

## The last challenge of a socially conscious society?

Depression strikes millions— indiscriminately. Depression is simply a suppression of brain activity that makes life unbearable. And even though depression is readily treatable, only 1 in 5 ever seeks treatment. Why do so many just drag themselves along or eventually seek relief through suicide? First, there's the lack of awareness of depression— as an illness and as the threat that it is to each and every one of us. Second, there's the unwarranted negative stigma attached to it. You know, the 'mental' thing. It's time to collectively face depression. To know it's an illness, not a weakness. And it's a challenge that's long overdue. It's taken too many of us already.

**UNTREATED DEPRESSION**

#1 Cause of Suicide

Public Service message from SAWE (Suicide Awareness/Voices of Education) <http://www.sawe.org>

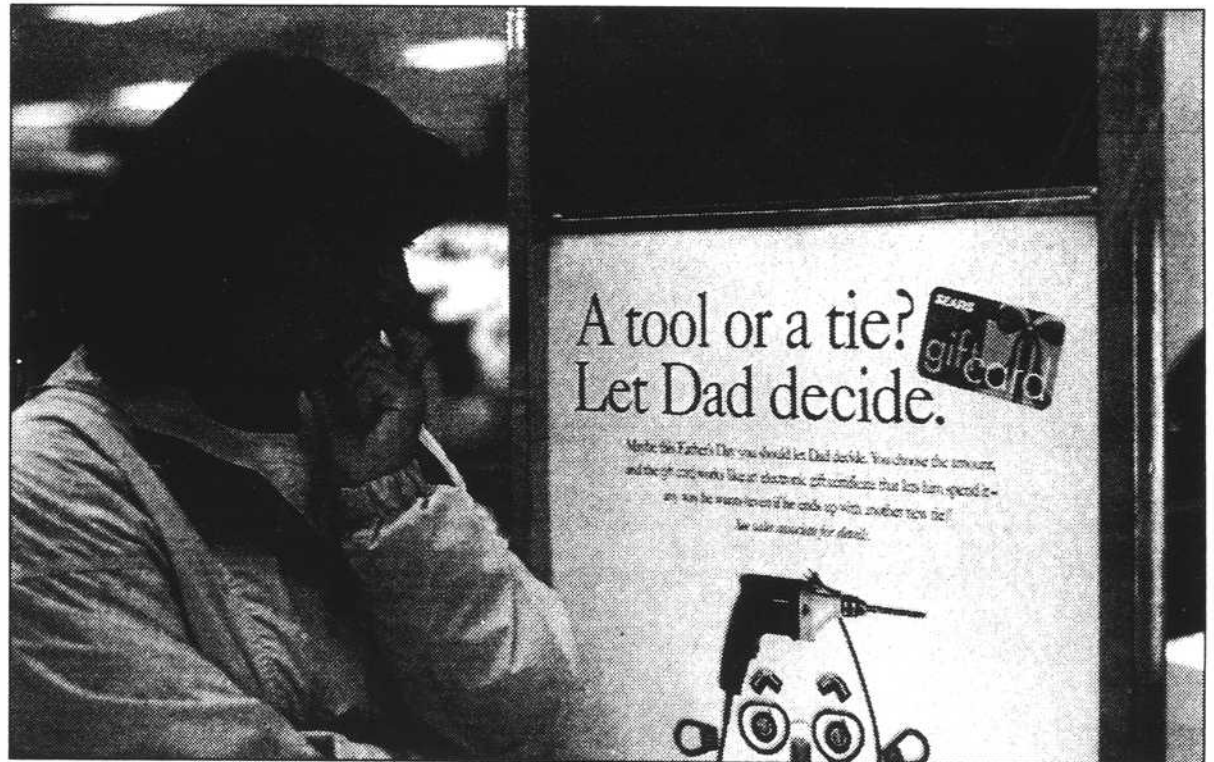


PHOTO ILLUSTRATION BY TANYA WRIGHT/DN

FINDING THE PERFECT gift is never an easy task. Lincoln retailers offer many solutions to the question of what to get Dad for Father's Day.

## Father's Day makes for tough picks

By TOM FOSTER  
Staff Reporter

It's that time of year again.

Father's Day looms on the horizon, and people everywhere are fidgeting, not sure what to buy for their dear old dad.

Aside from the traditional Father's Day tie, there are a great many gift ideas that go practically unnoticed every year. This year, some Lincoln stores hope to change that.

Nadine Lann, manager of the Younker's men's department at Gateway Shopping Center, said fewer people are buying ties because men have begun to conduct business in casual clothes. She said casual slacks and shirts are selling better this year. The most common gift this holiday is golf gear, she said.

Indeed, a glance at the Sunday newspaper confirms Lann's statement.

Stores as diverse as Sears, Dillard's and Jumbo Sports, 5000 N. 27th St., have colorful ads with pictures of men lining up putts and teeing off.

"Everything Dad needs to play like a pro," reads a Shopko ad, 100 N. 66th St. and 4200 S. 27th St., selling clubs, balls and shirts with tastefully bright patterns.

"Low prices are in full swing for Dad's Day," reads a Target ad, 333 N. 48th St. and 5330 S. 56th St., featuring an artificial putting green for the living room floor.

Ken Johnson, manager of Nebraska Bookstore, 1300 Q St., said Cornhusker-embellished golf gear is selling especially well this year.

But shoppers whose Dads are not

seasoned golfers needn't worry. There are gift ideas aplenty.

Again, a glance at the Sunday newspaper provides insight. One store offers a paper shredder on sale for Father's Day. Another is selling gun racks. The George Foreman sloped grill is on sale this year. So are electric razors, bottles of cologne and variable speed jig-saws.

This year, Dad might like some fishing lures. Or perhaps he needs a beeper. Or a bottle of Rogaine and some Nicorette gum.

Father's Day gifts are available this year at many Lincoln retailers: hardware stores, drug stores, sporting goods stores and of course, department stores.

"Father's Day is the next best thing to Christmas," Lann said. "It's how a lot of men get most of their clothes."

### Daily Nebraskan Summer Edition

<http://www.unl.edu/DailyNeb/Fax> Number 472-1761

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The Daily Nebraskan (USPS 144-080) is published by the UNL publication Board, Nebraska Union 34, 1400 R St., Lincoln, NE 68588-0448, Monday through Friday during the academic year; weekly during summer sessions.

Readers are encouraged to submit story ideas and comments to the Daily Nebraskan by phoning 472-2588 between 9 a.m. and 5 p.m. Monday through Friday. The public also has access to the Publication Board. For information, Contact Travis Brandt, 472-2588.

Subscription price is \$55 for one year.

Postmaster: Send address changes to the Daily Nebraskan, P.O. Box 880448, Lincoln, NE 68588-0448. Periodical postage paid at Lincoln, NE

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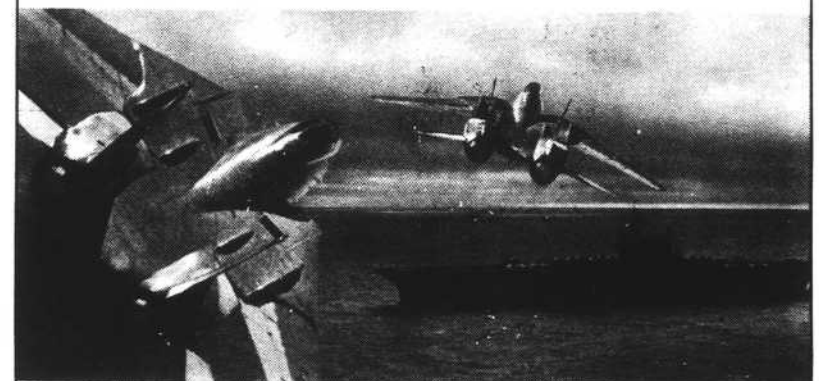
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