

Awareness, Consciousness and Heinz Ketchup



The degree to which one is aware of their surroundings is equal to how conscious they are of themselves. I know that may sound like a contradiction and yet it is an observable phenomenon.

We all have so many old tapes running in our heads that it is difficult to know if we really do feel what we think we are feeling. Have you ever stopped and asked yourself if what you think you are feeling is truly what you feel, or if it is what you have been told you should feel?

I personally have always found it more difficult to feel respect for women than for men. One day I finally asked the question: Is that my feelings or does it come from some where else? After some time contemplating the whole matter, I realized that I was living out a pattern that is common to the women in my family.

The tapes we play in our minds come from many different sources.

The tapes we play in our minds come from many different sources. Some are virtually impossible to identify but most can be tracked down with a little diligence and determination. Asking questions and allowing answers to come is the most powerful tool in discovering what tapes are running life.

I heard a story once that illustrates exactly what I am talking about. I don't know where the story comes from so forgive me for not acknowledging the author of it.

A young woman is cooking dinner for herself and her new husband. She takes a beautiful ham from the refrigerator and cuts both ends off the ham and places it in the pan. Her husband looks at her and asks her why she cut the ends off of the ham first. The only answer she could give him was that 'that's how my Mother always did it.' The husband couldn't understand why anyone would cut the ends off of a perfectly good ham and so he decided to ask his wife's Mother. The following Sunday the young couple were visiting the wife's parents and so he

asks his question. The only answer the Mother could come up with was that 'that was how her own Mother had always done it.' Suddenly being curious about why this was a tradition, she decided to call her Mother and ask. The Mother's Mother answered the question with a simple, 'that's the only way I could fit the ham in my pan.'

What was an action of necessity that served one woman became a pointless tradition (or mind tape) for the generations that followed.

What was an action of necessity that served one woman became a pointless tradition (or mind tape) for the generations that followed. We don't always have the luxury to ask the originator where a belief or tradition came from but it is important to ask yourself the questions anyway, the Universe has this way of getting them answered for us.

As children, many of us developed belief systems through things as simple as hear a small piece of a conversation between adults – sometimes even adults we didn't know. We might have heard an unimportant statement like, 'it always seems to rain on Saturday,' which sends us off noticing that it always seems to be raining on Saturday. In a very short period of time we would have forgotten where we picked that information and yet the belief that is created becomes our point of attraction. It took me a long time to stop noticing how often it rains on Saturday!

Then there is the absolute power of the media. We all know how convincing commercials can be to the subconscious mind but are we truly aware of how much they determine our perception of the world – the tapes we run in our heads?

We all know how convincing commercials can be to the subconscious mind but are we truly aware of how much they determine our perception of the world – the tapes we run in our heads?

The women in my family in the generation before me understood far better than I would have expected. For example, my Father always insisted my Mother buy Heinz Ketchup in spite of the fact that we were a relatively poor family. My Mother had learned a trick from her older

sister; she would buy the cheap catsup and put it in the Heinz bottle (restaurants do this all of the time). My Father, seeing the Heinz bottle would believe it was his catsup of choice and his mind would register the taste of Heinz. The Heinz tapes, created through the media, were running loud and clear in my Father's head. I know for a fact that my Mother used this technique in many instances through the years.

Here's the thing to be harvested. Back then, Heinz Ketchup was a vastly superior product over the cheaper versions and if my Father had just stopped and really honestly tasted what he was eating, he would have known he was eating the cheaper version. If my Father had been more fully present to his surroundings, he would have known how he truly did feel and could have had a more authentic experience.

We humans have been gifted with six exquisite senses through which we can be – if we choose – completely present to and aware of our surroundings.

We humans have been gifted with six exquisite senses through which we can be – if we choose – completely present to and aware of our surroundings. Our senses were designed specifically for the purpose of experiencing the world around us giving us the ability to find out how we feel about each piece of it.

I myself have spent far too many meals sitting in front of the television letting the media further program my already tape ridden mind and not really tasting my food. That expensive lobster dish I put so much energy into creating might just as well have been fish sticks bought frozen in a convenient package.

The tapes in my head from the media have guaranteed that I would have enjoyed the fish sticks just as much as the lobster and that I was busy watching television would give the tapes free spin.

The same is true of the other five senses. I often hear folks complain about the weather – it seems that many are only happy during a warm sunny 'perfect' day. I often wonder how many of those folks have ever danced in a warm rain expecting to enjoy it or felt the awesome and powerful energy of a thunder storm. I wonder how many have ever noticed that it is the cloudy days in the winter that are the warmest...

Speaking of winter, it is the best time of the year to snuggle on the couch in pajamas under a soft blanket watching movies all afternoon. I can't imagine feeling that cozy feeling during the dog days of high summer. Sweaty!!

The media and others who are living through their own tapes all contribute to programming us to believe that a warm sunny day is the only perfect day.

The media and others who are living through their own tapes all contribute to programming us to believe that a warm sunny day is the only perfect day.

If we stopped and felt, smelled, tasted, heard, saw and touched what we are experiencing in the moment we may just find that there are many kinds of perfect whether – which gives us a great deal of choices to experience joy then we would otherwise have.

Are you someone who notices the daisies on the side of the road or the garbage?

Do you notice that it's raining or how warm the rain feels on your upper lip?

Do you hear the noise of the city or the children laughing in the distance?

Do you smell the exhaust or the fragrance of the lilies coming from someone's back yard?

Do you listen to those you love or do you assume you know what they are saying?

Each time we use one (or all) of our senses to experience what is going on around us, we are making a choice to be conscious rather than just assuming that we know what we feel about the experience based on what we have heard or made up from before.

Have you ever met anyone who decided they hated broccoli when they were 5 that refuses to re-experience the taste at 55? What a sad thing; our senses change as we change. To refuse to try something old limits

ones ability to experience joy. Broccoli might still be hated but it might also be loved.

Our six senses are our gate way to who we are; to our connection to our environment and I dare say – the most powerful way of creating awareness within ourselves.

Our six senses are our gate way to who we are; to our connection to our environment and I dare say – the most powerful way of creating awareness within ourselves.

Want to know yourself? Pay closer attention to what your physical senses are teaching you about yourself.

Happy Trails!
Happy Senses!
Kathleen (Kat) McCarthy
[Email Me](#)

