

NEWS OF THE BLUES

NOVEMBER 1959



BLUE CROSS-BLUE SHIELD EMPLOYEE PUBLICATION



NEWS OF THE BLUES

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their families and friends by:

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COVER: James E. Stuart, Executive Vice President of the Blue Cross Association, addresses those attending the Annual Sales Meeting, held October 25 and 26. Other related facts and pictures are on Pages 2, 3, and 26.

A Good Group

This is a short report about a group of Blue Cross-Blue Shield people who got together to commemorate a mutual achievement.

Like pilgrims who gathered at harvest time years ago to celebrate and give thanks for surviving a rigorous year... our group did much the same to celebrate and show their appreciation for a ten year span of mutual work and association. While the two groups have much in common there are a few variances...major of which is that our Blue Cross-Blue Shield group had no indians present...they were all chiefs at this occasion.

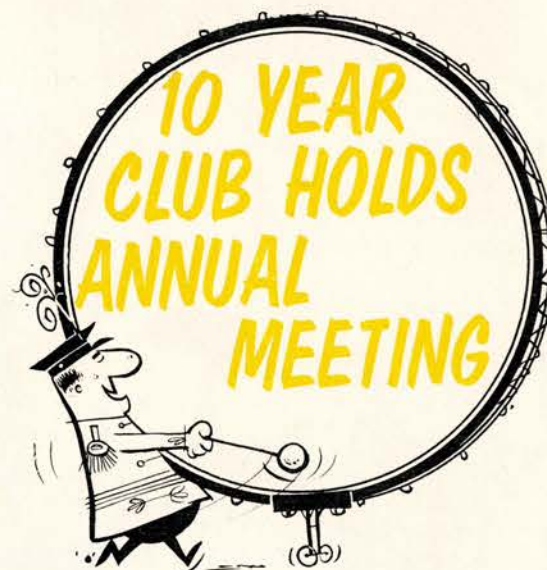
This second annual Ten Year Club Meeting took place on the evening of October 26. The location was the 19th floor of a building across the river behind doors marked, "The River Club". This is about as far as you can get into outer space in Jacksonville without the assistance of a launching pad.

Charter members of our Ten Year Club, all of whom were present, read as follows: Jack Bond, Mildred Braddock, John Brothers, Mary Lee Butler, Betty Collins, Evelyn Evans, J.W. Herbert, Jim Hughes, Johnny Johnson, J.M. Jordan, Bruce Lynes, Charles H. Meyer, Cecil Rivers, Edwina Thornton, H.A. Schroder, William Snyder, Sara Slotterbeck, F.T. Stallworth, Malcolm Stuart and Charles Webb.

The five new personages to join the Club this year were:
Jack Bond, Jim Hughes, Johnny Johnson, William Snyder and Malcolm Stuart.

The new members received in royal style their welcome-to-the-ten-year-club gift...a beautiful onyx base desk pen set personalized with their names.

From all we can gather, it was a night to remember...and in simple editorial summation may we say...a good group had a good reason to get together for a good meal...AND THEY DID!!!!



FEELING LIKE A MILLION

Last year at this time the Blue Cross-Blue Shield field force kicked off its goal for a million subscribers in 1960. The football theme of the meeting was complete with goal posts and a football going over these posts on which was inscribed the field goal of "A Million in Sixty."

With a successful 12 months behind them bringing them closer to this goal, it was only natural for Tom Stallworth, Enrollment Director, to set the stage for this year's annual sales meeting with the theme of "Feeling Like a Million." We suspect this comes pretty close to his personal feelings after working with the men in the field force and their Branch Office secretarial help through the year.

This year's meeting opened with a presentation aimed right at making every-

one in attendance, "Feel Like a Million." It was Mr. James E. Stuart, Vice President of the Blue Cross Association, and known to many in the movement as Mr. Blue Cross-Blue Shield, who made the opening address. Mr. Stuart redefined the principles and purposes of Blue Cross-Blue Shield and stressed the importance that we be sure in the years ahead to maintain our Blue Cross-Blue Shield philosophy. For it is Mr. Stuart's conviction that only through a strong Blue Cross-Blue Shield, that maintains its differences from commercial insurance, will the American people have the kind of prepayment that they both need and want.

The second speaker at the podium was Doctor Russell B. Carson, President of Blue Shield. Dr. Carson's message to the field force emphasized the need

Sunday afternoon, October 25, 1959, at the George Washington Hotel, Mr. James Stuart leads off an afternoon of interesting presentation with a speech entitled, "Blue Cross and Insurance, - - the difference."



to sell and educate the 4,022 participating physicians on Blue Cross-Blue Shield with the theory that once they fully understand the goals of our program, they will automatically become salesmen for us. In more specific terms, he suggested that each enrollment representative develop every opportunity to encourage and enlist doctors' support of his local enrollment efforts. Pin pointed were our Physician Relations Department and the Florida Medical Association's Committee of Seventeen Doctors on Blue Shield, as two good approaches to the local doctor.

Mr. Schroder and Mr. Herbert who had just returned from a special called meeting in Chicago to discuss the approaching question of protection for Federal Employees made up the second half of the Sunday afternoon program. Mr. Schroder reviewed the developments of the Federal Employees protection and gave his audience some indication of the scope of this potential enrollment.

Mr. Herbert followed with a vivid review of the work that had gone on to date to develop new major medical and extended benefit coverage. Mr. Herbert introduced his subject with the statement that to reach any goal one needed a purpose and a philosophy. The purpose in this instance being to bring into existence new tools for gaining new enrollment. The philosophy being to develop and look upon these new contracts as riders or endorsements to our basic coverage with the view point, as expressed earlier by Mr. Stuart, that the basic Blue Cross contract is the backbone of the Blue Cross program and should always remain so. Sunday evening, October 25th the meeting resumed with an after dinner pro-

(Continued on Page 26)



H. A. Schroder



J. W. Herbert



James E. Stuart



Russell B. Carson, M.D.

*Whirlin'
and
Twirlin'
at the
Hallowe'en Dance*



Continued on
Next page



PLANNING A FUTURE.....

TODAY

It was back in 1950 that Blue Cross-Blue Shield began participating in the Diversified Co-operative Training Program with the Jacksonville high schools.

The main purpose of the program is to give qualified high school students on-the-job training. The majority of the D. C. T. students are seniors who are not planning to go on to college, and want full time employment after graduation. Some of the specific qualifications that all D. C. T. students must meet are 1) the student must have at least a "C" average before they are considered for the program; 2) an aptitude test is given to see what work the student is best suited for; and 3) both physical and dental examinations are given.

Each day, at 12:45 three of these D. C. T. students report for work at BC-BS, working until 4:45. They are Brenda Hammonds, Peggy Gwaltney, and Janice Phillips.

In the Transfer Department we have Brenda, who is a senior at Landon High School. Like most high school girls, Brenda enjoys skating, dancing, swimming, and basketball games. She has a new interest, stock car races. She is secretary of the D. C. T. group at Landon, and her other activities include secretary of the Future Business Leaders of America, Senior Girls, and Y-Teens.

As for Peggy, she's a senior at Paxon High School, where she's treasurer of the Paxon D. C. T. students. Peggy has hopes of becoming a lawyer, but, at present, has no definite plans for college. With a straight "A" report card, it's no wonder she's a member of the National Honor Society, which is quite an honor for any high school student. Peggy is also a member of Senior Girls. Her hobbies are skating,

photography, and reading mystery stories. Peggy is employed in the Representatives Office.

The third D. C. T. student is Janice, a senior at Lee High School, who works in the Hospital Claims Department. Janice is a Tennessee gal! But she has lived in Jacksonville for the past 10 years. Because of the time D. C. T. takes, her activities this year have been limited to the D. C. T. club and Delta Y-Teens. Janice's hobbies are collecting stuffed animals, reading, and swimming. She attends the St. Paul's Catholic Church.

The D. C. T. students take a break on the patio. They are (left to right) Janice Phillips, Brenda Hammonds, and Peggy Gwaltney.





A Samoan Native climbs a coconut tree.

A South Sea Adventure

As told by Harry Powell

to translate it to the students. In some of the native conversations, Harry could understand what was being said, but he was unable to converse with them.

Because of the mountainous terrain, farming was a problem. No machines were used. Consequently, in Harry's classes soil conservation, mulching, and fertilization were stressed. Main crops on the island were coconuts, bananas, breadfruit, pineapples and taros, all of which were consumed on the island. None were exported. A beautiful attraction about the island was the abundance of floral plants. Harry says, "It's interesting to note that even with all the beautiful natural flowers the natives have on the island, on special occasions such as weddings and funerals they spend hours making intricate and elaborate artificial flowers from crepe paper."

Money is no object on this island! Harry explained that the wealth of a Samoan was not measured by dollars and cents, but by the number of finely hand woven linen-like mats one had. "These mats take months to make," added Harry.

An experience that Harry will long remember was being the Best Man at a native wedding. The festivities began at 10 o'clock in the morning and lasted until nearly midnight.

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It's always a challenge to be a teacher. But to try and teach someone who doesn't even speak your language is even more of a challenge, as Harry Powell, from our Gainesville Office, will agree.

For 13 months Harry was an agricultural teacher on the island of Samoa about 2,500 miles due south of Hawaii. The island covers about a 70 square mile area, and is 90 per cent mountainous, which makes farming difficult for the natives. Harry received the teaching appointment from the Navy after his June, 1950, graduation from the University of Florida with a Bachelor of Science Degree in Agriculture.

Not only did he teach agriculture in the Samoan High School, but also prepared lesson plans for the other teachers. As for the language barrier, Harry says it wasn't as bad as it may seem. All of his lessons were taught through an interpreter, who was his constant companion while on the island. For a 15 minute lecture of Harry's it would take the interpreter about 30 minutes



The Samoan Natives gather for a ceremonial dance. In the background we see the mountains that made farming such a problem for the natives.

A bare foot bride! This is the wedding party Harry played Best Man for. To the extreme right, we see a portion of the "celebrated" band Harry tells us about. They chimed in with "The Old Gray Mare Ain't What She Used to be" at the reception.



Bond, Johnson Complete 10 Years

When Jack Bond and Johnny Johnson came to Blue Cross-Blue Shield 10 years ago, they were pretty sure they had known each other from somewhere, but just couldn't place where. After giving it some thought, they both remembered it was at the Penscola Naval Air Station three years prior. The funny thing is it was just a chance acquaintance at the Coke machine.

The 22nd of this month Claims Consultant, Johnny Johnson, will mark his 10th year with BC-BS.

Johnny registers a background of Naval training and a Pre Medical Degree, which he received in 1939 from Northern State Teachers College, South Dakota. With a rank of Lt. Commander, he was a Navy pilot from 1941 to 1945. Although he is originally from Minneapolis, Johnny spent his childhood days in Sisseton, South Dakota, an Indian reservation town.

Johnny and his wife, Helen, have a 12 year old daughter, Karen Gale.



JOHNNY JOHNSON



JACK BOND

Our Central Regional Area Manager, Jack Bond, celebrated his 10th anniversary with BC-BS November 14.

Jack boasts that his family is an "All Florida Family." He is from Pensacola, and his wife, Louise, is from Winter Haven. Jack and Louise have two children, and "Number 3", as Jack says, is on the way. The third child is expected this month. They have one son, Jack, who is 12, and a six year old daughter, Barbara.

"We just live a routine, but pleasant life," concluded Jack.

FOR THE.....

BULLETIN BOARD

ENROLLMENT DEPARTMENT

For just about nine days Dana Ruth Crowe has been Mrs. William Wiggins. The wedding was Saturday, [redacted] at the Methodist Church in her home town of Royston, Georgia.....

Frances Moore moved into her own three bedroom home September 26, in Beach Haven Village. She has a new home, new furniture, and as soon as she finishes them, she'll have new draperies too.

FIELD OFFICES

Gene Bradley reports that on entering his Sarasota Office Monday morning, October 19, he discovered that both his and the secretary's desk drawers had been broken into over the weekend, damaging the desks and with about \$17 in petty cash missing. The Sarasota Police were immediately notified.....We have word from the Miami Office that Linda Holland, will be expecting a visit from Mr. Stork in a few months.

SERVICES DEPARTMENT

Frances Wylds became a grandmother for the first time [redacted]. Her son, Arthur, and his wife, Myrtle, have a baby boy, Arthur Gary. He weighed six pounds, seven ounces.....

George Howell's vacation week was put to good use. He painted the house!

TELEPHONE POOLE,

ACCOUNTING

Food and fun were enjoyed by all October 10, at a back yard Bar-B-Q given by Evelyn Evans and her husband, Bob, for members of the department and their families. Special guests were Mattie Godwin of Records and Juanita Dougherty from the Representatives Office..... Everyone's glad to see J. M. Jordan back after his recent appendectomy.

SURGICAL CLAIMS

On Sara Cox's recent week's vacation, she and husband Jack spent a fabulous day at Atlanta's Lenox Square. One thing that caught their eyes was a beautiful spraying fountain displayed in Davidson's store. As various colored lights shined on it, children would throw coins in the water. To hear Sara tell it, she had a time keeping Jack from diving in after the coins!..... Mary Hill has a new home. She and Barbara Blackstone are living at the same boarding house, located at [redacted].

(Continued on Page 21)

1959 EMPLOYEES CLUB OFFICERS CANDIDATES

PRESIDENT



*Gene Parr
Accounting*



*George Howell
Services*

*Mary Symington
IBM*



**VICE
PRESIDENT**



*"Big John" Williamson
Services*



*Melda Snead
Subscribers Service*



*Gerry Whaley
Subscribers Service*

TREASURER



*Barbara Daniels
Records*

**S
E
C
R
E
T
A
R
Y**



*Barbara Kinard
Representatives*

Virginia has a plan for life.....to be peaceful, religious, and to see that hers is a close knit family.

Those who know Virginia know she's accomplished her dream of fulfilling this plan. On the peaceful side, Virginia is always willing to hear the problems of any friend. It's very seldom that anyone hears her complaining.

The religious side is very important to Virginia. For the past eight years, she's taught a girls Sunday School class at St. Johns Park Baptist Church. Virginia has always enjoyed being around young people. Now, that her two sons, Gary, 22, and David, 18, are grown, she especially enjoys the young people in her Sunday School class.

Virginia and Joe spend a pleasant evening at home. Virginia looks up from her sewing just as Joe lights another cigarette.



Virginia and her husband, Joe get more enjoyment staying home with their family than "going out on the town." This is probably the reason their family is able to have such pleasant family discussions.

One member of the family that is missed at these discussions is their eldest son, Gary. Gary is married now, and he and wife, Pattie, are expecting their first baby next month. Gary and Patti have their home in DeLand, where Gary is in the Public Relations Department for Stetson University. Gary was graduated from there last June. On a business trip to Jacksonville last month, he and Patti were able to spend a week with Virginia and Joe.



As Patti tries to explain the procedure in bathing the baby, Gary gives a convencing smile that he'll know exactly what to do. The bathinette is a gift from Virginia and Joe.

them. Another favorite with her "men," as she says, is her Irish stew. They also enjoy her hamburgers.

Compared to Virginia, Joe is a giant! He stands 6'2". Joe has worked for Duval Engineers and Contracting Company for 10 years. During the summer, when he's at home relaxing, it's just not natural unless he has a tall glass of iced tea in one hand and a cigarette in the other!

Virginia and her family have a ranch-type home at . Three of the four years Virginia has been at Blue Cross-Blue Shield were spent in Surgical Claims, but the last year has been in Non-Group.

PERSONALITY OF THE MONTH

VIRGINIA MEADOWS

David, who is now a freshman at Jacksonville University, is a familiar face to most BC-BS employees. As you remember, he was a mail boy last summer. Between studies, classes, and dates, David finds time to spend with his ham radio operation. He has been able to talk with other ham operators in the United States, and with some as far away as Russia.

With their first grandbaby coming next month, Virginia and Joe are busy. They just recently bought the baby a bathinette. Virginia spends many hours making little flannel sacques and kimonos, like the ones she made for Gary and David when they were babies. Virginia has also made several receiving blankets. Virginia added an interesting fact, "When the grandbaby comes, that will make the fifth living generation in my family."

Our personality red head is quite a cookjust ask her family! This Thanksgiving, Virginia says she'll have to bake two of her pumpkin pies, because they eat them almost as fast as she bakes

Most of you will recognize David as he was a mail boy this summer. When not studying, or in classes, David spends his leisure hours at his ham radio set up. His call letters are K4LDI.



Rivers, Smith Speak At the Southeastern BC-BS Plans Meeting



Florida BC-BS was well represented at the November 1-3 meeting of Southeastern Blue Cross-Blue Shield Plans, thanks to Cecil Rivers and Chuck Smith who played a major role in the Office Management Section of this annual Plan get-together, held this year in Birmingham, Alabama.

Cecil Rivers took the rostrum for a review of the importance of a sound program to keep subscribers' names in the files when they leave a group and go on a Direct Payment basis. A little thought on this subject brings to light the problems our Conversion Section is faced with in this transaction. New addresses, going from easy payroll deducted fees to quarterly billing, to name just two.

Chuck Smith led the group through the intricacies of the world of the IBM 650. His speech, entitled, "Operating Functions of the 650 Computer" was really a challenge inasmuch as many in his audience had no acquaintance with the 650. Chuck explained how we in Florida Blue Cross-Blue Shield were using this electronic device to process routine hospital and surgical claims.

Other Florida personalities in attendance were Hal Adams, Joe McGurrin and T.S. Stallworth.

SYMPATHY EXTENDED

Our sincere sympathy is extended to Jose Conlin, Surgical Claims, for the recent death of her husband, Patrick James,

Kitchen Capers

FROM THE OFFICE TO THE HOME



LOUISE PERKINSON

Ever had a stuffing for that Thanksgiving turkey made from mashed potatoes? Why not try it this year? Louise Perkinson, from our IBM Department, says it's a favorite with her family.

Although Louise has suggested chicken breasts with this recipe, she says it can be fixed quite satisfactorily with a turkey. Also popular around Thanksgiving time are sweet potatoes, so Louise has given us her favorite recipe for "Sweet Potato Balls."

Louise's family includes her husband, Joe, and two daughters, Faith, 14, and Tina, 6. Her greatest hobby is singing, which Joe enjoys doing too. Joe is choir director for the Trinity Baptist Church, and Louise sings in the choir. Monday through Friday at 6:30 a.m. over radio station WQIK, Joe and Louise conduct a program from the church.

Louise has been associated with Blue Cross-Blue Shield for eight years. She is a reporter for the News of the Blues.

CHICKEN BREAST POTATO STUFFING

1 large onion (chopped)	salt and pepper
1 cup of celery (chopped)	poultry seasoning
½ cup of margarine	chicken breasts
4 cups of mashed potatoes	1/4 cup of melted butter
2 eggs (slightly beaten)	1 cup of bread crumbs

Saute onion and celery in margarine until tender. Add mashed potatoes, stir in eggs, bread, salt and pepper, and poultry seasoning. Turn into casserole or baking dish. Arrange chicken breasts on top, brush with melted butter, salt and pepper. Bake at 375° for 35 to 40 minutes, or until chicken is tender and browned.

Louise Perkinson

SWEET POTATO BALLS

3 cups of cooked sweet potatoes	1/4 teaspoon of salt
1/4 cup of butter	1/2 teaspoon of grated lemon rind
3/4 cup of brown sugar	8 marshmallows
2 tablespoons of milk	1/2 cup of crushed corn flakes

Mash sweet potatoes, add butter, sugar, milk, salt and lemon rind. With spoon, scoop up about 1/4 cup of mixture into balls. Roll each in crushed corn flakes. Place in buttered baking dish and bake at 300° until marshmallows begin to ooze. This takes about 20 minutes. (Makes 8 balls)

Louise Perkinson



Judith Abernethy
Surgical Claims



Betty Miller
Cashiers



Sally Hagar
Hospital Claims



Fawn Stewart
Hospital Relations
Re-hire

Eleven Pretty Faces Appear In October

Eleanor Williams
Miami Office



Marlene Bialek
Cashiers



Cordelia Coverdale
Surgical Claims



Diane Lawrence
Transcribing



Shirley Richardson
Subscribers Service.



Sylvia Watson
Subscribers Service



Judith Savola
Hospital Claims

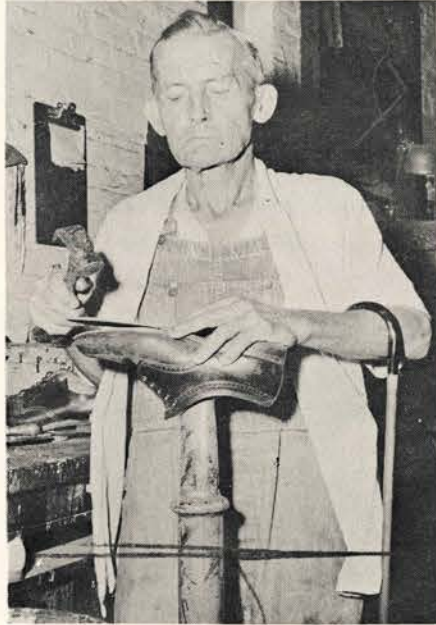
BC-BS EMPLOYEES PLEDGE \$1,734.50 TO CC-UF

It has been reported by Mrs. Sara Sloterbeck, Personnel Manager, that 93 per cent of our employees donated to the Community Chest-United Fund to make a total of \$1,734.50 pledged.

From 258 employees, only 12 did not contribute to the 42 Campaigns In One. As for last year, \$1,517.50 was donated.

Employees had the opportunity of signing a pledge card, whereas a payroll deduction could be made each month, or they could give any amount they felt they could afford.

Employees can rest assured that their dollars, contributed to the CC-UF, are being put to good use. Some of your dollars went to these helpless children in the Day Nurseries.



This is just one of 60 handicapped persons employed by the Goodwill Industries, enabling them and their families to live independently.



FOR THE.....

BULLETIN BOARD

(Continued from Page 11)

RECORDS DEPARTMENT

An after Christmas wedding is being planned by Tabita Knezha and Kenneth McNutt. Tabita received her diamond ring October 20, and the wedding is

Another newsy note about Tabita is she won \$20 playing Bingo at NAS October 14.....After spending her vacation in the North Carolina mountains, Louise Harper says there's nothing prettier! Louise visited her daughter, Joanne, and three granddaughters, Debbie, 7; Louanne, 5; and Cindy, 2.....Marie Coleman and her family have a new home at

Barbara Daniels was recently initiated into Beta Sigma Phi, business sorority. Congratulations!.....Jeannette Hall's son, Jimmy, is doing well after a recent kidney infection..... Another little boy in the news is seven year old Wayne Suggs, Viola's boy, who now has a broken arm, due to a rough football game in the back yard..... October vacationers were Jean Kirby, Therese Rousselle, and Myrtice Carroll, who just stayed at home.....West Virginia, where there was plenty of good weather and good food, was the vacation spot for Garney

Burroughs and her husband. The Lilac bushes were in full bloom, so Garney brought some home with her in hopes of having some grow in her back yard.

PRINT SHOP

The proud owner of a 1960 Chevrolet is Jimmy Williams..... Lambert Eulenfeld's dog had puppies a couple of months ago, and he's been giving them away to employees..... October 23rd "Big John" Williamson took a weekend trip to New Orleans. While there, he made a special point to visit the French QuarterJohn L. Bentley had a successful hunting trip to North Carolina.

IBM DEPARTMENT

Gene Ussery is sure proud of the little red Hillman he got last month.....Alma Sams took a week of her vacation to stay home and take care of herniece's new baby girl. Since Alma loves children, she didn't mind at all!

BILLING DEPARTMENT

June Lankford and her husband are really proud of their new Chevrolet! Who wouldn't be?..... Helen Rogers spent a glorious weekend in Tampa last month, as well as Mary Bell, who went to Daytona. Both had wonderful

(Continued on Page 24)

Was Friday the 13th Your Lucky Day?



Addie Dryden, Hospital Claims, has reason to be superstitious about walking under that ladder. Not only did she celebrate her birthday last Friday, the 13th, she was also born on a Friday the 13th-

Were you pretty cautious not to walk under any ladders, and to change your course when a black cat crossed your path last Friday, just because it was Friday the 13th? If so, you probably weren't alone. Though no one admits to it, practically everyone has at least one pet superstition.

The Bible is full of Friday calamities ...the fall of Adam and Eve, the flood, the confusion of Babel, the death of Christ. And when you add to fateful Friday the fearful number 13 (there were 13 at the Last Supper of Jesus), the result is a combination that awes many a superstitious citizen. No less a personage than Winston Churchill refuses to travel on Friday the 13th.

Knocking on wood comes from the Druids of ancient England who believed trees were inhabited by gods. When asking for a favor, Druid priests would touch the bark of a tree. If the tree-god was in a good mood (a mood to grant a favor!) he'd return the Druid's knock.

Why ladders fearful?

If some wooden things are lucky, why are the wooden ladders so fearful? This superstition stems from early mystics who saw the triangle as a sym-

bol of the Trinity, and hence, of eternity. Anyone who barges through the triangle under a ladder is therefore tempting the fates...who may retaliate by pushing the paint bucket over! But the blunderer can save himself in one of three magic ways:

- 1) By making a wish.
- 2) By crossing his fingers.
- 3) By making the sign of the fig (closing the fist and thrusting the thumb between fore-finger and middle finger).

The higher significance of the fig has been lost in the mists of history, but two crossed fingers have long symbolized perfect unity. Any wish made at the junction of a cross.....where two roads, two lines, or even two fingers met.....this was a wish that was "caught" and would never slip away!

You don't have to go back to backward regions to find people carrying rabbit's feet. Our cave man ancestors were awed by the way a rabbit thumped his hind foot, as if signaling other cottontails, while romping around in the moonlight. (The moon goddess was universally worshipped and feared.)

Horse was sacred

Another animal, the horse, was also sacred to many pagan people. And since everybody knew iron could route demons, it was natural that the horse-shoe would bring good luck!

Almost all of us have the habit of covering our mouth when we yawn. Surely not a superstition, we say,

but just good manners. And yet it all began when our forebears were afraid, very literally, of "losing their breath".

Far from being the musty old relic that many people think it is, superstition is as lively, contemporary and quick-sprouting as a garden weed. In the last 20 years, baby shoes have become the guarantee of automotive safety for many a driver. And from the lunch counters and hamburger joints throughout the country a baffling belief has arisen.....bubbles clustered in the center of your coffee mean money on the way.



An estimated 20 million of us tote lucky charms of one sort or another. President Eisenhower carries a five guinea gold piece. Harry Truman can't be separated from a miniature piano. Countless numbers of us wear "lucky" clothes at crucial times.

So, instead of burying that rabbit's foot in your pocket, take it out and show it to your friends. They might turn out to be fellow fetishists! But be careful. A gust of ill-wind might blow your lucky charm under a ladder or across a black cat's path. All the four-leaf clovers in Ireland couldn't help you then.

FOR THE.....

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(Continued from Page 21)

times.....Several days of Jo Baggett's vacation was spent in Breese, Illinois, where she and her husband visited their new grandson.....Gloria Ough has a special smile these days since she recently received her engagement ring.

TRANSFER DEPARTMENT

Another Fall vacationer was Ann Bowles, who enjoyed a trip to Asheville, North Carolina. She did some golfing and some sight-seeing.....Judy Irwin was married to Tom McMurdo October 2. Tom is from Mars, Pennsylvania, and is stationed Mayport Naval Station aboard the K. D. Bailey. They have an apartment at Atlantic Beach..... Betty Sanders and Judy were

Mr. and Mrs. Robert Larry Crow cut their wedding cake. The bride is the former Betty Sanders of Subscribers Service. The wedding took place at the Central Christian Church.



presented blankets for wedding gifts from the girls in the department.....Jim Geer and his wife Beverly, have been in their new home in Glynlea for a little over two weeks.....Ethel and Sonny Leverock are getting a 1960 blue Volkswagen.

HOSPITAL CLAIMS

Doris and Jerry Fowler will be expecting their first "arrival" sometimes in March. They are both thrilled about the baby!..... On a recent trip to Marineland, Earline Ihler was presented an official looking certificate that read: "Be it known that Mrs. James Ihler is a qualified JUMPMaster. This certifies that the above named person participated in the regular feeding program at Marineland Studios, Marineland Florida. It further verifies that the above named person successfully made the porpoises jump their full length out of the water to accept food by hand. Signed Greg Masters, Aquarist."..... Lou and Gene Riley have a new home at

Glad to hear that Gene Ganas' mother is recovering so well from her recent surgery. Gene went to Plant City to see her last month.....Last month Linda Strickland joined her aunt in North Carolina and they both went on to Washington, D.C. for a few days.....Thelma Stacy and her husband, Adrian, spent a weekend in Daytona, the place they spent their honeymoon.



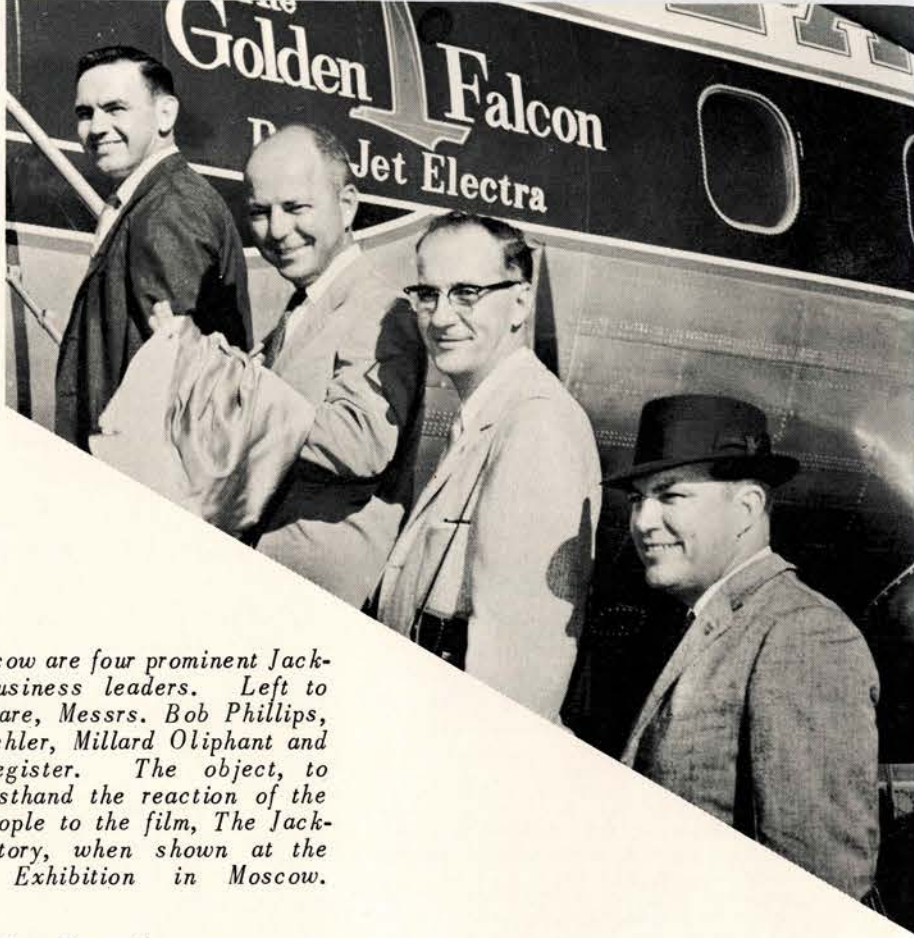
To December Celebrants

Birthdays

Larry Bartlett, Lakeland
Barbara Davis, Claims
Joe McGurrin, Regional Manager
Frances Moore, Enrollment
Carver Ricketson, Services
Barbara Lane, Claims
Ilene Gladson, Miami
Adele Graham, Services
David Austin, IBM
Lillian Purcell, Subscribers Service
Eva Nell Warren, Subscribers Service
Wanda Knight, Claims
Geraldine Whaley, Subscribers Service
Katherine Dahlberg, Claims
Bill Snyder, Ft. Lauderdale
Alene Phelps, Subscribers Service
Tabita Kneza, Records
Edith Bowden, Claims
Harry Powell, Gainesville
Jim Hopper, Representatives
Etta Touchton, Subscribers Service
Patricia Bowers, Claims
Ann Bowles, Subscribers Service

Anniversaries

11 Years	Charlie Webb, Enrollment	12/7/48
10 Years	Bill Snyder, Ft. Lauderdale	12/27/49
	Mal Stuart, Tampa	12/27/49
9 Years	Julia White, Services	12/11/50
	Arlene Mikell, Services	12/27/50
4 Years	Veronica Wright, Accounting	12/12/55
3 Years	Edgar Winslow, Daytona Beach	12/3/56
2 Years	Dick Brooke, Claims	12/2/57
	Noma Higginbotham, Claims	12/9/57
	Betty Bruce, Subscribers Service	12/12/57
	Joe McCracken, IBM	12/19/57
1 Year	Judee McMurdo, Subscribers Service	12/9/58
	Elizabeth Lees, Claims	12/10/58
	Edward Healey, West Palm Beach	12/22/58
	Rufus Todd, Services	12/29/58



Off for Moscow are four prominent Jacksonville business leaders. Left to right they are, Messrs. Bob Phillips, Dick Doeschler, Millard Oliphant and George Register. The object, to witness firsthand the reaction of the Russian people to the film, *The Jacksonville Story*, when shown at the American Exhibition in Moscow.

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gram that has sparked the interest of groups where ever it has been presented. This was the team from Jacksonville, who flew to Russia to witness the reaction and answer the questions of the Russian people after the showing of the film, *The Jacksonville Story*, at the American Exhibition in Moscow. The expedition, under the sponsorship of the Jacksonville Area Chamber of Commerce, was made up of W.H. Doeschler, Carolina Insurance Company; Robert E. Phillips, St. Regis Paper Company; George R. Register, Register & Cummings; and Doctor Emmet Ferguson, Physician and Surgeon.

Their program, chaired by John DeWitt, Western Union Company, was highlighted by the showing of slides with the pictures broken down into subject matter such as, the city of Moscow, the American Exhibition, the health facilities in Russia. Each of these men present at

our sales meeting spoke on one subject during the showing of the slides, after which the audience asked questions.

The following day was a work shop session. The group was divided into three units with Regional Managers, Jack Bond, Jim Hughes and Joe McGurrin each acting as chairman for one of the groups. These groups spent the day digesting the features of the Master Health and Extended Benefit programs introduced the day before by Mr. Herbert. Acting as resource persons at the three sessions were David Coyner and Joe Stansell, Physician Relations, as well as Ernest Gibson, Public Relations.

South Sea Adventure

(Continued from Page 9)

"An amusing sidelight of the ceremony happened during the processional. A marching band played "Coming In On A Wing and A Prayer." At the reception, while the newlyweds were cutting the cake, the same band blurted out with an American favorite, "The Old Gray Mare Ain't What She Used To Be." There was no particular significance to the music, as far as the natives were concerned, it was just music!"

According to Samoan standards, the Bride's family was very wealthy. They even went to the expense of importing a formal white satin gown for the occasion. Even with such formality, the Bride still went bare-footed. Up until about a year ago, Harry was still corresponding with the groom, who was with the U.S. Navy, stationed at Charleston, South Carolina.

The Samoan Natives are copper skinned being much like the Hawaiians. Not only physically are they alike, but their mannerisms and language are similar, according to Harry.

This is a picture Harry took of a typical Samoan village.



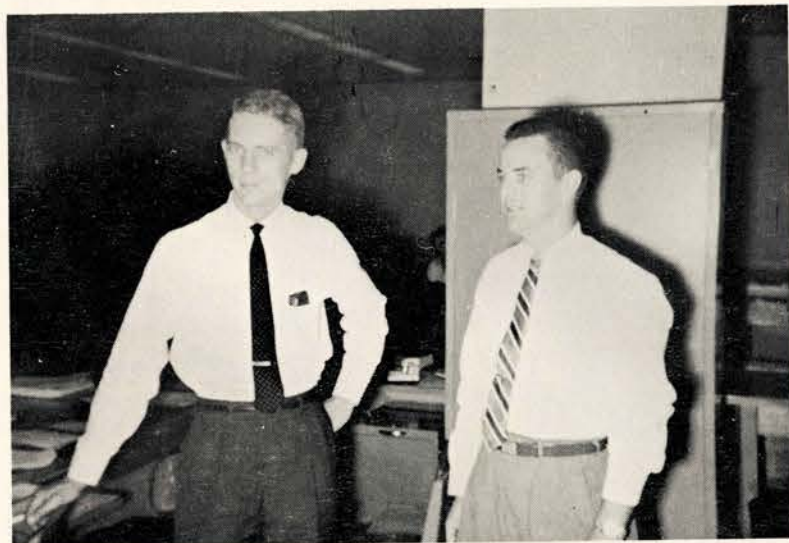
When Harry's 13 month contract with the Navy was up, he returned to his home state of Florida, and soon after began teaching at Madison High School in Madison, Florida. Harry is still licensed to teach agriculture and general science.

Right after his marriage in 1952 to Betty Calhoun of Jacksonville, Harry came to work for Blue Cross-Blue Shield as a Sales Representative in the Jacksonville area. He remained in the Jacksonville Office for five years, and was then transferred to his Gainesville position.

He and Betty have two sons, Scott, 6 and James, 3½. The Powells also have a menagerie of animals. They include "Frisky", a black "Heinz 57" variety dog; "Abigail", a regular alley cat (Harry says not to tell her. She's sensitive and thinks she's pedigreed.); "Gizmo", a small green house turtle; "Saturday", a gopher (Harry's three year old says "Saturday" refuses to eat peanut butter sandwiches.); and "Happy", a small soft shelled turtle (not the house variety).

In conclusion, Harry said, "I feel fortunate in having had this experience, and would like to return to Samoa someday with my family for a visit."

NEW SALES REPRESENTATIVES HAVE WEEK OF TRAINING



FRED HIGGINBOTHAM and PAUL GRAEFE

Our two new sales representatives, Paul Graefe and Fred Higginbotham, had a complete tour of the home office and a week of training the last week of October.

The new St. Petersburg representative, Paul, has been in Florida for about three months. After coming to Florida August 10, one week later he was working for BC-BS. Before making his move to Florida, Paul had been associated with Blue Cross-Blue Shield in Pittsburg, Pennsylvania, for seven and a half years. He and his wife, Eileen, have two daughters, Ruthann, 8, and Cathy, 4. Sports and especially swimming are a family affair with the Graefes. Before attending the Robert Morris Business School in Pittsburg, Paul had been a paratrooper in the U.S. Army for two and a half years.

Fred isn't a native Floridian either.

He hails from Tate, Georgia, but has lived at Jacksonville Beach for the past two and a half years. Fred's theory on this is, "If you're going to live in Florida, you might as well live at the beach." Fred and his wife, Janet's, two sons really like the beach even though they are still quite young. They are David, 3½ years, and Brian, 23 months. Fred was graduated from Emory University in 1955 with a Business Administration major. He was in the Marine Corps from 1948 to 1952 having served part of his time in Korea.



Jones, a good family man, had been inveigled into a poker game, and experienced growing apprehension as the hand of the clock moved relentlessly on toward morning. Finally, at 3 a.m. he had a sudden inspiration. He called his home, and when his wife answered the phone, he shouted, "Don't pay the ransom; I'm back."

Asked the interested friend, "Why did you leave the girl's house so early?" Answered the distressed young man, "While we were sitting on the sofa, she turned out the light. Guess I can take a hint!"

The Sunday School class was composed of three year olds. The teacher asked: "Do any of you remember who St. Matthew was?"

No answer.

"Well, who was St. Mark?"

Still no answer.

"Surely someone must remember who Peter was."

The little faces were full of interest, but the room was quiet. Finally, a tiny voice came from the back of the room:

"I fink he was a wabbit."

"Why did you give your lodger notice?"
"Well, I am not one to suspect people and do not distrust them but when a man always hangs his hat over the keyhole, there is something mysterious."

