

Blue Cross Announces New Health Plan For North Carolina's Senior Citizens

A new Blue Cross health plan for North Carolina's senior citizens was announced today by the Hospital Care Association of Durham. The new program will be offered immediately to any resident of the state 65 or over and in reasonably good health.

E. M. Herndon, executive vice president of the Hospital Care Association, said this is the first time Blue Cross has been made available in North Carolina to persons over age 65 on an individual non-group enrollment basis.

"There are today in North Carolina an estimated 300,000 citizens over 65 who do not have adequate hospital and medical expense protection," Herndon said, "and this number is increasing by approximately 7,500 a year. These are people who failed to get coverage before they were 65 and are no longer eligible to join Blue Cross because they are past the age limit. Recognizing its obligation to help solve this problem Hospital Care Association, after many months of study and planning, has developed a new Senior Citizen Certificate tailored to meet the specific needs of these older people."

"This new senior citizen plan will enable many thousands who have been ineligible for Blue Cross to get reliable low-cost protection against the hospital and medical care expenses they are most sure to have with advancing age."

Benefits provided by the New Senior Citizen Certificate will include in-hospital care for up to 31 days per confinement, automatically renewed after 90 days out of the hospital; a \$150 maximum surgical schedule; in-hospital medical benefits for 30 days; x-ray and radium therapeutic benefits; out-patient hospital services in accident and non-accident surgical cases and out-patient diagnostic x-ray and laboratory examinations in doc-

tor's offices or hospitals. The plan does not cover hospital admissions purely for diagnosis, check-ups or rest cure; Workmen's Compensation cases, confinements in VA or other governmental hospitals; or treatments for any condition arising from intoxication or influence of narcotics unless administered on advice of physician.

Cost of the certificate is \$18 quarterly (three months). This covers the full benefit package for one person. Applicants will be required to fill out and sign a health questionnaire. Anyone 65 or over and in reasonably good health will be accepted, Herndon stated. The program has been approved by the North Carolina Insurance Department.

The president of the North Carolina Hospital Association, E. R. Frye of Charlotte, commended Hospital Care Association on its new Senior Citizen program and pledged the full cooperation of North Carolina general hospitals.

"This is a progressive step," Frye said. "The Senior Citizen Certificate will give our state's older citizens much needed protection against the hospital, surgical and medical care expenses which can present a serious problem, especially to persons who are retired and living on fixed incomes. I know Hospital Care has always recognized the special health needs of the aged and provided the opportunity for all subscribers to continue protection, regardless of opportunity to enroll in Blue Cross to those who are past 65. Hospital Care has demonstrated in a positive way its determination to help solve a growing social problem in our state. The hospitals of North Carolina are 100 per cent behind Hospital Care Association in this program."

Blue Cross is officially approved by the State Department of Insurance. The program is available in all counties where Blue Cross has a presence. The certificate is available in English and Spanish. For more information, contact your local Blue Cross office.

Soil Conservation Commemorated With Four-Cent Stamp; Issued For Aug. 26

A 4-cent postage stamp saluting progress in soil conservation in the United States will be Aug. 26. It will go on sale the day after the U. S. Department of Agriculture announced today.

The Nation's first soil conservation stamp will be formally released at the annual meeting of the Soil Conservation Society of America at Rapid City, S. D., Aug. 26. It will go on sale the following day at post offices throughout the country.

The stamp, which was developed in cooperation with the U. S. Department of Agriculture, portrays a modern farm-land setting signifying that conservation farming brings beauty as well as bounty to rural living.

First-day "covers" containing the stamp are available through the Postmaster at Rapid City, S. D. Upon request and receipt of addressed envelopes and a remittance to cover the cost of the stamps, the post office at Rapid City will place the new stamp on the envelopes, cancel them with a special cancellation mark used only on that day and at that place, and mail the envelopes on the first day of issue.

Improved voluntary health insurance coverage for older people. We feel our new Senior Citizen certificate is an important step in this direction and we intend to do everything we can to enroll all eligible persons in North Carolina in this program.

Hospital Care Association, organized in 1933, is North Carolina's oldest voluntary health service plan.

Medical advances and improved standards of living have been largely responsible for the increasing average life span.

"We know that people 65 and over require more hospitalization than do the younger members of the community," Herndon said. "They also stay in the hospital longer. The need for adequate prepayment protection for these people is evident."

"Blue Cross offers the best protection at the lowest possible cost. Since Blue Cross is non-profit, every penny received from subscribers is used to provide subscriber benefits and services. And, because Blue Cross benefits are based on the actual cost of the hospital services to which a subscriber is entitled, and not on a limited dollar allowance that shrinks in value as costs go up, Blue Cross protection is worth more today than ever before."

"The American Hospital Association, and the American Medical Association, have urged an increase in the availability of

RALEIGH ROUNDUP

ILL... Archie Davis, freshman member of the State Senate and chairman of the board for Wachovia Bank & Trust Co. lies ill and unable to have visitors in City Hospital in Winston-Salem.

Davis brought prestige to the State Senate during the session just closed. Quiet, immaculately attired, mild-mannered and genial, he made a lot of friends for Forsyth County and for his firm while in Raleigh.

TROUBLE AT HOME... While cocky Sam Burrow of Randolph County was courting liberals in the recent Legislature with his \$1.00 minimum wage bill (the House finally compromised on the 75-cents-an-hour minimum and the Senate went along), he apparently got into trouble with the folks back home. They say "a bomb blew up in his face."

Burrow got a bill through permitting jury trials in recorder's court. Anybody knowing much about courts can tell you about the expense of jury trials. So, the opposition is after Bre'r Burrow, charging extravagance, etc., and may make a dent in Representative Burrow's avowed political ambitions.

NO NEVER... We saw this sign in an office we visited recently: "Accuracy is our motto. We never make mistakes."

THE BEST?... The best collegiate football game to be played in this area during 1959 may well be the first one.

Carolina, which at times last year looked as good as the best, opens its season against Clemson, which made such a great showing in the Sugar Bowl.

The Justice days have not yet returned to Chapel Hill, but the word we get is that they are not too far distant now.

SCHEDULE... Few teams in the nation can come anywhere around Duke when you think of back-breaking schedules. The Blue Devils must get a lot better or less ambitious.

This time they play, in addition to the regular fare around here, Rice, Ohio State, Army, Pitt, and Georgia Tech.

YOUTH VS. AGE... Rumors persist that veteran Congressman Carl Durham may have opposition for his Sixth District seat in the person of Bob Scott, Alamance County farm son of the late W. Kerr.

Ralph, brother of Kerr Scott, tried it a few years back but got absolutely nowhere despite the fact that had made some political name for himself as State Senator.

Should young Scott, about 30, run against Durham who will be a young 67 on August 28, he will no doubt have good help from labor as did his uncle when he made the run. Durham is regarded as a middle-of-the-roader. He is a former Chapel Hill druggist.

NEW JOB... Danny Courtney of Caldwell County, Burrow running mate in the 1959 ultra-liberal legislative camp, has moved to another job in his hometown of Lenoir since returning from Raleigh.

He was formerly with a bank, has left that job, and we understand has now become associated with a manufacturing and distribution firm in that section.

WITH OUR BOYS IN SERVICE

Charles L. Teachey, yeoman third class, USN, son of Mr. and Mrs. W. A. Teachey of Route 2, Rosehill, N. C., departed Hawaii, May 26, aboard the attack aircraft carrier USS Lexington for a tour of duty in the Western Pacific.

The Lexington underwent refresher training for nearly a month while at Hawaii prior to assuming her duties with the powerful U. S. Seventh Fleet in the Western Pacific.

While at that area this aircraft carrier will provide mobile striking power to protect the peace in the waters from northern Japan to the Indian Ocean.

CHARLIE W. KENAN, third class, USN, son of Mr. and Mrs. Carrie L. Kenan of Route 2, Box 200, Rose Hill, N. C., serving aboard the destroyer, USS Mansfield, visited Portland, Ore., June 10-17 during that city's 1959 Rose Festival.

Fourteen U.S. Navy First Fleet ships were joined by a U. S. Coast Guard ship and six Royal Canadian Navy frigates. In addition to participating in the festival, the 5,000 sailors saluted the opening of the Oregon Centennial. Leading the parade of First Fleet ships into Portland was Vice Admiral R. E. Libby, USN, the Commander of the U. S. First Fleet aboard the heavy cruiser USS Helena.

HAROLD D. EUBANKS, second class, USN, son of Mr. and Mrs. Willie Eubanks of Beaufort, N. C., was promoted to

When Second District Congressman L. H. Fountain was running against the late John Kerr in 1952, the name nearly caused trouble for Fountain. Ed Lewis, now executive secretary of the N. C. Motel Association, was talking last week about how he and some others were getting up a big motorcade for L. H.

It was to be a terrific thing touring the whole district. It was well organized, news release were ready, a lot of money had been spent on placecards. But just before they were ready to go with the big signs, etc., somebody saw that a serious mistake had been made.

In an effort to be fancy, or at least different, the placecards, the big signs, the news releases, etc., referred to the giant motorcade as "carcade."

"Lordamercy," yelled a supporter for Fountain, "we've got to destroy all this stuff and use the word motorcade. Everybody hearing about it will say it's a stunt for John Kerr. They'll say it's a Kerr-cade." Thus it was that the motorcade had to become a motorcade — almost overnight.

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The auction is on Tuesday for both CATTLE and HOGS. The yards will be closed Monday and Thursday during July and August.

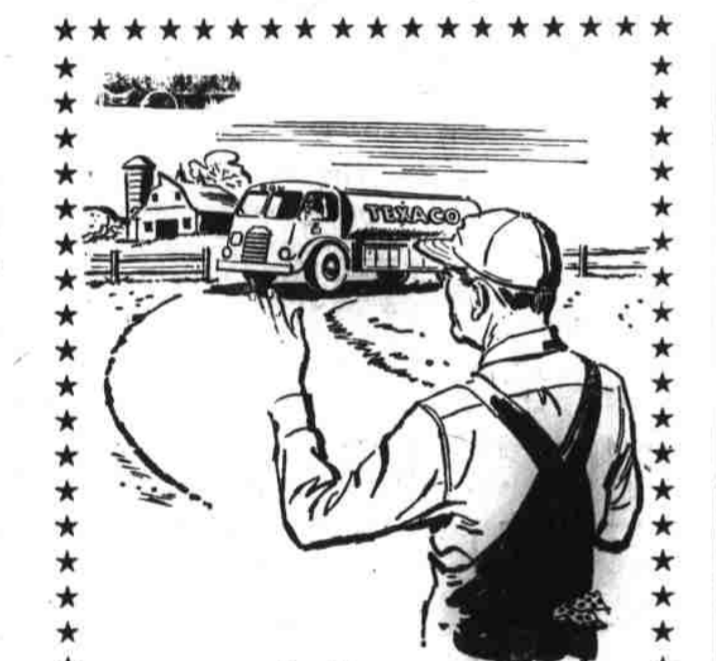
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This man escapes taxes that you have to pay. He's not dishonest—or doing anything illegal. But present federal laws give him and many other people an unfair advantage over you and most Americans as far as some of your taxes are concerned. Here's how: More than 20 cents out of every dollar you pay for electricity goes for taxes. But under present tax laws, several million families and businesses escape paying most of the taxes in their electric bills that you pay in yours. They are people whose electricity comes from federal government electric systems. Unlike you, these people pay no federal taxes at all and little or no state or local taxes in their electric bills. What's more, the taxes they escape have to be made up by other people—including you! Most Americans believe everyone should pay his own fair share of taxes. How do you feel about it? CAROLINA POWER & LIGHT COMPANY