

**HURRY! HURRY!  
HURRY!**



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## York Cty. Branch C.M.H.A. Drive June 3-4

On June 3rd and 4th, the York County Branch of the Canadian Mental Health Association will conduct a county-wide campaign to support its activities for the year. At that time, representatives of the Branch will call at homes and businesses throughout the county to explain the work of the Association and solicit donations.

ing the level of mental health and extending treatment services for the mentally ill across our nation. In pursuit of this aim, the Association organizes educational programmes designed to inform the public about mental health problems and the services available to the mentally ill, and co-operates with the professional workers in the field in sponsoring projects to reduce the incidence of mental illness and improve the treatment of the unfortunate victims of this type

of illness. In order to bring the benefits of their efforts to the local level, the National Association has organized Divisions in each province which in turn, provide valuable help with the organization and operation of branches in local municipalities. The York County Branch which was organized in 1958, has been one of the most active branches in the province and can take justifiable pride in its record of accomplishments. During the four years that it has been in operation, the

Branch has developed an extensive programme of activities planned to expand and improve the mental health services available to the residents of York County. In addition to providing the original impetus for the organization of the York County Mental Health Clinic, which has now been in operation for two years, and the inclusion of a psychiatric wing in the York County Hospital at Newmarket which will be open in 1964, the Branch has organized a band of 160

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volunteer workers who regularly visit the 'out-patient' centres in the area and supplement the work of the professional personnel in the treatment and rehabilitation of patients. The programme also includes the bringing of information about problems of mental illness and the services available for dealing with them, to groups such as teachers, public health nurses, the police, the clergy and others who are directly involved with them, as well as the general public. Financial support for research projects in the field of mental health has been provided through the Provincial and National Associations.

In the coming year, plans are being made to provide one or more White Cross Centres in the County where out-patients can take part in activities under the direction of volunteer workers, which will help with their rehabilitation into the social and vocational life of their communities. It is also planned to co-operate with the Mental Health Clinic in establishing and operating a camp for emotionally disturbed children where activities of a therapeutic nature will be carried on under the direction of highly trained professional leaders. Apart from limited grants from the county and municipalities and a very small revenue from membership fees, the Branch depends entirely on voluntary donations from the people of the County for the financial support necessary to carry on its programme. During the two former campaigns, the people of York County have responded splendidly and we trust that we will again have their generous support during the 1963 campaign. When the White Cross Canvaser knocks at your door on June 3rd or 4th, we trust you will receive them warmly and donate in the same liberal manner that you have in former years.

D. R. MacDonald, President, York County Branch, C.M.H.A.

The number of families in Canada increased by 860,060 from 1951 to 1961, while the number of housing units built in that period totalled 1,269,335.

Where's The Fire Alarm? When moving to a new district, there are several emergency aids that should be known to the newcomer. Even though there is a phone in the new home, it is wise to know just where to place a call to the fire department in case of emergency. If the house phone is not available. If there are children in the family, the bigger ones should be taught how an alarm is put through.

## 30th BIRTHDAY TAG SALE

May 27th. To June 1st.  
**WIN ONE OF THESE 30 PRIZES**

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- 2nd PRIZE - General Electric Stereo High Fidelity Console (RECORD PLAYER - AM-FM RADIO COMBINATION)
- 3rd PRIZE - RCA Victor 19" Portable TV
- 4th Prize: 5-piece Dinette Set; 5th Prize: General Electric Vacuum Cleaner; 6th Prize: Deluxe 24" Barbecue; 7th Prize: Cosco Bridge Set, 35-inch with 4 Chairs; 8th Prize: Electrohome Portable Stereo Record Player; 9th & 10th Prizes: Sunbeam Coffee Master; 11th & 12th Prizes: Man's Bicycle; 13th Prize: Spalding Golf Cart; 14th to 23rd Prizes: General Electric Table Model Radio - AM/FM; 24th to 26th Prizes: Carl Wetziar Binoculars (7x50); 27th to 30th Prizes: Borg Bathroom Scale. (All Prizes Must Be Accepted As Awarded)

IT'S EASY TO ENTER... as often as you wish! Just complete an entry tag (or reasonable facsimile) which you will obtain when you purchase any one of the 29 products designated in the I.D.A. BIRTHDAY TAG SALE Celebration. Entries must be deposited in the box provided in our store, prior to 9 p.m. Eastern Daylight Saving Time, June 1, 1963. ASK FOR COMPLETE RULES OF ENTRY

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