

Castle Comfort Clarion

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LIFE MAY BE GOOD OR BAD - But just how long is it going to be?

The statistics tell us we'll have on average 76 years for men and 81 years for the fairer sex - but no one really wants to know do they?

Well, having a pre-programmed life meter on our foreheads wouldn't go down well with some people . . . just imagine the disarray it would cause to our pensions companies!



This lady has perfect eyesight without spectacles, never had an illness in her life and her age will astound you! See Page 2

If we could calculate our spending to run out just as we passed away, the insurance industry would disappear just as surely as the bookies would if all the punters knew the racing results before placing bets!

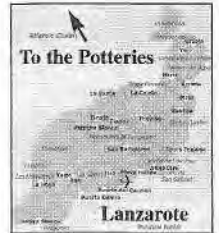
These average numbers are no more than interesting - but surely isn't it down to the following? . . . who you are, your lifestyle, luck, fate, wealth, attitude and health-style habits, but not least - as our international roaming Clarion reporting squad, headed by Health Correspondent Kendall Howard

investigated... it might, according to a recent British national newspaper report, be pretty significant just...
...WHERE YOU LIVE!

By the International Clarion Reporting Team

So the Clarion press team found themselves taking a look at life expectancy on the Spanish Canary Island of LANZAROTE...

. . . not the part perhaps known to thousands of tourist visitors - but the interior, where some examples of the archipelago's aging population can be found... turn to page 2



IT'S CLARION TIME YET AGAIN!

Welcome back - this fifth and best-ever edition of the Clarion will have a circulation of up to 200,000, made possible by the continuing growth and success of Castle Comfort Centre. Apologies go to many local businesses who this year hoped to advertise. Apart from a few closely-connected contacts who have been with us from the beginning - paid adverts have ceased. All space has been booked by our chief sponsors - CCC, who report yet again that a huge part of their turnover is directly due to YOU, our Clarion readers.

Once more, we feature aspects of great importance to us all - our health, comfort, survival and happiness - along with the usual light-hearted and entertaining features. You will meet in this

publication various local recognisable 'celebrities' . . . all of whom have ensured their comfort by getting to know the UK's best loved and fastest growing Homecare Products company, which was born, right here on your doorstep - in Wolstanton.

read on...

WIN £25

IT'S SAFARI TIME AGAIN!

Spot the three CCC animals...
a CHICKEN, a CHEETAH
and a CARIBOU

Full details on page 2

LET US HELP YOU

Relax

comfortably
In your own honie

Castle Comfort Centre can offer the best mobility products at amazingly low prices. No sales people will call and you will have all prices quoted without obligation.



Call today and receive a FREE product brochure & prices

FREEPHONE
08000 832797

WE ARE OPEN
9.00 - 5.30pm (Sat until 4.30pm)
Sundays and evenings by appointment



Our product range includes:

- o Adjustable Beds
- o Riser Recliner Chairs
- o Bathlifts
- o Stairlifts
- o Scooters
- o Wheelchairs
- o Rolling Walkers

CASTLE Comfort CENTRE

WOLSTANTON

Bank House,
High Street, Wolstanton,
Newcastle-under-Lyme
ST5 0HE

LANZAROTE LIFE

... CONTINUED FROM PAGE 1

A good starting point is always the village bar-heaving with typical mid-morning activity - coffee . . . cognac, cards, that sort of thing. Amongst it all was a certain Sefior Manolo



Cabrerria, a well known character, pictured here, who retired from his post civil-war career of Probation Officer 25 years ago. Apart from being a confirmed anti

smoker (he spat out his only cigarette at 18) he offered no clues for ensuring healthy longevity. No single member of the three generations below him ever light up - quite unheard of in Spain! But Manolo thinks perhaps that his staple diet for many years during hard times, of goat's milk and sweet potato now reaps dividends. Oh - he confesses to consuming local wine and without disclosing how much, he is confident that it's considerably 'more than water'.

Relaxing nearby, Richard ("Dick") Ellis formerly of Greenwich, London puts his health and happiness down to a stress-free life on the island.



He has had just 22 years getting used to the idea! Dick, a retired Army Officer and in later life a business executive is seen here finishing off his pizza snack with a cool beer.

Neither Manolo nor Dick consider themselves at 85, to be particularly old - in fact we have started with a couple of the sun-blessed island's *juniors!*

The next port of call involved someone just a few years up on the age scale, but to take a breather on the way, the Clarion team took refreshments at a restaurant owned by Canary Islands Wrestling League President, Leandro Morales.

He was a brilliant source of local information. "It's all down to the food, the air, the attitude" Leandro began . . . and couldn't wait to relate a tale of the mainland journalist who visited him 25

years ago before the tourist boom. "This guy first came to our village, then nipped over to La Graciosa" (*Lanzarote's baby sister islet with just 800 fishermen living there*)

"He then reported in El Pais" (*Madrid's equivalent of The Times*)

"that he had unearthed a remarkable way of thinking..."

Leandro excitedly continued. . .

"Why isn't there any crime?" the journalist asked the locals. Answer - *'Because there isn't a Police Force'*.

"Why does nobody get ill?"

Response - *'Simple, there aren't any doctors'*.

Finally, he enquired . . .

"Does anybody die? . . ." *LEANDRO - everything natural!* *'Impossible'* was the conclusion - *'we don't have a cemetery!'*



Taking such a philosophy with them, the Clarion team moved on to meet a certain SENORA GUILLERMINA FERNANDEZ-DIAS, at her home overlooking the mountains. It was a weekend and some of her huge family were visiting. Noticing that one of the English contingent wore glasses he was asked if he could see some large birds at the top of the nearest mountain - he struggled to. But it was eagerly pointed out that Guillermina could WITHOUT spectacle help and in fact had never needed glasses. We'll come to her age in a moment but her remarkable faculties and health is nothing short of a miracle. Apart from a cold 'a couple of times' she has never had an illness in her life!

Chatting to Guillermina is like conversing with someone a third of her age and she had answers ready for the questions about her longevity even before asked. "It's down to the food" it was announced. Everything consumed in that household is totally natural and the thought of a can or mass produced product is unheard of. In fact this lady

has spent most of her years, on top of rearing a huge family, working nearby land to produce everything possible. One of her sons was keen to add a key factor. . . He described it as "illusion of belief and explained "if mother wanted to walk to the top of that mountain right now - she could." There was no doubt.



Pictured here is Senora Fernandez receiving a bouquet on behalf of The Clarion and Castle Comfort Centre. This lady, whilst not the oldest on Lanzarote, was born on 25th June 1902, giving her not just the privilege of attaining (this coming summer) the age of one hundred and three - but she is continuing to enjoy a happy and quality-filled life.

Continuing the adventure, the Clarion Press then landed in Lanzarote's hospital . . . and the Town Hall
turn to page 13

IT'S SAFARI TIME
Spot the 3 CCC Animals
Hidden away in this edition of The Clarion is
a **CHICKEN**, a **CHEETAH**
and a **CARIBOU**

If you find them, write to us at CCC,
FREEPOST MID 30746,
Newcastle, ST5 0BR,
telling us where they are...
but just what is a caribou?
- and where in the world
might it be found?

To complete the fun - tell us
what the collective terms are for a
group of each of these three species.
The £25 winner will be announced
in the next Clarion.

All entrants will receive a CCC pen.

T.C. SCORES A HAT-TRICK!

By Tommy Wylkes Clarion Sports Writer

Regular Clarion readers and local soccer purists need no introduction to Terry Conroy. As former Eire International and Stoke City wizard he is possibly best known to 'Stokies' for his goal in the 1972 League Cup Final victory at Wembley.

"TC" is at the Britannia Stadium these days as Commercial Executive and since the formation of CASTLE COMFORT CENTRE he has been the Patron of the Homecare Products company's Doug Brown Motor Neurone Fund Charity.

Terry told the Clarion "I first knew Keith, and his late dad, through them being staunch Potters fans for decades - those were great days. "When CCC was started I knew they were on to a winner. I had a pending hip operation myself, and for such things their products are a must."

"It's also nice," concluded Terry, "That a successful business is always ready to plough help back into the local community and it's fantastic that Castle Comfort is now becoming involved, as I am, with The Grocott Centre Appeal."



ANNOUNCEMENT



Thinking about what to buy loved ones at times of birthdays, mother's / father's days and Christmas can be a problem.

CASTLE COMFORT CENTRE will help you choose and have delivered on a special day a useful gift to be remembered - perhaps a walking stick - or a special bed or chair.

WHY NOT DO SOMETHING REALLY SPECIAL?

One day in the future you may wish you had today.

**CALL CCC ON FREEPHONE
08000 832797**



TERRY SHOWING OFF A HAT-TRICK OF CASTLE COMFORT CENTRE PRODUCTS

THE GROCCOTT CENTRE...

..since 1977 has provided vital support for young adults with physical & learning disabilities. Funding is always an issue and presently the local community is helping to pay for the provision of a much-needed mini-bus. Anyone able to help is asked to contact CCC or Mike Griffin, manager of The Grocott Centre on (01782) 413214

WHAT ADDS YEARS TO YOUR LIFE

Lifestyle factor	years added
Being happy	9
Living in a sunny climate	8
Eating a portion of broccoli a day	8
Having an optimistic outlook	7.5
Being Comfortable In Your Own Home	6!
Being a woman	5
Being happily married	5
Being born into a wealthy family	4
Drinking two cups of tea a day	4
Eating a balanced diet	2

WHAT TAKES YEARS OFF

Lifestyle factor	years taken off
Smoking	10
Heavy drinking	10
Not getting a good education	9.3
Being obese	9
Suffering long-term stress	4
Having an unhappy marriage	4
Sleeping Badly	3!
Being overweight	2.5



ONCE A DOCTOR, ALWAYS A DOCTOR

By Florence Westminster, Clarion Health Correspondent

Few suppliers, if any, of Homecare or Mobility products have a doctor working for them. Wolstanton-based CCC Ltd, however are delighted to have the experience and knowledge available to them of Dr Neil Stirling who joined the company's team last summer.

Although now retired as a medic, he is still as active, enthusiastic and knowledgeable as ever. After being a National Health GP for many years he went into private practice until the time of his retirement. Almost three decades were spent as North Staffordshire Police Surgeon combining this as County Medical Officer for the Red Cross.

He acts for Castle Comfort in an honorary advisory capacity and the company recognise this by adding appropriate funds to the CCC Doug Brown Motor Neurone Fund of which Terry Conroy is Patron. Neil is particularly supportive of this cause as his late wife was a MND sufferer.

He is found at Castle Comfort Centre's showroom at Wolstanton several mornings per week and enjoys helping out with the general running of the business.



Pictured: Or Neil Stirling Mb ChB of Castle Comfort Centre

Ann Bruce, director of Castle Comfort told the Clarion, "having a medical professional around gives everyone here great pride. Potential customers are really impressed when they can receive his product advice and clients are naturally delighted when they get a courtesy telephone call, soon after a product delivery, from who else but Doctor Stirling."

We can help YOU climb those stairs again

A Stairlift from £1300

FOR FREE NO OBLIGATION QUOTE
Tel 08000 832797
www.castlecomfortcentre.com

SEE US AT WOLSTANTON, HANLEY, TUNSTALL & LONGTON INDOOR MARKETS

CCC Team Members Can't Stop Running The Race for Life . . .



The Race for Life event involving a high-temperature 5 k run at Trentham

Gardens again raised thousands for Cancer Research. Hilary Shipley, along with 14 year old daughter Becky, both founder CCC team members, had trained for months resulting in such respectable times that plans for the next London Marathon are not out of the question! *Pictured here, at the finishing post, are the two girls along with colleagues from Knight & Sons Solicitors, Christine Dyson and Isabel Hancock.*



RACE FOR LIFE
 CANCER RESEARCH UK

CASTLE Comfort CENTRE

WOLSTANTON

Castle Comfort is very easy to find

We are at Wolstanton Village:-
 1 mile from Newcastle Town Centre in the direction of Burslem

FREE, EASY, RIGHT BY THE DOOR PARKING - but if you can't get to us - we'll collect you! No obligation whatsoever. If you wish please bring a friend, relative, carer or neighbour. (Disabled access and use of CCC wheelchair)

If you don't have transport

Call free 08000 832797

and our courtesy vehicle will be on its way

NORTH STAFFORDSHIRE

AGE Concern

Information Insurance & Advice

Telephone: 01782 713822
 4 Merrial St., Newcastle, ST5 2AE

THE DAY SANTA CLAUS WENT DEAF!

By Peter Sangarini Clarion Health Correspondent

CCC'S long list of customers contains numerous local characters who have been known personally to directors and staff for many years before the company's existence. Such an individual is 78-year-old HARVEY TALBOT of Newcastle. After spending 40 years with Crown Paints, he rested not after his redundancy and spent the last ten years of his working life at Bratt & Dykes's in Hanley. It is because of that final working decade he will be remembered by young and old in North Staffordshire not as Harvey Talbot... BUT, THROUGH HIS ANNUAL ROLE THERE AS... SANTA CLAUS

Recently, panic bells began to ring when CCC's chief, Keith Simpson called at Harvey's home to check on him only to find the curtains drawn, no answer... and equally concerned neighbours claiming that he hadn't been seen for two days.

"It was getting towards door-breaking down time when Harv eventually appear at the bathroom window before coming out." Keith explained "He seemed to be trying to lip read - as he had lost most of his hearing, which of course is why he hadn't responded to 48 hours of frantic door knocking and bell ringing. I suggested a trip to the doctor which solved the problem- it was just wax needing a blast out, so the extra loud Big Ben door bell now fitted for him isn't really needed". The former Father Christmas declared "it never occurred to me at all that it was so simple to sort out. I just thought

I was getting on a bit!" Although a smile can conclude this tale a couple of serious points arise. If you have elderly friends or relatives living alone, *especially without a telephone*, make sure they are checked on regularly. Secondly, whilst Castle Comfort can help and advise over the supply of digital hearing aids, a loss of hearing may be due to nothing more than a wax build up quickly sorted out by your GP so when you find the word 'pardon' being used a little too often, or neighbours commenting that your TV is louder than it used to be.... action stations get those ears checked!



Pictured: Harvey Talbot, dressed as elegantly as ever, relaxes in his CCC chair and about to return the unwanted hearing assistance device!

WALKING STICK FERRULES

Are replaced **FREE** at CCC -
Just call in at Wolstanton,
Hanley, Longton or Tunstall
That's CCC - Serving the Community



**At Castle Comfort
we don't do
everything!**

But...

**WE KNOW A MAN
WHO CAN**

...There are hundreds of other much needed comfort products available... from two-handed cups... to two storey purpose built special-needs homes.

We can NOW help you find and order from a vast range that is not stocked at Wolstanton. **JUST ASK!**

That's CCC

**SERVING THE
COMMUNITY!**

MUSIC MUSIC MUSIC

**Help us to hit the
right notes...**

**We need your unwanted
records, tapes, CDs
and videos**



British Red Cross
Caring for people in crisis

Well Street, Biddulph
Tel: (01782) 522520

*Congratulations to Castle Comfort
Centre on their continuing growth*

PRAY & DISPLAY

Leading CCC supplier Sherborne, clearly have a 'better late than never' policy. When an important delivery arrived at seven o'clock one evening, all the mobility products staff were assembled at work awaiting a company social evening out - so duly helped to unload. Driver Malcolm was grateful that CCC ambassador Graham Scott, a respected member of the St John's Methodist Church congregation, arranged for his articulated lorry (with sleeping compartment) to be parked up for the night on the church car park. Malcolm was equally impressed when persuaded (easily) to join in the



evening's mischief at Wolstanton Working Mens' Club!

Thanks go to the Minister at St John's for granting HGV accommodation for the night. Castle Comfort Centre have promised that it will be a one-off, otherwise the church may be looking at imposing carparking charges!

EVERY WEEK IN THE UK 800 PEOPLE START TO GO UP IN THE WORLD

By Christina Roper-Clarion Reporter

There are more octogenarians living in the 21st century than the grand total of all those 80+ from all previous centuries.

Yes, that statistic sums it up - we're living longer. According to researchers, life expectancy since 1840 has increased by three months every year. That trend will continue and by 2060 we should last, on average, **for 100 years!**

We shall see how governments and the insurance world copes with that but what's certain is that businesses in the Homecare Products sector will just get busier and busier.



Dr. Stirling rides again!

Difficulty getting upstairs can come as standard with a long life which is why the STAIRLIFT industry nationally fits over 800 new lifts *every week*.

Wolstanton - based Castle Comfort Centre is well involved in all this with a UK - wide network of agents and installers - and to ensure a complete service, are linked to associate partner companies.

The www.castlecomfortcentre.com website has had visitors from Canada, the Cayman Islands and Iraq, though for the moment, whilst Riser Recliner chairs can be sent anywhere in the world the firm is restricting Stairlift

jobs to the British Isles!

Ann Bruce, CCC (UK) Director told the Clarion "Not being tied to one supplier means that we can offer nearly every brand of lift-Stannah, Minivator, Bison Bede etc." Ann explained "from the outset purchasers' families can be advised of a 'Caremore buy-back policy' should the product not be needed in the future. Rental is popular too, along with availability of low-priced reconditioned lifts."

The UK's population mainly lives in two floor semis or detached houses and the acute shortage of bungalows has caused Stairlift demand here to be the biggest in the world.

North Staffordshire residents can benefit from having a specialist like CCC on their doorsteps. A Stairlift is available to try at Wolstanton and details can be picked up at the Hanley, Tunstall and Longton Indoor Market branches. Quotes are free and entirely without obligation, with installation being possible within just a few days. Why not call free on 0800 298 3040 for details? Mrs Florence Mould of Cross Heath did just that and this was the result...



Mrs. T. Plesch OBE



Castle Comfort Centre

supply all major brands of Stairlifts. New, Reconditioned - even rental! Straight or Curved.

FREE Info Tel: **0800 832797**

CCC Always in the News...

The past year has seen Castle Comfort Centre hitting the news on lots of occasions. Front page headline coverage was given by the Evening Sentinel when staff turned up at work to find 02 mobile phone company had not only blighted the village with a 15 metre Thunderbirds rocket-style mast - but this now unwelcome landmark is messing up electrical equipment.

Back to the phone mast saga - the local planning department have admitted an almighty clanger, after a member of their staff (now departed) wrongly allowed 02 to change it from a slim pretty inoffensive pole to the eyesore (since painted accordingly by a very tall resident) that we are all now stuck with.

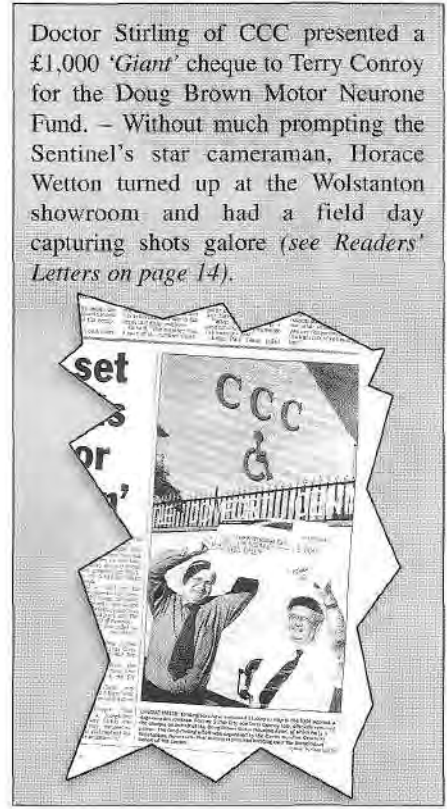
as well write to Noddy. The councillor had a point - except Noddy might just have replied - Mr Farrelly didn't. Perhaps he forgot - or he likes phone masts" and Dillon concluded. "Newcastle people might bear our experience in mind when they next go into a polling booth".

Things are supposed to be happening to get it changed but Castle Comfort Centre's guess is that the financial clout of the communications industry will win.

However, Dillon Prendergast, CCC's Press Coordinator, told the Clarion "If someone comes along with the kind of money to buy Man United, they could fund a successful legal fight against the Council and 02 and probably get the mast removed - but other than that we'll be happy just to win our County Court action to get the money back for a replacement security system which we now need"

"My own belief," continued Dillon "and I hope I'm wrong - is that the future will reveal bigger health damage from electromagnetic transmissions than smoking could ever cause. Experts won't allow these masts in front of schools or hospitals - but they allow them 100 yards down the road".

"We did our best on this one - including faxing and writing to the Newcastle MP Mr Paul Farrelly, despite the fact that a local councillor tipped us off that we might



CCC's MD was up to his usual tricks gallivanting around South America looking for stories for both the Clarion and the Buenos Aires Herald. Keith Simpson was kept in jail for the day (at his own request) as a VIP visitor, and was only released when he promised the town Chief of Police that he would appeal through the Evening Sentinel back home for unwanted musical instruments for poor young Argentine music students. The Sentinel ran the appeal and now Keith's bounty of various old saxophones and flutes etc has been exported.

When Castle Comfort directors heard of **PORT VALE**'s appeal to raise £2,000 for a specialised wheelchair for MS victim Russell Evans it was all action stations. 53 year old Russell faced waiting until Christmas for his transport to get to Vale games, so CCC along with Rod Smith of North Staffs Housing bought the wheelchair themselves to be presented at Vale's following home match. Five Towns Care Centre of Stoke kindly supplied the item to CCC & N Staffs Housing at cost price, entirely without profit. (Well done Eric of Five Towns.)



Mr Bill Bratt, Chairman of Port Vale, has listened to suggestions from Rod Smith and Russell himself that the extra cash still being raised (but now not needed for the wheelchair) is put towards the Doug Brown MN Charity. **Bill deserves three extra points for that!**

Staff at the Wolstanton Homecare Products Company were horrified when an 89 year old was violently attacked and robbed a mile from their showroom. Clubbing funds together they asked the Sentinel to announce a £500 reward to catch the verminous culprits who had ruined the life of a frail defenceless lady. The day after the reward was announced, Newcastle CID telephoned Castle Comfort to inform them that 2 teenagers had been arrested.



PRESENTING... CCC CELEBRITIES

MEET A SELECTION OF CASTLE COMFORT CENTRE'S CLIENTS...

RECOGNISE ANYONE?



Mr Ron Southern OBE FRSA, former Lord Mayor and leader of the City Council with Lady Mayoress Mrs Maureen Southern - and a gentleman visitor (who is not yet a CCC client)



Mrs Freda Myatt of Newcastle



Mr Mike Lodge Optometrist



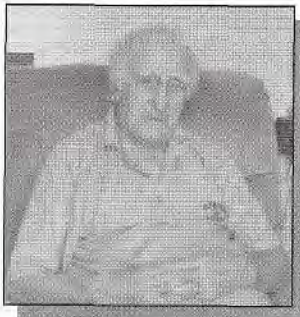
George Askey 94 of Milton - former Jackson's Foundry foreman with wife Phyllis 93... **MARRIED FOR 75 YEARS!**



Mrs Annie Mayer of Biddulph at 103 next birthday is CCC's most senior lady



Mrs Liz Salmon of Newcastle



Jack Bloor of The Milehouse at 98 CCC's most senior gentleman



Mrs T Plesch OBE & Professor P H Plesch - the only surviving founder member of Keele University



Vic Reynolds - Chairman of the N. Staffs Aircrew Association



Ernie Frost of Bradwell Normandy Veteran



Kayleigh Phillips at just 9 Special Olympics star & CCC's most junior client



Dr Bob Hulley of Newcastle



Norman (so nice!) Barrowdale - Retired licensee of distinction



Former Stoke-on-Trent Lord Mayor (1994-5) Richard Leigh of Chell



Former Lady Mayoress (1994-5) Mrs Leila Leigh of Chell



Brian Skelton Secretary of Wolstanton Workingmen's Club



SUPERHONEY CAN GIVE YOU MORE THAN A BUZZ!

Claims that a new type of honey treatment can work on antibiotic-resistant infections such as super-bug MRSA seem far-fetched. But The Clarion noticed that such reports were coming from fairly serious sources, so thought perhaps a little more investigation may be worthwhile. When our more serious British newspapers make statements like "a couple of teaspoons of special honey in a glass of water can knock out the worst possible hospital bugs" the subject just has to be looked at!

Honey was used on infections for centuries then the arrival of antibiotics took over but nature is, these days, making its mark and causing many modern medicines to be useless, as some bugs simply change, resist, and fight back. That is why thousands of people die each year in our hospitals - inevitably causing old remedies to be re-examined.



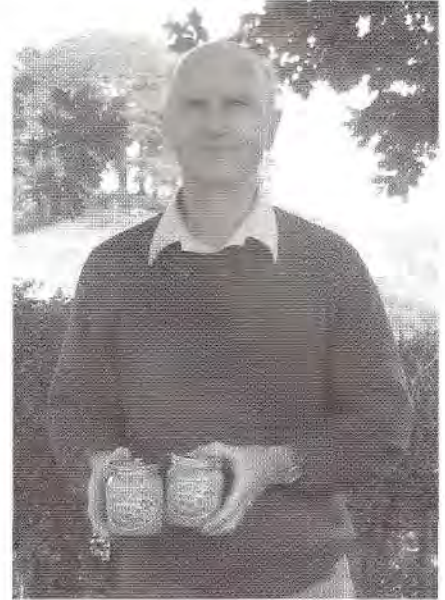
A company called Medihoney are now carrying out trials in the UK, Germany and South Africa following success in Australia with their new product 'Antibacterial Wound Gel' which is a mixture of the most potent of the several thousand types of honey available worldwide. It is enhanced with other

natural waxes and oils enabling it to be easy to apply and maintained on wounds. The honey, with its enzymes and hydrogen peroxide, kills germs while amino acids, nutrients and some unidentified plant-derived components speed up the growth of healthy tissue. Research at Reading University is showing that the correct blend of honey gives exciting results when dealing with burns by reducing the amount of pain and resultant scarring. It may, claim Medihoney, act as an anti-inflammatory to treat some eye diseases. Anthony Moloney, Chief Executive of the company, told the Clarion that he hoped that trials will prove their product, soon to be available to the NHS and through chemists in the UK, has even more benefits. He is confident that once an established approved medicine, as already in Australia, the product's therapeutic compounds, including antioxidants, will reduce the risk of various skin, mouth and throat infections and help with healing after surgery. Keeping open minds, the Clarion reporters hunted down Newcastle-under-Lyme beekeeper Phil Hulme who began producing honey as a hobby over three decades ago.

Now retired, both he and his colleague Dave still enjoy the pastime with 30 hives producing limited amounts of 'Staffordshire Honey', which is only available through selected retailers in Newcastle and The Potteries. Phil related a fascinating 'hive of information' - including the fact that up to 60,000 bees would be resident in just one hive, most of which can get pretty angry when the roof of their house is suddenly taken off to have the results of much hard work removed. Therefore, it is stressed, that under no circumstances should an occupied hive be approached by anyone not fully and correctly veiled and only then under the supervision of a professional beekeeper.

The average life of a worker bee is just six weeks- with the Queen being around for perhaps 2-3 years. The Drones, the Queen's reproductive partners (several hundred of them per hive) help to produce a remarkable one thousand

eggs per day- most of which incredibly hatch a new **bee!**



Phil, unveiled and proud of the healthy result

On being asked about reports of certain honey blends fighting infection and disease, Phil's reaction was cautious but he's aware that there ARE some remarkable ailment curing effects... for example in combating ulcers as members of the local medical profession have used Staffordshire Honey for self treatment.

Like all of us, Phil feels it would be fantastic if just some the claims of Medihoney prove to be true. We hope so.

Meanwhile, the delightful taste and natural goodness obtained by using honey ... on your toast instead of butter, in tea and coffee instead of sugar, and replacing the vinegar in your mint sauce, just has to be a step in the right direction to staying healthy AND sweet!

Thanks and best wishes go to Phil Hulme of P&D Apiaries.



DM STIRLING OF
CCC COMMENTS

*"It has been established for generations that **honey** is beneficial both internally and externally. I endorse this report."*

CALL A COMPANY YOU CAN TRUST ...

Elizabeth Pope, 83 of Sneyd Green contacted Castle Comfort Centre, Wolstanton based Homecare products specialist, fully prepared to invest in a new Stairlift. Her old one had already been the reason for expensive repair bills and having packed up yet again it seemed the moment had arrived for a replacement. Within a couple of hours however, Martyn, chief of CCC's associated specialist stairlift company Caremor responded by arriving at Mrs P's home to find out one of the controls had been altered by a curious and adventurous visiting grandson. She was delighted to have it simply switched back on and pleasantly surprised to learn that Castle Comfort would never charge in such a case. Judging by Mrs Pope's letter on page 14 it seems clear whom she'll call on again in the future!



Pictured Elizabeth Pope, mobile again!

THE HONEY SUBJECT has prompted Wolstanton Homecare products company CASTLE COMFORT CENTRE to keep limited stocks of 'Staffordshire Honey' at their Wolstanton showroom throughout 2005. Why not pop in and try some?

It is available at £3.00 per one-pound jar. The 50p profit on each sale goes to the CCC Dong Brown Motor Neurone Fund. Just fill in the coupon on this page... but we insist... the CLARION must be the first to be told of the discovery of any illness cures!

PLEASE SUPPLY ONE JAR (max) OF STAFFORDSHIRE HONEY. £3 enclosed. Hand in at Castle Comfort Centre Wolstanton (Not markets)

Name.....

Address.....

To check stock please call: 01782 611411
Product is not for re-sale.
Subject to availability.



VAYA-BIEN

TRAVEL VEHICLE

The new Vaya-Bien Travel Vehicle takes easy transportability to a whole new level! It quickly and conveniently disassembles and fits easily into any car boot.

"Independence made easy"



Have a test drive at our Wolstanton head office or see our permanent displays at Hanley, Tunstall and Longton Markets.

SPRINGFIELD GARAGE & VEHICLE REPAIRS

Clayton Lane, Trent Vale, Stoke-on-Trent ST4 6PQ

MOTs, Servicing, Repairs Full Vehicle Diagnostics

CCC Approved - An honest, reliable garage

TELEPHONE
01782 713372 / 712702

Christmas came early...
for Susan Greaves, 54 of Harseahead, an MS sufferer. After hearing about Castle Comfort from the OT Department at Smalithorne Health Centre, carer Celia along with son Thomas not only wasted little time in arranging a delivery but PAID IN FULL for Susan's riser recliner, as an early Christmas present. That's certainly *Care in the Community!*



Pictured: Susan clearly delighted at the generosity of Celia & Thomas.

SITUATIONS VACANT

Continuing expansion throughout 2005 of Homecare Products company will create the following job opportunities:

- PART-TIME & FULL TIME ADMINISTRATIVE ASSISTANTS**
- INDOOR PROMOTIONAL MARKET STALL STAFF**
- PROMOTIONAL STAFF TO ATTEND PERIODIC VENUES**
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THE LANZAROTE EXPEDITION

- Down at the Island's hospital...

continued from page 2...

Despite the admiration towards the island's natives for their remarkable philosophies and spirit, the Clarion international press team wondered if the local health service just went a *little* way towards long years and good health.

So, to get an insight into the Spanish way of caring for people they met Maria-del-Mar Ferrer and colleagues in charge of the Radiology Department at Arrecife General Hospital.

Maria, 33 married with two children, took a few moments away from a hectic shift to be asked about job satisfaction and levels of pay.

"Well" she confessed, "pretty good, we'd all like more money of course, especially as since we went into the Euro prices have rocketed. But we are happy and tremendously proud of our work and how the system works.

Meeting lots of foreign patients we are always told how different it is elsewhere. Arrivals at Accident and Emergency in Lanzarote are received and assessed by a doctor immediately. Then, delays for treatment are rarely more than an hour. Tests, x-rays and scans are completed really quickly."

Asked about waiting times for non-urgent operations it was clear that usually *weeks not months* were involved... but it was a question about hygiene standards at her work place that caused a visible shock.

"Why? What are you suggesting?" Maria responded. It was explained that in the UK there is a huge ongoing problem with thousands of deaths annually through MRSA - type bugs and that blame is often laid upon hospital cleanliness standards. Neither Maria nor her colleague, pictured here.....



.....had ever heard of MRSA or anything like it. The subject was left alone.

The UK visitors took up no more time of the hospital's busy key staff, and left with the impression that morale and patient satisfaction was at a level certainly to be envied elsewhere in Europe.

And then - to the Town Hall...

The final episode of the whistle-stop Canary Islands tour was at the good offices of Lanzarote Mayor - Jose Juan Savadrerra, who kindly provided statistics on the senior generations living in his province of Tias.



Jose Juan Savadrerra, Mayor of Tias, Lanzarote

TOTAL NUMBER OF TIAS RESIDENTS -16,000
Those aged over eighty... 215

(that's about one and a quarter percent)

Those aged over ninety... 45

(which is about a quarter of one percent)

Now, to conclude this tale, let's make a comparison with similar figures for **Newcastle-under-Lyme**, obtained after being referred to the 2003 Census by the Borough Council.

Firstly, breathe in readers - you are all expecting a foregone conclusion on where you might need to be to maximise your years... *but wait-*

TOTAL NUMBER OF NEWCASTLE RESIDENTS -122,000
Those aged over eighty... 5,150

(that's over four percent)

Those aged over ninety... 680

(that's over half of one percent)

In a nutshell, there are over three times as many octogenarians, proportionately, in Castle Comfort's home town compared to Tias - and double the amount of those over ninety!

Nationally - there are over 2.4 million of the UK's population over eighty (that's over 4%)

In Spain - the over eighties account for 1.5 million (which is also lower at 3.5%)

So folks... to end, if the mood takes you there - go and enjoy the sun, sand, sangria and olive oil - but surely the COSTA-DEL-CASTLE (or-not-so-sunny-Stoke) AIN'T SUCH BAD PLACES TO GO THE DISTANCE AFTER ALL.

Happy days!...(wherever you live)

THE TRUJILLO-PEREZ FAMILY OF 9 BROTHERS -

native to Gran Canaria, are blessed with remarkable longevity. All served together in the Spanish Civil War, returning safely to reach a ripe old age ranging from the late 80's to the eldest,



Francisco, (pictured here) who passed way in 2002 just short of his 100th birthday. Three brothers are still going strong!

CCC's Continental Care

The Clarion reporting squad, on the way back from their Canary Islands expedition, stopped at Madrid to check up on Castle Comfort Centre's first ever overseas client. Teresa Marron, 96, acquired a Pride Riser Recliner five years ago. "Last night I was sleeping badly in bed due to tummy acid," she explained. "So in the early hours, I



moved to my chair, set it in a certain position... the pain went off... and I slept like a log!" Teri summed up her CCC comfort

aid by saying, "This chair is my life"

Pictured; Teresa, 96 along with granddaughter Itzear who finds the Castle Comfort balloon more interesting than the chair!

Approaching 101



Ethel Sweetmore of Hanchurch a CCC Centurion

We love to hear what you have to say...

Readers Letters

Dear Castle Comfort Centre,
On behalf of staff on the Neurology Department may I take this opportunity to thank you for the extremely generous donation for which I am enclosing your official receipt number 015345 for the sum of £1,000.

We are extremely grateful for your support, and can assure you that your donation will be used both wisely and in the best interests of patients cared for by the Neurology Department. It was very kind of you to hold a fundraising day in memory of Doug Brown and we are all appreciative of the work you have done to raise this money. Please convey our thanks to all those who helped raise this tremendous amount.
Thank you once again.

STEVE RUSHTON
Appeals Liaison Manager



Pictured Mrs Joyce Brown with daughter Julia, clearly pleased to present the cheque to Sister Liz Davies

Dear Ann Bruce

On reading the "Sentinel" today I would like to take this opportunity to thank you and your staff for your generous offer of £500 for information leading to the conviction of those responsible for the attack on my Aunty.

It is comforting to know that there are people who care and who are willing to help the community to put right the wrongs of the few who spoil our society. Can I take this opportunity to thank you and your staff on behalf of my aunty for your help and support at this traumatic time for both her and her relatives. Each day brings the road to recovery closer but it will take time.

Mr T L
Newcastle, Staffs

Dear Keith,

I thank you for letting Martyn come out to have a look at my stair lift which was stuck halfway on the stairs, the culprit being my eight year old grandson who is very inquisitive. I tried all the switches but nothing worked until Martyn worked his magic on one that I had not tried because it did not look like a switch. I was so pleased when the lift began to move, I could have hugged Martyn.

I am blessed with osteoporosis and find it very painful climbing stairs. My grateful thanks to Castle Comfort for being there.

Ever grateful.
Elizabeth Pope

see Mrs Pope on page 11

Dear Mr Simpson

Thank you very much for your kind donation of £191.47 which I received today from Dr Stirling.

Our organisation can only exist because of the generosity of kind people and the money will be spent helping people living with MND and funding research into this, so far, incurable disease.

Once again, on behalf of the committee many thanks.

Kindest regards
SALLY BRADY
Treasurer



To all the Staff at Castle Comfort Centre

Just a line to say a big thank you for your excellent service, not just in the shop, but the quick delivery service when we needed the chair quickly.

Thank you for understanding the urgency and acting in a very professional way.

I shall recommend you to everyone for the quality service that you gave me.

Thank you
Mrs Parkinson
Knypersley

Dear Keith

We would like to express our appreciation for your assistance and advice in the provision of our new recliner and settee. They are a wonderful asset and very comfortable.

Worthy of special mention were your two delivery men, Derek and Graham, who were undaunted by the problem of being unable to get the settee through the front door and managed to manoeuvre it through the garage, round the back, over the patio, through the kitchen, hall and lounge, where it now resides in all its glory.

Their efforts in all the heat were successful and many thanks to them for their work without complaint.

I should also mention my many chats with Ann who has been so kind and helpful to me, although she wouldn't let me have the chubby bear. He did come with the furniture and I looked after him while the men straggled with the furniture, but Graham said he had to go back in the van so I waved them all off.

I should also mention my pleasant surprise by the follow up call from Dr Stirling who has such a gentle voice on the phone (I told Ann I felt as though I had had a visit from God). We both had a good laugh but he really has a relaxing manner. It is nice to know that you maintain professional medical follow up. What a wonderful team you are.

Cheers for now,
Mrs Muriel Whitehouse



Keith Simpson MD of Castle Comfort Centre commented "That bear, named 'Oso' has been in our showroom since we started in business. Hundreds of people, young and old, have tried to own him. Mrs W insisted that he was present at her delivery but we brought him safely back. After a letter like this however, we have given in" concluded Keith, "and allowed Mrs Whitehouse to provide Oso a new home".

Pictured Muriel Whitehouse of Stafford after being presented with Oso the CCC bear

Dear CCC

You have just delivered my sofa to match the riser recliner you supplied. From the moment your Managing Director personally collected me from my home to view your showroom it was clear that I was dealing with an excellent, caring and thoughtful company.

I have found your staff in every department to be thoughtful and considerate and will be recommending your company to everyone I know. I am sorry I was abrupt with you when you telephoned hours after the delivery to see if I was happy, we thought it was another telephone canvasser telling me I had "won a prize".

Many thanks, keep up the good work!

Yours sincerely

Mrs Kathleen Goodwin

Dear Mr Simpson

I am writing to thank you from the bottom of my heart for getting involved after a chair was ordered from a big mobility company. This firm, whose representative had taken an order at our home, were charging us over £4,000 plus interest. It was obviously a mistake and we were caught out during difficult times with my husband's quickly deteriorating health.

After your help, the firm have collected the chair and refunded our deposit. Also we are extremely grateful to Beverley McCreedie of Staffordshire County Council Trading Standard Department who made sure of things.

John, my husband, is now over the moon with his Castle Comfort recliner AND bed which you have supplied at less than half the cost of what the national company was trying to charge us just for a chair.

God bless you all and I wish you well in the future.

Mrs Mitchell (75) Kidsgrove

Staffordshire County Council

Consumer Services Trading Standards

CASTLE COMFORT CENTRE wish to point out that the excellent service and free, impartial advice of this department is always available to both the public and businesses in the event of any trading or consumer problems.

Consumer Services, Trading Standards,
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14 Martin Street, Stafford. ST16 2LG
Tel: (01785) 277852 Fax: (01785) 259760

Meet a CCC Senior Duo



NORMAN BREEZE, former Stoke jeweller, has no doubt about the most enjoyable medicine there is. This happy Castle Comfort

'Senior' client has been a faithful regular to the Marquis of Granby pub for just SEVENTY YEARS! Now in his 96th year, this sprightly, healthy and chatty gentleman is clearly still of the right 'pedigree'. Cheers Norm!



Castle Comfort Centre's oldest gentleman client is **JACK BLOOR**, formerly of Sneyd Green and now living

at the Milehouse, Newcastle. Jack, a remarkable 98, found out about the Wolstanton homecare specialist when a Clarion arrived through his letterbox and soon invested in a riser recliner chair.



At 18 he quickly left 'not so enjoyable times' at the pit to embark upon a distinguished military career first serving in Shanghai in the Army following many years right through the war as Corporal Electrician in the RAF based in Jerusalem. Up until retirement he spent over 30 years with the MEB and sends regards to any of his old colleagues who recognise him.

Pictured: Jack Bloor of Newcastle both young and maturing versions!

Sadly, Mr Bloor has now peacefully passed away, but his family proudly asked us to go ahead with the article.

RESPONSE SERVICE
MID30746

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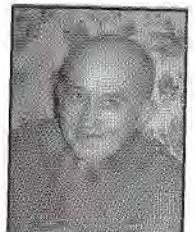
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a non-stop dynamo



Becky
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Hilary
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Secretarial Support Star



John
The Cardboard



Jeff
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John
Absolutely Accountable



John
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Clarion Distribution Chief



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Junior Stairlift Model



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& a Coke addict



Mike
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Professional



Phil
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HAVE YOU SPOTTED THE 3 CCC ANIMALS?

Miss L Harrigan of Hanley did, (in the previous Clarion) and here she is with her £25 cheque. See current competition details on page 2



We hope that you have enjoyed this Clarion edition. Why not pass it on? ... Especially to someone you think may be interested in Castle Comfort's services - See you next time!