



To all my good readers who has been reading my columns during the years, probably can see that most of my ideas are based on everyday life which deal with ourselves and others, and the world in which we live. It has been my aim to bring out some facts to the best of my knowledge, and aid in which we can improve our understanding of ourselves and the people in our lives, particularly a better understanding of the relations between ourselves and others. Yet, in order to be really effective, understanding must be much more than the possession of information. It is quite possible for an individual to accumulate considerable knowledge about human behavior, or become as he would think a walking encyclopedia of information, and yet to remain essentially an emotionally inmature person.

Those who seek to improve themselves merely through reading psychology books, may find themselves in a confused situation. They may find that the knowledge and information they accumulate through reading might not result in real improvement or, for that matter, any genuine understanding of themselves. Somehow, they are unable or unwilling to transfer this knowlege to their own lives. Most of the reasons for this failure may lie in that area of our lives which is beyond awareness. We have a lifetime of experience in avoiding or ignoring certain crucial problems and issues. To face them squarely would result in pain and anxiety. Furthermore, there is the ever-present difficulty of being objective.

Perhaps the best contribution to understanding the facts written by a writer is, to recognize and to identify certain feelings and experiences, and also to see the ways in which they are interrelated. By discussing and analyzing some of the events and feelings which are part of the experience of most of us, it may be possible to make us aware of the understanding of ourselves and others which we already possess and perhaps even to help us increase it.

## READY FOR CHRISTMAS

Just about everybody seems to have their mind focused on the Christmas holiday season. Most everyone I've talked with lately asks me: "are you ready for Christmas?" I tell the majority of them that I'm always prepared for a sacred holiday, because I have a true understanding of what it means, and it's easy for me to be ready and willing to accept it.

As we approach the holiday season; I'm sure you aren't impatient or over-anxious because this will destroy the value of your mental pictures toward Christmas. Now is the time to picture in our mind the happiness, health, and success which should be ours whether we are secure financially or not, it's just what we think and feel towards anything which determines what it means to us.

Some people take Christmas spiritually, while others look toward the social side. For those who celebrate socially, they should set a limit to their social ways and habits and not go to the extreme. Of course, people that take Christmas spiritually, have their ways and means through inspiration to take Christmas,

There are so many things I could mention concerning Christmas, but I would like to leave a thought with you. "Life should be a sharing of the good things with each other, because real joy is in the giving. But when we have gained knowledge which creates wealth, we can share it with our friends and loved ones, which is one of the greatest gifts of all."

Finally, to all my good readers who have been following up my columns during the year; I have analyzed and brought out a lot of facts about life pertaining to our everybody living. I hope they have brought you a lot of inspiration and encouragement as you face life in the future. I wish all of you a Merry Christmas and a

# **Operation Santa Claus Gets Underway at Retardation Cnts.**

given in abundance. At least

child with a variety of

and piece of clothing, in

addition to a toy. Gifts of

money allow the volunteer

coordinators to purchase gifts

Each facility serves the

mentally retarded or mentally

ill from all the counties in its

region, often receiving support

for this project from all of the

to fill in voids.

For more than ten years, during the Christmas season, people in North Carolina have been contributing gifts, cash donations and their time for those persons residing in the state's psychiatric hospitals and mental retardation centers. Spearheading this gallant effort through the years have been the local chapters the North Carol ina Mental Health Association and the North Carolina Association for Retarded Children.

The program, Operation Santa Claus, was initiated in order that every patient or resident of the state mental health facilities might be remembered at this special time of the year. Each facility has a number of "forgotten patients" that receive no mail, have no money and no regular visitors. If volunteers did not contribute their time, money or gifts to these patients, they would have little to look forward to, especially at Christmas.

In recent years the task of coordinating the volunteer efforts of so many indivduals, church groups, civic clubs and organizations has been done by the Volunteer Services Director at each facility.

Donated articles which are i ntended for Christmas distribution should be new and unwrapped. The usual suggestions include clothing, games, toilet articles, small luxury items and cash. Some institutions provide the community participants of Operation Santa Claus with a brochure outlining the gift suggestions in greater detail. Larger gifts for an entire ward, such as a television, coffee urn, record player or hair dryer are also welcomed.

At the mental retardation centers, which have children,

T. S. Pierce Is Named Director **Programs** 

NEW YORK - The appointment of Timatha S. Pierce as Director, Equal Opportunity Programs. National Broadcasting Company, was announced recently by Robert A. Hurford, Vice President, Personnel, NBC. The appointment is effective Jan. 1, 1974.

Ms. Pierce has been Manager, Advertising and Promotion for the NBC Radio Network, since joining NBC in New York in October, 1971. In her new position, she will be responsible for administering and monitoring NBC's overall program to insure equal employment opportunities and fair employment Practices. She succeeds David Obel, who has joined the Hertz Corporation as Senior Counsel.

"We are fortunate to have an individual of Ms. Pierce's ability to place in this key position," Mr. Hurford said. "Her thorough knowledge of broadcasting, her well-demonstrated administrative ability and her keen personal commitment to open hiring and promotion programs within NBC qualify her to take on this important challenge."

Before coming to New York, Ms. Pierce was Manager of Advertising and Promotion for WRC, the NBC owned radio station in Washington, D. C., for eight years.

In May, 1971, she was honored as Washington's Advertising Woman of the Year by the Women's Advertising Club of Washington. She has, among other honors; received awards for advertising from the Art Director's Club of Washington and from the Advertising Club of Metropolitan Washington.

## AIR-CURED

Air cured tobacco is so-called because it is under natural atmospheric conditions, usually without the use of supplementary heat, except to prevent polerot, house-burn or barnburn in damp weather.

16-32 counties in each region. In addition to the increasing number of donations every year, other acitivites at the facilities make the holiday season a time to be remembered for the patients and residents. Several large organizations sponsor insti tutions wide parties, usually complete with Santa and gifts. The residents of three mental retardation centers receive a special treat in seeing Santa flown in by five years of age, toys for the helicopter.

younger children are often Some of these centers demonstrate their holiday one center tries to provide each spirit to parents, friends and the community with an annual gifts-fruit, candy, toilet article Christmas pageant to which the public is invited.

Operation Santa Claus is a result of many hours of volunteer time and thousands of gift donations by North Carolina citizens and groups. But volunteers agree that the look of surprise and happiness on the faces of the patients and children at the institutions makes it well worth the effort.



P.E. HONORS CLUB MEMBERS DISCUSS PLANS-These members of the Physical Education Honors Club at Saint Augustine's College are discussing some phases of their program planning. Left to right: Michelle Poindexter, a senior from Lexington, Virginia, assistant secretary and parliamentarian; LaVerne Askew, a junior from Winsdor, reporter; and Vernon Bond, a junior from Windsor, assistant reporter. Of course they are physical education majors.





"Super-Right" Quality U.S.D.A. Grade 'A'



18 LB. AND UP GRADE 'A' YOUNG TURKEY 10 to 18-Lb.

SWIFT'S BUTTER BALLTURKEYS A&P SELF BASTING TURKEYS

"SUPER-RIGHT" "SUPER-RIGHT" QUALITY

CORN-FED FRESH PORK LOIN

U.S.D.A. INSPECTED CAESH

**Bucket** O Chicken

Lb. 69° Lb. 45c Fryer Breast Quarter

Lb. 39° Box-o-Chicken

Lb. 454 • Fryer Leg Quarter

Eat a Little Cake with Your Fruits and Nuts

A&P's Jane Parker fruitcakes are two-thirds fruits and nuts, with just enough cake to hold it all together. The treat of the season comes in 11/2, 3, and 5 lb. sizes.

5249 \$449 544 \$589 344

Cranberry Sauce Mayonnaise

A&P

100% BRAZILIAN 100" DELICIOUS Eight O'Clock WITH COUPONS

Fresh Celery Fresh Radishes Navel Oranges 12 ... \$100 Strawberries 2 .... 795

APPLES

Cloverleak

Brazil Nuts 1:1, 49c Mixed Nuts 1:1, 79c A&P Brand Egg Nog Christmas Music Albums . \$1.25 A&P Pumpkin 16.0s. 23c 29.01. 29c **A&P Brand Cream Cheese** 1.0x 39c Herb Stuffing Mix \*-Or 35c Food Paint to 10c Paint 3 ... 49c

IN QTR. LB. PRINTS Surryfield Butter

100% ORANGE JUICE FROM FLORIDA CONCENTRATED FROZEN-ASP

ORANGE JUICE

Eight O'Clock Collee

SAVE ON PURE GRANULATED

**A&P SUGAR** 

**ASSORTED ALL MILK** CHOCOLATES Warwick 2-lb. Crestwood 2}-lb.

A&P WEO COUPON

A&P WEO COUPON