

# Mental Illness Costly To Business

New York (NAEP) -- It's easy to see how a broken leg keeps a man off the job, but often less revealing symptoms of mental illness can add up to a much greater loss for the company. Current figures peg absenteeism due to mental illness at a staggering \$12 billion a year!

And, this does not take into account the losses incurred by the company when a mentally ill worker is present--for there are no established figures on disruption, slow-down, inefficiency and apathy.



walk on LEFT FACE traffic

"KEEP RIGHT both day and night and your chances of being wrong," is the advice given by the Automobile Club of Michigan to all pedestrians in the state. "If you must walk on a highway, always walk on the left facing traffic since this allows you to continuously observe the flow of oncoming traffic." To bring this message to Michigan youngsters, 17,000 copies of this award winning poster are being distributed to schools throughout Michigan.

## Kent Lake Livery Open

The boat rental building at Kensington Metropolitan Park near Milford is now open for the 1968 season.

More than 110 aluminum boats are available for rent, with a \$5 deposit, at 75 cents per hour, and \$1 aluminum charge. Maximum charges are \$2.50 weekdays and \$4.50 on Sundays and holidays. Persons may supply their own motors, limited to 7.5 horsepower, for use on rented boats. Safety cushions are available for rent.

The park does not rent outboard motors, nor does it supply fishing tackle, bait or gasoline.

BOATING facilities at the 1,300-acre park include two launching ramps and an overnight campsite on Cane Island for canoeists. Persons must furnish their own canoes or rent them from liveries in Milford, Island Lake State Recreation Area or Ann Arbor.

There is no charge for boat launching, which is open daily at two ramps from sunrise to 10 p.m. at 1,200-acre Kent Lake in the park, which is one of the most popular fishing sites in south-eastern Michigan.

No water skiing is permitted on Kent Lake, and there is a 10 mile per hour speed limit. The new state regulations concerning motorboat operators under 16 years of age must be complied with.

BOATERS are required to obtain a boat launching permit, issued without charge and good for the 1968 season, prior to launching their craft. These are available at the park office.

Trailers, cars and boats are not permitted to remain in Kensington Park overnight, except for boats in slip rental spaces. The Michigan State Conservation Department fishing rules and regulations for inland lakes and streams apply to Kent Lake.

## Schoolcraft Gets \$42,772 Federal Grant

Schoolcraft College has received a grant of \$42,772 from the U.S. Office of Education to fund the college's work-study program from July 1 through December 31, it has been announced by President Dr. Eric J. Bradner.

The program, authorized by the Higher Education Act of 1965, provides financial assistance to qualified students through campus employment to a maximum of 15 hours per week.

The Work-Study Program is one of several federally supported student aid programs in which Schoolcraft participates to provide assistance to students who otherwise would have difficulty in financing a college education.

1224, Tarpon Springs, Fla.

By the use of psychoanalytical tools, an executive can increase his effectiveness in the management of himself and others, learn to understand motivation and sharpen his communication skills.

Thus, "applied psychology" meets an industrial challenge and the result is mobilization of people toward the accomplishment of organizational goals--no minor cost-cutting operation!

Often, however, the executive must acknowledge that the "trouble-spot" is a worker who is seriously ill. One alternative is to fire the man, and begin the time-consuming and expensive process of rehiring and retraining another, hopefully more stable, worker.

BUT, TO CUT LOSSES in this way is not always the most effective or economical way to handle the problem. Many times, sympathetic talks, referral to outside help, or just understanding "what's at work" can save an employee. While this alternative also "costs" industry--it is an investment that can pay off, rather than constitute a loss.

Sometimes, the management executive who understands the situation but must intervene in the company's interest is caught between the devil and the deep blue sea. Positioned as he is, his decisions will have a significant impact on the morale and emotional climate of the company as well as a direct effect on an individual.

His dilemma becomes professional as well as personal. He has a tough job on his hands requiring that he make difficult psychological calculations that can push him out on a lonely limb.

To help with this special problem, a non-profit center for professional education, research and treatment of mental illness, has developed a seminar designed to improve the psychoanalytic frame of mind applicable to the daily activities of executives.

THE SEMINAR, held at Anacostia Manor Foundation in Tarpon Springs, Fla., stresses the personal side of business, and the executive is expected to focus on such problems as employee morale, motivation, job conflicts and identity with the company.

Then, just to turn the tables, the seminar includes a session on the emotional problems of the executive.

The four-day seminar being held November 4 to 8, is called, Men, Management and Motivation and attendance is limited to corporate officers or officials of government and educational institutions with authority comparable to that of corporate officers.

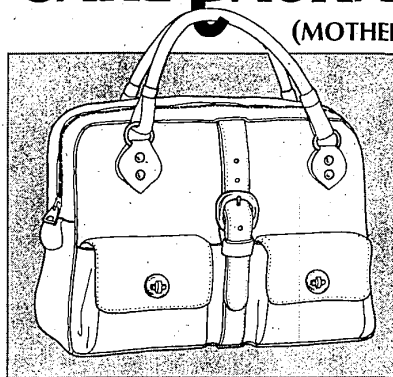
Details are available by writing Executive Seminars, Anacostia Manor Foundation, Box



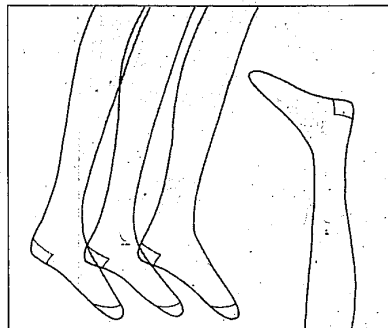
Dr. Robert R. Johnson has been elected vice president - engineering of Burroughs Corporation by the company's board of directors.

# CARE PACKAGES FOR MOM

(MOTHER'S DAY IS MAY 12)



Thom McAn Safari handbag gives Mom Big Game fashion! Twin mini-pockets, soft-lined and practical. Silver trim side buckle and belt. Zip-open top. Pick from white and white patent. Just 5.99.

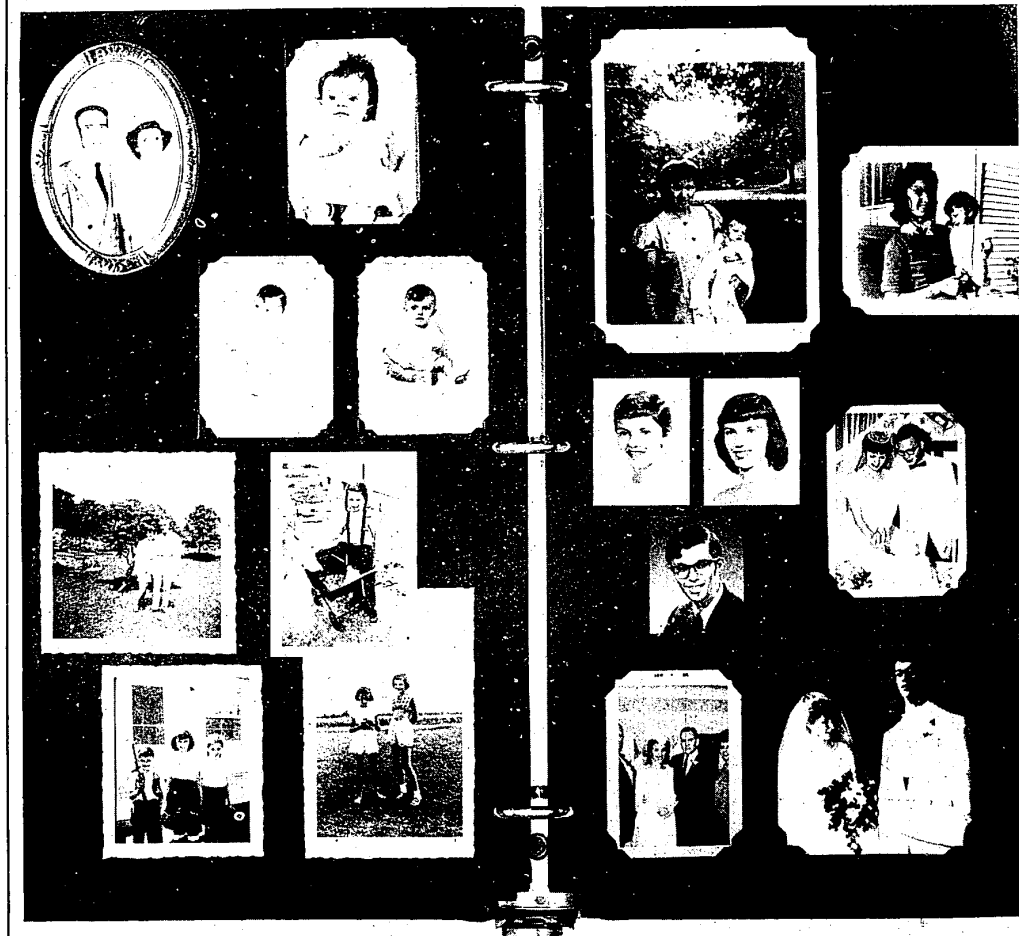


Give Mom Thom McAn sheer hosiery. Buy 3 pair... get an extra pair FREE! Sheer flattery. Comfortable micro-mesh construction. Choose from our new complexion colors. And get 4 pair for the price of 3! Only 69¢ a pair.

Shoes... slippers... Thom McAn has dozens of gift ideas for Mom. Come in and see!

WONDERLAND CENTER STORE  
PLYMOUTH ROAD at MIDDLEBELT

Thom McAn  
A DIVISION OF MELVILLE SHOE CORPORATION



## Mary Williams held her last job 24 years that's her problem

Mary has a heart full of memories and an empty home. She's only 44. She's healthy, intelligent and willing.

Mary wants a new job. But ironically, 24 years of success has spoiled Mary, at least in the labor market. She's finding out the hard way that she's decades behind in terms of modern business skills.

The YWCA's "Project Self-Start" helps women like Mary catch up. We conduct

classes in such areas as business machines, apartment management, civil service exams, retelling, etc. We help Mary brush up on arithmetic, English, interviewing, even personal grooming.

How's it working? Almost too well. In less than a year, "Self-Start" has helped more than 1,200 women find their way to a productive new life. And this has helped employers, too. But to keep handling the de-



mond, our facilities must be expanded. We sorely need your contribution.

Today, Mary Williams is an unemployed mother. Soon, with the help you give us, she'll take her ability and ambition back into the business world. WHAT'S THE YWCA COMING TO? TO YOU!

give to the YWCA expansion fund

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