

BLUE CROSS



KANSAS HOSPITAL SERVICE

J. L. LATTIMORE, M. D., PRESIDENT

A Community Health Plan

SPONSORED BY

THE HOSPITALS AND THE PHYSICIANS

SAM J. BARHAM, EXECUTIVE DIRECTOR

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BLUE SHIELD



KANSAS PHYSICIANS' SERVICE

CONRAD M. BARNES, M. D., PRESIDENT

May 9, 1949

Mr. W. C. Simons
The Lawrence Daily Journal-World
Lawrence, Kansas

Dear Mr. Simons:

I had hoped to drop in to talk to you about your suggestion of more advertising for Blue Cross and Blue Shield. Mr. Edward Podmore said that he had talked to you after you wrote on April 20.

We are pursuing an advertising program to sustain and develop our membership, but the kind of ad you suggest puts a coloration on Blue Cross and Blue Shield which they do not deserve. People are suspicious of highly colored advertising in the health field. Furthermore, since our Plan is a group one we are unable to take individual members except jointly with people from their respective areas or places of employment.

I would still like to drop in some day and discuss your views on how our Services might be better presented to the Kansas public.

Very truly yours,

Warren D. Healy
Director of Program

WDH:KR