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

dedicated to the aim of improv- unfortunate victims of this type has been in operation, the has organized a band of 160

On June 3rd and 4th, the | ing the level of mental health | of illness. In order to bring the | Branch has developed an ex-

adian Mental Health Associa- dence of mental illness and record of accomplishments. pital at Newmarket which will tion is a volunteer organization improve the treatment of the During the four years that it be open in 1964; the Branch

York County Branch of the and extending treatment serv- benefits of their efforts to the tensive programme of activities Canadian Mental Health Asso- ices for the mentally ill across local level, the National Asso- planned to expand and improve ciation will conduct a county- our nation. In pursuit of this ciation has organized Divisions the mental health services wide campaign to support its aim, the Association organizes in each province which in turn, available to the residents of activities for the year. At that educational programmes de- provide valuable help with the York County. In addition to time, representatives of the signed to inform the public organization and operation of providing the original impetus Branch will call at homes and about mental-health problems branches in local municipalities. for the organization of the businesses throughout the coun- and the services available to The York County Branch York County Mental Health ty to explain the work of the the mentally ill, and co-oper- which was organized in 1958, Clinic, which has now been in Association and solicit dona- ates with the professional has been one of the most active operation for two years, and workers in the field in sponsor- branches in the province and the inclusion of a psychiatric As is well known, the Can- ing projects to reduce the inci- can take justifiable pride in its wing in the York County Hos-

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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 directon 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 Canvasser 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

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

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

1st PRIZE - 1963 PONTIAC Parisienne Convertible 2nd PRIZE - General Electric Stereo High Fidelity Console

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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 Wetzlar 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 20 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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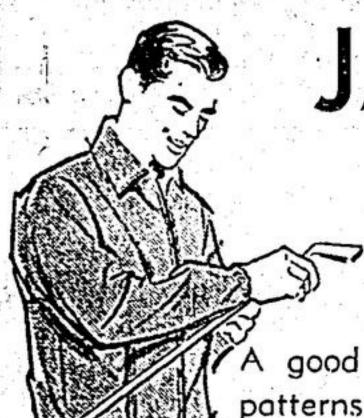
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