olivia Strickland	26 Gerry Whaley (3) Rachel Holcombe	27 Eva Batten (9) Bill Markey
28	29 Sara Sloterbeck (14) Mildred Olds	30 Carl Herring	31 Sally Taylor (5) Jerry Marshall			

The FACTS of HEALTH



A total of 138 miles of tubing are compressed into two fist-sized, half-pound organs known as the kidneys.



The right lung is larger and heavier than the left.



Polio claims the lives of 40 per cent more males than females.



About 450,000 new cases of cancer are diagnosed each year in the U.S.



Membership in U.S. and Canada Blue Cross Plans totaled 55,880,414 persons at the end of 1958.



Temperatures of well persons have been known to vary from 96 to 103 degrees.

PHYSICIANS RELATIONS NOW HAS ORLANDO REP

The Physicians Relations Team has taken another step forward. They now have a Representative in the Orlando area.

Ken Winters, originally from Champaign, Illinois, has been appointed to this post. Mr. Winters was an accountant in an Orlando firm before his move to Blue Cross-Blue Shield.

He attended the University of Illinois, but was graduated from Bradley University, Peoria, Illinois. After serving four years in the Air Force, Mr. Winters was discharged as an Airman 1st Class.

He and his wife, Charlotte, and their son, Kurt, 6½, have a home near a lake in Orlando. In an 8' boat that Mr. Winters built, he and Kurt enjoy many hours of riding around the lake and doing a little fishing.

Ken Winters



'News of Blues' Receives Its Report Card

Doing a survey on a magazine for which you are editor, is not unlike taking an examination. Only in this instance, you write the questions and let others give you the answers.

And, much akin to the feeling one has towards the taking of the exam and waiting for the results, the editor sits and waits and wonders.....will her magazine pass the examination?

We are more than happy to report we passed! As you will remember, there was a questionnaire included in your last issue of "News of the Blues," concerning what you liked, didn't like, and suggestions for improvements of your monthly publication. From the 53 questionnaires, the following conclusions may be drawn:

Bulletin Board (Department News) was the first choice of the female voters, while the males voted Personality of the Month as their favorite. Second place went to Personality of the Month, according to female votes. The males like Knowing Your Board Members second-best. Review of Fringe Benefits was the third choice of the females, and Bulletin Board was the males' third choice.

The report of the coming birthdays and anniversaries was also a favorite with employees. The Sharing, Guess Who, and Caption Contest features proved to be the least popular with readers.

There were many comments that there have been definite improvements over the past few months. While there were many words of praise, there was some helpful criticism, too, which was greatly



appreciated. A suggestion of using more variety of faces, more department articles, and the including of field personnel more are good examples of constructive criticism we received.

Every month, we'll be looking for better and more interesting features to bring you. This survey was a great help to us and we appreciated your cooperation.

Two beatniks, real gone characters, were speeding down the road at 100 m.p.h., one snapping his fingers with some boppy music from the radio. The other opened the door to pull in his coat tail. His pal heard the door slam and enquired, "Yeah, like who just got in, man?"

Two cannibals met in a mental institution. One was tearing out pictures of men, women, and children from a magazine, stuffing them into his mouth and eating them.

"Tell me," said the other, "Is this dehydrated stuff any good?"

The hardest part of a diet isn't watching what you eat.....it's watching what your friends eat.

An Ohio subscriber who received a rejection slip because the record showed his wife was admitted purely for diagnostic purposes called up the Toledo office and complained: "I don't know why you rejected this. My wife was admitted for X-rays, not diagnostics!"

Answers to "Guess Who" on pages 20 and 21:

- A. C. O. Langston
- B. George Patrinely
- C. Jackie McDowell
- D. Adele Graham (left) and Julia White who are sisters, sitting on their maid's lap.

