

LIFE'S LIKE THAT

By FRED NEHEP



"... and now a word from YOUR sponsor!"

Mentally Ill Need Extended Program

By K. L. SUTHERLAND, M.D. So much has already been said and done by health officials in educating the public as to the value of good health practices and the prevention of disease, that more people are conscious of the physical aspects of health than ever before.

In the wake of this, has come an increased understanding of the importance of mental health and its effects on the person as a whole, and this has led, in turn, to a realization of the urgent need to do something constructive about the prevalence of disturbed and mentally retarded children and the neurotic and psychotic adults in the community.

MENTAL ILLNESS has probably existed just about as long as man, but it was not officially recognized as a nationwide public health problem in the United States until 1946, at which time the National Mental Health Act was passed by Congress.

Though the act appropriated federal money for the training of public health personnel in this field, progress was slow in coming. In part at least, this has been due to the difficulty in determining the specific aspects of the mental health program that might properly belong to local health departments.

Then in 1959, the California State Legislature passed the Community Mental Health Services Act, better known as the Short-Doyle Act, in an effort to stimulate greater local interest and participation in mental health services.

Matching funds for approved community mental health programs were provided by the state on a 50-50 basis and, at this point, it might be said that a fair beginning has been made.

Approximately \$1,736,000 was budgeted by Los Angeles County for Short-Doyle services in the fiscal year 1961-62 (half of this amount was supplied by the state), but, so vast is the problem that this is in truth no more than a starter.

PREVENTIVE mental health services are to some extent incorporated into the current health program of the Los Angeles County Health Department.

For the past several years, those professional health work-

ers who have the care of patients either in the health center or in the home have been given additional instruction by a consulting psychiatrist, provided by the County Health Department, in the identification of behavior or personality problems, emotional disturbances, and mental disorders.

Key personnel are thus well equipped to recognize and assist departmental clients who need help with minor emotional difficulties, while those cases which must be referred to other clinics or agencies for more involved investigation and treatment can be quickly identified and assisted.

IT IS ESTIMATED that nearly \$4 billion is spent annually in this country in the care of the mentally ill, and for every dollar so spent only one cent is expended on research into the causes, treatment, and prevention of mental illness.

A radical change in program would seem to be in order, for there is certainly a demand and a need for broader mental health services in our present society.

Health departments will probably continue to offer mental health services pretty much as they now do, according to expressed opinion, but the program is thought to be greatly in need of all-round strengthening. Nor is participation in the mental health program outside the scope of public health activities.

As health departments have helped to provide a wholesome physical environment, so can they assist in the establishment of a wholesome emotional environment that is conducive to good mental health.

Heart Fund Campaign's 1963 Poster



MEN HONORED... Safety pays and earns Merit Award for members of distribution department in Southern California Gas Co.'s Southwest Division. Representing the 32-man group of safe workmen, (l to r) D. E. McHeeters, R. L. Moore, H. L. Trenier, and N. L. Boden (front) examine certificate presented for 563,270 man hours worked without disabling accident in seven and one-half year period.



- HEINZ BABY FOOD 4 1/2 oz. Jar 3 for 29c
- Strained
- CORNED BEEF HASH 24 oz. Can 59c
- Libby
- ORE-IDA POTATOES 2 lb. Pkg. 25c
- Mash Browns
- COFFEE CAKE 13 oz. Pkg. 79c
- Sara Lee
- FACIAL TISSUE 400 ct. Box 2 for 45c
- Powder Room
- MARCAL NAPKINS 80 ct. Pkg. 10c
- VETS DOG FOOD 16 oz. Can 3 for 25c

- WYLER'S SOUP MIX Pkg. 3 for 25c
- Chicken Noodle, Beef Noodle, Potato
- KRISPY CRACKERS 1 lb. Box 29c
- Sunshine
- CHUNK TUNA 6 1/2 oz. Can 29c
- Breast O' Tuna
- AWARD MARGARINE 1 lb. Pkg. 29c
- Price includes 6c off.
- KRAFT CHEEZ WHIZ 14 oz. Jar 59c

GIGANTIC BEVERAGE BUYS

- LUCKY VODKA Fifth \$2.99
- 80 Proof
- LUCKY GIN Fifth \$3.55
- 90 Proof

GIGANTIC VALUES IN OUR HOUSEWARES DEPT.

Original Silk Screen Wall Decorations



Joyart
"DECOR-ETTES"
PLAQUES

This 12 print selection of Grass Mat Plaques, size 12 x 12, is ideal for Kitchen, Den, Living Room or Bedroom. Another Lucky First.



98c

GIGANTIC ID

NOW IS THE TIME TO STOCK

- PEAS DEL MONTE EARLY GARDEN 303 Can 6 for \$1
- CORN DEL MONTE GOLDEN BANTAM 303 Can 6 for \$1
- PEACHES DEL MONTE CLINGS 2 1/2 Can 4 for \$1
- FRUIT COCKTAIL DEL MONTE 303 Can 5 for \$1
- DEL MONTE PEARS 303 Can 4 for \$1
- SLICED PINEAPPLE DEL MONTE 1 1/4 Can 5 for \$1
- PINEAPPLE JUICE DEL MONTE 46 oz. Can 4 for \$1
- CUT GREEN BEANS DEL MONTE 303 Can 5 for \$1
- STEWED TOMATOES DEL MONTE 303 Can 5 for \$1
- TOMATO SAUCE DEL MONTE 9 oz. Can 14 for \$1
- DEL MONTE CATSUP 14 oz. Bottle 6 for \$1
- TOMATO JUICE DEL MONTE 46 oz. Can 4 for \$1
- DEL MONTE PICKLES FRESH CUCUMBER CHIPS 15 oz. Jar 4 for \$1

- BETTY CROCKER CAKE MIX 4c Off 19 oz. Box 3 for \$1
- Chocolate, White or Yellow
- JELLO 3 oz. Pkg. 3 for 25c
- Gelatin dessert.
- PEANUT BUTTER 16 oz. Jar 49c
- Laura Scudder
- GRAPE JELLY 2 lb. Jar 45c
- Kern's
- FISHERS BISKIT MIX 40 oz. Box 39c

Manning's BAKERY TREATS

- RASPBERRY COFFEE CAKE 45c
- Butterhorn dough with a Raspberry Jam Topping
- 8-Inch ANGEL FOOD CAKE 75c
- Chocolate Mint... Delightfully tender cake, iced with Bittersweet Chocolate and Mint.

PLASTIC SALE

FESTIVAL POLYETHYLENE

- 18 Quart Utility Tub
- 13 Quart Waste Basket
- 17 Quart Round Waste Basket
- 15 Quart Deep Dish Pan
- 15 Quart E-Z Pour Pail
- Bowl Brush and Holder

Your choice of colors: Yellow, Turquoise, or Sandalwood.



88c

M.J. COFFEE
1 lb. Can .55
2 lb. Can .55

PILLSBURY FLOUR
5 lb. Bag .55

TID GIANT S...
Price includes 10c Off.
5

9 POUND CANNED...
Cooked in natural juices... makes your taste buds bloom.

FARMER JOHN F...
All meat... delicious... served
Lucky Sliced Bologna 6-oz. 29c

Mary M. LUCKY-HIRAM'S OWN

Cut three pounds of thick bottom dredge in a mixture of 1/2 cup flour, black pepper, in a heavy skillet fry without becoming too crisp. Remove 1 inch pieces, then place the pieces in a hot oil. Fry until golden brown. To the fat and liquid remaining in the skillet, add 1/2 cup flour, browned garlic. Add the floured beef pieces turning often. When the pieces are and in 2 minutes remove the meat fat in the skillet 12 oz. (fresh mushrooms. Brown them quickly and add one cup of Burgundy. Stir over the casserole and add 12 small baby carrots, 3 peppercorns, 3 whole lemons chopped parsley and thyme. Blend with a spatula then Burgundy. Cover casserole tightly with hot, with toasted cheese bread portions.

PRICES EFFECTIVE THURSDAY, JANUARY 31, 1963 WEDNESDAY, FEBRUARY 1, 1963 Sales tax included

UNDERWOOD DEVILED HAM
2 1/2 oz. Can 23c

UNCLE BEN'S SPANISH RICE
6 oz. Box 49c

UNCLE BEN'S RICE
14 oz. Pkg. 29c

BRANDYWINE Mushroom Buttons
2 oz. Can 27c

M.D. TOILET TISSUE
4 pt. Pkg. 37c

TREND LIQUID
32 oz. Bottle 53c