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NAMES

The Boston Globe**Label this a good deed**

Kudos to Newbury Comics CEO **Mike Dreese**, who's set aside some of his retail space this holiday season to raise dough for the Cor Unum Meal Center in Lawrence. For zero profit, Dreese is selling T-shirts designed by comedian **Conan O'Brien**, Pittsburgh Pirates first baseman **Sean Casey**, and **Mike Toth**, founder of the Concord-based ad agency that made **Tommy Hilfiger's** brand famous. Calling themselves Labels Are For Jars, O'Brien and the others have created T's with labels such as "addict," "mentally ill," "troubled teen," "geek," and "slacker." In the past year, Labels Are For Jars has raised more than \$500,000 to help build the Cor Unum Meal Center.