I wish your friends to know that their home was flattened by the tornado and are

For the RECORD

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ROSS'S

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Blue Cross - Blue Shield

of an Iowa woman.

In these days of computers, Joey’s case may

WOMEN VOTES

City Briefs

WOMEN VOTES

City Briefs

In days of computers, Joey’s case may have had a number a lot longer.

It has to be that way with us how we could we keep up with tens of thousands of claims.

In these days of computers, Joey’s case may have had a number a lot longer.

Three years of experience at a lot of these

we will still think of him in warm, human terms. Because, basically, Blue Cross and Blue Shield are for people, and machines only help us do a better job.

For one thing, machines help us process cases with speed and accuracy.

But while, we deal with cold figures in taking cases, we will still think of him in warm, human terms. Because, basically, Blue Cross and Blue Shield are for people, and machines only help us do a better job.

For another, they provide us with studies that show what the care in each case should cost.

And this is the kind of studying that helps us work out strong cost-controlling programs to help keep your rates down.

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