

Castle Comfort Clarion

Issue No.6 - 2006/07 (2nd Edition)

Price: 0p (max)

Circulation: One Quarter of a Million

Advertising & Editorial 01782 612771 Product information FREEPHONE 08000 832797

THE CASTLE COMFORT CENTRE STORY... BEGAN HERE IN 1998...



JEFF
(The Restorer)



DOREEN
(The Inspiration 1926-2005)



KEITH
(The Pioneer)



ANGIE
(Product Test Pilot)



KEL
(The Transport)

...AND NOW IN 2006... HOW THINGS HAVE GROWN!!! See Page 13

FROM BURSLEM TO BARCELONA

North Staffs Special Chair and Stairlift firm is just everywhere!

By **Modesto Capricho-Rubio**, Madrid Correspondent

Challenges facing the ancient Egyptians produced results worthy of the skills of engineers and scientists centuries far ahead of their time - building pyramids for example. Modern technology will never enable a repeat or copy some of their successes. Another unique talent from their era was the use of MASSAGE, to help with aches pains, stress

and many chronic conditions. That particular achievement however, has been copied and developed through the ages, with new styles and methods becoming established and beneficial. The high-tech 21st century now means such treatments can even exist in your own home *without* the need to call on an expensive professional or travelling to Egypt! Now, a well-known Staffordshire based company, Castle Comfort Centre of Wolstanton, has just announced the exciting news that the renowned SPANISH THERAPY MASSAGE CHAIR range has been added to their flagship specialist products. We'll explain how it came about The opening of CCC's Madrid office to handle overseas Stairlift enquires has seen another exciting product development. Within weeks of their permanent presence in one of Europe's main (continued on page 2)

WELCOME BACK
to the sixth and best ever
Clarion - a little colour
was always inevitable!
Castle Comfort Centre ask
us to thank all ever-faithful
customers, suppliers and
health professionals who
make it all possible -
year after year

STRESS... ACHES & PAINS?

We can help you!

CASTLE COMFORT CENTRE is the official distributor for the fantastic SPANISH THERAPY MASSAGE CHAIRS by Europe's famous leading maker - KEYTON®.
Call today for information -

Your well-being is our business!

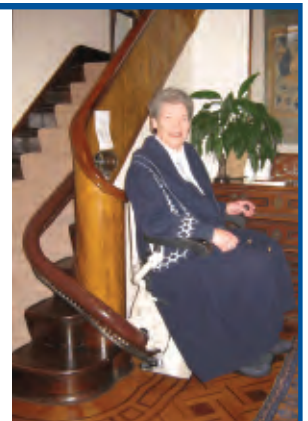
SEE PAGE 4 FOR MORE INFORMATION



THE VERONA
in genuine leather with
SensorScan® high tech massage

**FREEPHONE
08000 832797**

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



Traudi Plesch OBE

Our product range includes:

- Adjustable Beds
- Riser Recliner Chairs
- Bathlifts
- Stairlifts
- Massage Therapy Chairs
- Wheelchairs
- Rolling Walkers

**CASTLE
Comfort
CENTRE**
WOLSTANTON

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

A DOCTOR PRESCRIBES HIS OWN HAPPINESS

By Florence Westminster,
Health Correspondent

Without doubt a key factor in the growth of Wolstanton-based CCC has been that they are probably the only homecare products specialist in the UK who have a doctor based with them.

Clarion readers are familiar with **Doctor Neil Stirling**, a former NHS GP and later in life in private practice who also spent many years as Staffordshire Police Surgeon. His former wife Marguerite sadly passed away some five years ago and the fact she was a motor neurone sufferer influenced CCC's original formation of their charity. Everyone who knows Neil, with his amazing energy, enthusiasm and spirit will be delighted at the fantastic news that the beginning of 2006 saw

a new future ... *he and the new love of his life Susan Boore decided to marry!*

Susan formerly from Lytham St Annes, lost her husband, a business executive, three years ago and met Neil after moving to Cheshire.

The marriage took place in church at Betley, Dr Stirling's former village and the happy couple are to continue living at Nantwich having honeymooned on Lanzarote.

All associated with Castle Comfort Centre are ecstatic over the news and send their heartiest congratulations. We are asked to reassure clients of CCC, all of whom receive a telephone call from 'Dr S' on their birthdays, that the helpful and vital services of this very special doctor will continue.



Dr Neil Stirling and Susan on their happy day!

(Look forward to the next Clarion to learn things about Dr Stirling that few people know!)

“ Going up the Wembley steps is fantastic – so is being able to climb your stairs at home! ”



Terry Conroy
Stoke City & Eire Legend -
Now patron at the
CCC Doug Brown
Motor Neuron Fund

A Stairlift from
Castle Comfort
Centre will
change your life!

**CALL
NOW FOR
A FREE
QUOTE**



**FREEPHONE
0800 298 3040**

WALKING STICK FERRULES

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

BURSLEM TO BARCELONA *(continued from page 1)*

business capitals, an exclusive dealership was set up with the Alicante-based leading contemporary developer of massage science, EUROKEYTON, to market their products in Britain. This wholly Spanish owned company has for 20 years pioneered the worldwide development of chairs that include advanced and authentic massage systems. These days they now are sold on every continent and highly respected by medical professions and institutions. This concept is far from the run of the mill 'vibrating noisy cable system' already known in the UK. In a nutshell, the system consists of soft rubber rollers and scientifically developed angled 'arms', which emulate the skill of an actual masseur – in fact, computerised high-tech and silent programmes can well surpass what the human touch is capable of.

There are many quality chairs in the range - created in leather and material, with different levels of massage system strengths – one of them even prints out a diagnostic analysis of your back condition before and after a session! The results and difference after treatment are indeed very impressive.

All high prestige products are usually owned by people of similar profile - and so far in the UK, as reported in the press – Cherie Blair one day went shopping for a unique present for her husband whose stress levels had caused him serious heart and stomach problems. Apparently, Tony now relies on his 'Keyton' daily; as Cherie has cancelled the regular visits to Downing Street of a blonde masseuse! *(see Tony and Cherie on page 12)* It is not just stress that can be helped with the Castle Comfort Spanish therapy chairs; on

page four you'll see a list of ailments that those ancient Egyptian literally got to grips with.

These truly amazing and innovative therapy chairs can be seen and tried at CCC's Wolstanton head office but it's a good idea to phone first to book your free session – as the demand and interest is tremendous. And as usual, if you can't get out – just mention it and you'll be collected from home and returned. A free trial and demonstration can also be arranged without obligation in your own home and trust-based interest free payment schemes (without any extra charge whatsoever) are available.

Call Castle Comfort today on Freephone 08000 832797 – It's the way forward.
Please go to page 4.

VALE STRIKE TWICE! FIRST ROBBIE... THEN CCC

By Harry Burroughs, Clarion Sports Writer

Nothing could excite a football club's faithful following more than a major cash injection from an internationally famous mega star. The involvement of Potteries' born ROBBIE WILLIAMS is seen as the best thing that has happened to local sport in decades.

shortage of money. "We'd like to know of anyone like that so we can help."



Amongst good company – fellow Vale shareholder Robbie Williams

Within hours of the announcement, Wolstanton based homecare products specialist Castle Comfort Centre snapped up the remaining shares with a five figure investment.

Ann Bruce, CCC Director told the Clarion "Simply, it's a gesture of goodwill to our soccer mad staff and the local population who have been the main reason for the growth of our business. "Many of our clients are in their 80s or 90s and perhaps cannot now get to games due to ill health or a

"We have been considering this move for some time, Ann concluded- "The Williams' deal just made our decision for us."

Soccer legend Terry Conroy, CCC's charity patron and product

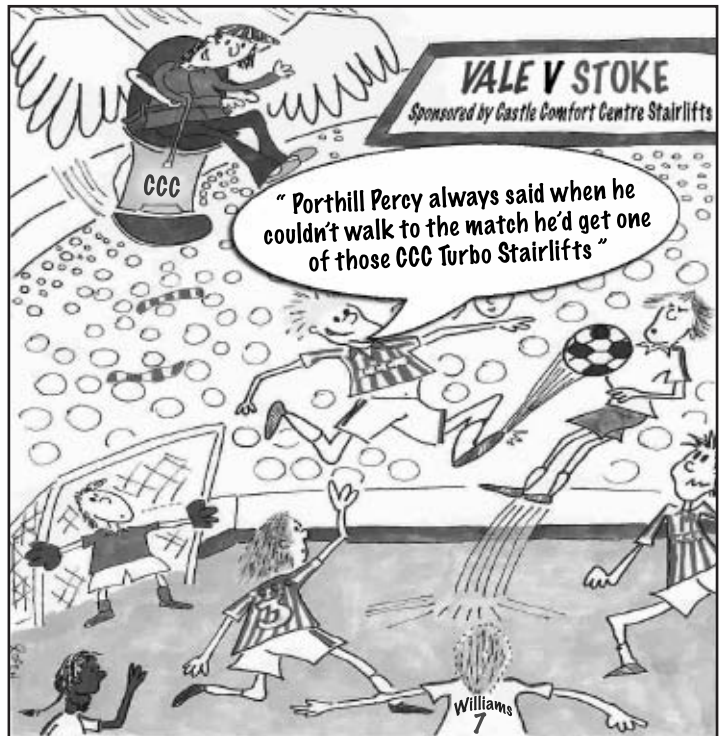


Bill Bratt, Port Vale Chairman presents shares to CCC Directors



Graham Scott – a lifetime dedicated to Castle Comfort, Port Vale & everyone's safety at road crossings

model is still a full blooded 'Stokie' but wasted no time in sending best wishes via THE CLARION to the Burslem club now entering a new era. He said "Bill Bratt has worked miracles at Vale Park and deserves this – hopefully the Williams' involvement will stabilise the future there and attract other investors – as in the case of Castle Comfort."



"Porthill Percy always said when he couldn't walk to the match he'd get one of those CCC Turbo Stairlifts"

Microlight Wheelchairs
 CCC'S 'Carry in a Bag' casual transit chair weighs only 11kg!
 Only £250, FREE DELIVERY
 Tel 01782 612771

A Stairlift from Castle Comfort Centre will change your life!
CALL NOW FOR A FREE QUOTE



FREEPHONE 0800 298 3040

Brought to you from Spain



by **CASTLE COMFORT CENTRE**
of Staffordshire



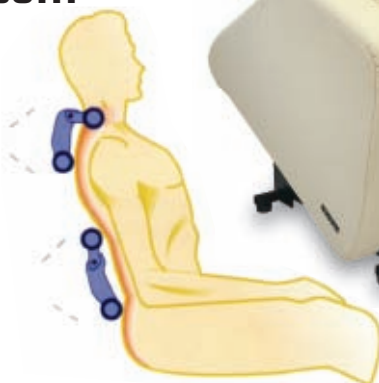
KEYTON®

... the comprehensive solution for your well-being



The ancient Egyptians discovered how to...

- reduce stress
 - relieve neck pain
 - eliminate shoulder tension
 - relax dorsal muscles
 - reduce back pain
 - alleviate lower back pain
 - combat leg tiredness
 - stimulate blood circulation
- ... by - **MASSAGE**



THE KEYTON LIFT...

Helps you to stand!



THE KEYTON ACCESS

With simple controls to give you a vigorous or gentle massage



21st Century Chairs CAN NOW HELP YOU!



Available in
GENUINE LEATHER
or MICROFIBRE

Wide range of massage options

Kneading Massage	Complete Massage
Sensitive Massage	Kneading & Tapping
Soft Massage	Automatic Massage
Sport Massage	Day Massage
Tapping Massage	Night Massage
Sensitive Massage	Midday Massage
Soft Massage	Massage Programmes
Medium Massage	Anti-Stress
Sport Massage	Shiatsu
Tapping Frequency	Relax
Rolling Massage	Neck & Shoulders
Medium Massage	Lumbar Area
	Sport

THE KEYTON VERONA

A classic design makes this chair the ideal choice



For further information and to book your free showroom or home trial without obligation

Telephone FREE on 08000 832797

Madrid - 0034 (91) 562 2850 Canary Isles - 0034 (928) 514838

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

FREE easy parking right by the door • Open 6 days - Sundays/evenings by appointment

www.castlecomfortcentre.com

THIS PALACE IS THE LARGEST WATER TANK IN THE WORLD AND IT'S DECORATED WITH SKILL FROM THE POTTERIES!

By Clarion International Roaming Reporting Squad

Travelling Staffordshire people always give away their origin when caught looking at the underside of a cup or plate. This kind of pride was felt on a much greater scale when we stumbled on the most peculiar but majestic building to be found in Argentina. The Buenos Aires authorities, to cope with European immigration in the late 19th century set up a new water system with tanks totalling 72,000 tons of drinking water- that amount of water would engulf the Britannia Stadium. To blend in with the

magnificent architectural city-style of the 'Paris of South America' the site was contained within a huge palace that took seven years to construct.

The original plan was to decorate the exterior using marble and granite depicting the shields of the 14 different country provinces – but due to cost and other delays, another idea came about, undoubtedly due to influence from a host of involved British engineers and architects.

DOULTON & CO. Sea shipments arrived over a period of more than three years – and to this day these amazing examples of skill originating from the Potteries are still in perfect condition - and to be admired exactly as originally positioned.

To a Stokie, it was just like looking at the underside of a plate really – or maybe a touch more emotional!

Sadly, there is a but, the water company's museum gives many tributes to foreign

Pictured: **Head offices of Argentina's Water Board in Buenos Aires –**
NOT very easy to find



Proof! Don't we just love to show off.

manufacturers of materials used in the project – and of course to Royal Doulton & Co of... Stoke-on-Trent? No – London. What a pity our pottery industry never did insist (as do the Sheffield steel producers) on boasting about

170,000 terracotta and ceramic pieces along with 130,000 enamelled bricks were ordered – and from where else... the UK. And who was to have the capability to come up with the goods and to reproduce the Argentine shields? ROYAL

the town – not just the country of origin. If 'Made in Stoke-on-Trent' was on every piece of crockery ever made and exported worldwide perhaps the names Bennett, Mitchell, Matthews and Williams wouldn't be needed quite so often to claim fame.

...But

CASTLE Comfort CENTRE
of **WOLSTANTON**
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

AND WHILST ON THE SUBJECT OF WATER... WHEN DID YOU LAST HAVE A HOT BATH?

A CCC Spacesaver Bathlift gets you safely to the bottom of the bath – no electrics, no plumbing

Call CASTLE COMFORT CENTRE today for a free brochure or home demonstration

Tel 08000 832797

CASTLE
Comfort
CENTRE...

WOLSTANTON

..present your
21st Century Comfort



Telephone *FREE* on
08000 832 797



SOFABEDS 

■ Easy-open action



You will be attended to at
CCC by Directors Keith
and Ann. Personal service
and total satisfaction come
as standard!

Absent Friends

By Christina Roper, Clarion Reporter

Quite a few of those featured in the last Clarion are unfortunately no longer with us. We mention them here – not to be sad – *but to be proud* that such lovely, graceful and kind characters have been, for so long, such important links to the life and times of those connected with the Clarion and the Castle Comfort Team.

To begin, MR JACK BLOOR, CCC's most senior gentleman client would have been 99 this year – but he left us during the printing of the last ever all black and white Clarion. His family however proudly gave permission for us to go ahead with his story.



Jack Bloor

NORMAN BREEZE, a truly remarkable character aged 96 passed away leaving his framed picture, provided by the staff of CCC, hanging in the Marquis of Granby Pub at Penkull where he had been a stalwart regular for over *seventy* years!



Cheers Norm!

The Wolstanton provider of comfort aids asked us to make a special mention on the departure of their oldest ever client – ANNIE MAYER of Biddulph – who was marching on to reach a remarkable 104!! Cheerio Annie – and you were right – you never were to need that stairlift!!



Annie Mayer

The sun-blessed Canary Island of Lanzarote, as featured in our last publication – contained numerous native local and ex-pat characters – but the sudden departure of Briton DICK ELLIS shocked everyone. He was 86.



Dick Ellis

Normandy veteran ERNEST FROST sadly passed away too at the age of 86. The Clarion in 2004 appealed for contact from his friends of

bygone years which resulted in welcome reunions. He will certainly be missed at CCC's offices in Wolstanton. Rarely a week went by when Ernie didn't journey there for a chat and a coffee – all the way from his home in Bradwell on his Vaya Bien travel vehicle – showing off his medals to all on route!

Ernest Frost marches on!



Many of you will have noticed that this Clarion edition is somewhat later than usual – for various reasons, but one in particular is that we wanted to await and report on the outcome of the terrible fall that TERESA MARRON suffered before Christmas. Teresa of Madrid who has been the adopted 'Spanish Granny' to CCC chief Keith for over 20 years (as well as inevitably becoming CCC's first overseas client) fractured her hip. Even the renowned Spanish Princesa Hospital predicted that she would probably not survive corrective treatment. But the health service there, whatever the odds, always attempts to preserve life (unlike in many other countries) and went ahead with an operation that required general anaesthetic. They perhaps hadn't allowed for this remarkable lady's physical and mental strength – with courage to go with it. Teri had survived 10 years being tortured and jailed by Franco's men after the Civil War – *for just being a nurse aiding the opposition*. Such spirit and faith to overcome that experience surely helped her come through major surgery, and at the age of 96! Miraculously, Teri woke the following day, chatting and joking ... whilst having breakfast! Tragically though, she never left the care of the hospital and, despite battling away as ever, survival was to be until February when other complications set in and she sadly slipped away. *Adios, Teruka, ha sido un placer conocerte.*



Teresa Marron

"Death is nothing at all,
I have only slipped away
into the next room"

Thanks to the Rev Cecil Mann
of Newcastle

The eventual departing of loved ones is tragically inevitable – and undoubtedly much more upsetting when the loss is that of a child. RYAN KELSALL of Hanley was born with a rare condition that gave him a life expectancy of just 14 years. Only weeks after Castle Comfort Centre provided him, without charge, with a much-needed stairlift, Ryan died at the age of just 9. Sincere condolences and respects are sent to his distraught parents who have been dedicated to ensuring that Ryan's short life was, despite the odds, as happy and comfortable as possible.

Last but not least, as reported elsewhere in this edition, the sad death at the age of 79 of DOREEN after a long and cruel illness, leaves the Castle Comfort Centre group, especially son Keith (Wolstanton Managing Director) cherishing the memory of someone who played a giant part in the inspiration for the formation of the business. Doreen's own personal needs caused the beginning of the birth of a little homecare products firm ... that just went on ... and on ... and apart from being Company Secretary, Doreen's modelling skills and product assessments were invaluable.

None of us have seen the last of Doreen. She will continue to grace many of the promotional leaflets produced at Castle Comfort Centre.



DOREEN 1926-2005

(see 'Charity begins at home' p10)

Footnote – We apologise for not mentioning all CCC clients who have passed away recently. Please contact us for a special mention of a friend or relative that you have lost in the next Clarion

PROHIBITING PUFFING IS CAUSING A LOT OF SMOKE

By Peter Sangarini, Clarion Health Correspondent

Making smoking illegal in pubs, private clubs and virtually all public places is the most talked about and fiery subject of present times. Opinions on this issue usually clearly link to whether you are amongst the reducing number of addicts still lighting up... a reformed smoker, or someone who has never been tempted.

Our politicians surprised us all with the vote to ban – but whether this was because of the state of the health of the nation – or a pending general election is debatable – as such decisions are often made by calculating the number of lost or won votes.

We will all soon get used to the idea but not everyone is happy about it. Part prohibition always raises lots of questions. As in Eire, many pubs will lose business and it is claimed that hundreds closed there since the smoking ban two years ago. Or perhaps the many ‘beer at home’ drinkers currently avoiding the irritations of smoke will re-emerge and revitalise the pub industry? We’ll see.

Probably many places will not, when the ban is in place, use their air conditioning and extraction systems to save power – this in itself could cause an unhealthy ambience in confined packed out spaces. The thought of a bird flu pandemic is frightening but always a possibility and unventilated rooms are a prime place to share and spread colds, flu, etc. along with whatever other germs are around.

Lots of pub car parks will become ‘smoking areas’ and drivers of vehicles coming and going will have to use the kind of caution as if on a motorway service station, with children running around. Will ash trays be provided *outside* buildings? If you stub out your ciggi before walking back

into the pub and then breath out the smoke inside, is a crime being committed? Will smoke detectors be fitted in the toilets as with aeroplanes? Apparently, the pub can erect a marquee and as it is outside will be a ‘*smoke if you want zone!*’ – so expect soon, to see considerably more marquees in North Staffs than Thunderbird telephone masts!

Who will enforce the ban and hand out fines? The police might have extra duties especially if someone invents a high-tech fag sensor gadget that determines the presence of smoke *inside* a building- they could point it through the window from a considerable distance - rather like a speed trap gun! Or maybe jobs will be created with hoards of ‘nicotine wardens’ on duty aided by highly trained ‘ah-Condor!’ sniffer dogs.

A group of Hanley entrepreneurs are already pledging the services of a private pub-to-pub car park double decker bus to provide shelter at certain arrival times for smokers - and one chap in Congleton has already bought a fire engine to be converted to a mobile smoke room and will soon be planning its route and timetable.

All a bit bizarre, but from a smoker’s point of view the new legislation is undoubtedly unfair. After all, tobacco is a legal product sold everywhere, just like, for example, chocolate. The Clarion believes that if politicians had any real bottle then they would properly justify their beliefs, go the whole hog in totally *banning and making illegal the sale* of a product that kills – not just fudge the issue. They’d ban chocolate, or curry or even chewing gum if scientists proved that it was the main cause of cancer... but they won’t illegalise tobacco – no way! ... and why not? ... *they need the millions in revenue from it.* This public place restriction law will understandably annoy many who have the right to enjoy a legitimately available product... but surely future historians, when the habit has gone for good, will find it rather odd that governments allowed the sale of a toxic poison, and even had the audacity to raise taxes on it. And what was the tax used for? – to fund hospitals, well-stretched and bursting at the seams, trying to cure many made ill.... through smoking!

It’s a strange world!



Health advice of yesteryear!

SITUATIONS VACANT

Continuing expansion throughout 2006/07 of a 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

Please write with CV to: The Personnel Director, **THE STAFFSMATIC GROUP**, 4 Nelson Street, Newcastle-under-Lyme ST5 8BW

(NON-SMOKERS ONLY!)

The out and about Clarion reporting team came across various opinions...



Albert Bridgetts, Physiotherapist

“It will cause havoc! – the best idea began this year in Spain .. bars designated ‘Smoking’ or ‘No Smoking’ ... the customer chooses, simple.”



Brian Bailes, Solicitor
“In general terms, I agree with it!”

THE BEGINNING OF THE END?

1965 – Cigarette & tobacco banned from TV ads

1991 – Cigar ads banned

1999 – No more ads in shops or newsagents

2006 – Last tobacco sponsored World Snooker Championships

2007 – Banned in the workplace AND the pub



**John A Pedder
MBE, Teacher**

“Parliament has again opted to take on the role of the ‘Nanny State’ It is simply a case of guarding the health of the nation, whilst still putting the

vast revenue paid by smokers into Gordon Brown’s coffers with an apparently clear conscience. Or do I detect another agenda, namely more eroding of our civil rights? Smoking is still to be permitted by prisoners, who will have more freedom than the prison staff and, of course, in the bars of Westminster as it is classed as a Palace. So it is either stand for Parliament in the next election or commit a heinous crime in the hope that I *may just* be sent down the line to serve at Her Majesty’s pleasure.”

**John Salmon,
Banker**



“I was surprised at the vote, as the present system of smokers having their own areas works well in restaurants. But if the ban leads to a healthier nation then it will be seen as a success.”

**Brian Skelton,
Secretary, Wolstanton
Working Men’s Club**

“It’s common sense to help people not do something that’s bad for them. But to enforce it by law in places of leisure where people choose to go (and pay for the privilege) is not really fair.”



JUDGE TELLS CROOK – ‘ZIMMER FRAME?’ – NO ZENTANCE!’

A Stoke-on-Trent man who is disabled, was let out of prison because the British prison service cannot cope with ‘his needs.’ He had been sentenced for three years for his part as a lookout whilst his able-bodied mate burgled the homes of Staffordshire pensioners – committing 77 offences in all.

Birmingham prison reported that his disability was so severe that they could not guarantee his human rights so it now looks like his punishment will be suspended. He appears to have had a lot more consideration than his victims. *It’s an odd world.*

A final comment from Dr Stirling of CCC



“Generally it is an excellent law and will greatly reduce illness but I am of the opinion that there should be some freedom of choice for smokers in strictly controlled surroundings.”



A Stairlift from Castle Comfort Centre will change your life

CALL NOW FOR A FREE QUOTE



FREEPHONE 0800 298 3040

A special bed like this is the last place anyone would want to smoke...

21st Century Comfort

the ultimate in sleeping luxury



RAISED HEAD POSITION HELPS

- Asthma • Emphysema
- Breathing problems
- Hiatus hernia • Sinusitis
- Upper & lower back problems

RAISED LEG POSITION HELPS

- Poor circulation • Muscular problems
- Easing rheumatic pain in hips, knees & ankles • Sciatica • Fluid retention
- Varicose veins

CONTOUR POSITION HELPS

- Back problems • Shoulder tension
- Muscle aches & pains in all parts of the body • Pressure areas
- Rheumatic aches & pains
 - Pressure areas
 - Spinal disorders
 - Hip problems
 - Stress & tension



Telephone **FREE** on
08000 832797

STORMIN’ NORMAN’S NINETY!



Friends and family sprung a surprise 90th birthday celebration for former pub landlord NORMAN BARROWDALE of Newcastle. This distinguished client of Castle Comfort was pretty impressed especially with the arrival of the Mayor, and summed up the event with his stock phrase – “So nice!”

THE BEST CHARITY BEGINS AT HOME... AND THE POORER THE HOME THE GREATER THE THANKS

By Ruben Avellanera, South American Correspondent

After the departure of loved ones – often the most emotional feelings come well after the funeral...and a particular moment is when possessions of someone have to be dealt with – not necessarily worth much in monetary terms, but far too new and useful to be thrown away. Traditionally, we think of charity shops – who of course do a pretty good job- but may be fussy over what they need - and after paying for the running of High Street premises, the amount left for the cause will be reduced.

Other needy institutions like the Salvation Army exist, but wouldn't it be ideal if those unwanted items were put to full use by poverty-stricken end users who would never otherwise own such things. Overseas aid schemes often make the cynics amongst us doubt if anything ever arrives there – with transport costs, salaried charity executives and administrators – and of course foreign politicians and military zealots milking the gains for themselves.

However, the family of the late Doreen Simpson, mother of Castle Comfort Centre's boss Keith – had other ideas after their tragic loss last autumn. This lady, a founder CCC member, Company Secretary, and inspiration for the company's birth, like most meticulous and proud folk of her generation, had a wardrobe and drawers full of cared-for clothes, shoes, and other goodies. Several full suitcases, cheekily



Pictured – Argentine gratitude!

well exceeding plane and bus baggage allowances, were soon to be bound for South America. These 'Doreen goodies', from spectacles, teddy bears, clothes, cosmetics etc were personally taken by Keith and his travelling partner Liliana – herself Argentine born, to the far northern province of Jujuy near the Bolivian border – one of the poorest regions of Latin America.

From the expressions on their faces and the obvious appreciation of the lucky recipients – it seems pretty clear where charity best begins... and ends – in the **very hands** of the needy..... and handed over personally.

Doreen... would have been *delighted*.



**A Stairlift from
CASTLE COMFORT CENTRE
can change
everyone's life**

**FREEPHONE
0800 298 3040**

CCC – JUST AN EASIER LIFE

**Special
Offer**



Please supply an Adjustable Walking Stick for just £10 (Cost Price)

Name:.....

Address:.....

Tel:.....

This voucher with payment to be handed in at Castle Comfort Centre's Wolstanton Head Office on collection of stick
NOTE: Offer limited to ONE stick per person

Staffordshire County Council

Consumer Services Trading Standards

CASTLE COMFORT STAIRLIFTS 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,
Social Care & Health Directorate
14 Martin Street, Stafford ST16 2LG
Tel: 01785 277852 Fax: 01785 259760**

Looking for a Bungalow? MADELEY HEATH

Three Bed Link Detached with Garage

Currently under programme of complete refurbishment inc. new fitted bathroom, kitchen, windows & doors etc

Call Clive Trevor on
07831 888515 or 01782 751151

See pictures from June onwards
www.cthp.co.uk

OLD AGE? NOT AS MOBILE AS YOU'D LIKE? CCC ARE GOING TO MAKE YOU LAUGH ABOUT IT!!

By Christina Roper, Clarion Reporter

There are more octogenarians walking around in the 21st century than the total amount of all those who lived during previous centuries! That official fact takes some sinking in - but yes, we are all living longer. But with old age comes inevitable problems, the old joints and other bits we were born with often don't work as well - causing mobility problems.

When Wolstanton based Castle Comfort Centre was formed at the end of the last century it wasn't long before the company began to claim that they could "often do more for people than doctors can".

Dr Neil Stirling of Castle Comfort explained, "The medical profession's treatment is often based on science and advances in these fields are undoubtedly helping us all to live longer. "But there are scores of chronic conditions that simply cannot be cured, arthritis, joint and back problems etc - the list is very long. "People come into our showrooms often depressed that they have been put on stronger pain killers, or simply told that they are 'getting on'. "CCC cannot cure these problems but the availability of modern tangible and

attractive products means they can be helped from a comfort and mobility angle. "Despite it costing money - we can remove depression, usually make them laugh and ensure that they go home feeling far better than if they had walked into the doctor's surgery. "We have changed the mentality of people suffering with incurable problems. "Old age is to be looked forward to, enjoyed, and something to be grateful for - just leave it to us to help with the snags". Dr Stirling concluded "There is no better money spent than on a stairlift, riser recliner chair, scooter or adjustable bed, and the thousands of our clients worldwide continually confirm to us, and tell their friends - 'CCC can make you happy, mobile, independent, comfortable....and even laugh! Few pills do that!'"

Editor's note- Doctor Stirling is undoubtedly the best person around to make these comments. His family became clients of CCC several years ago and despite very nearly reaching octogenarian status himself, involvement at Wolstanton means his knowledge of the benefits of available products is vast.



CCC'S COURTESY CALL

Staff at Castle Comfort Stairlifts were delighted to receive a surprise visit from the founder of the renowned CAMPAIGN FOR COURTESY. The Reverend Ian Gregory needs little introduction to many Clarion readers as this most highly respected member of the clergy has appeared countless times on television and in the press. Almost two decades have been dedicated to single-handedly pioneering the way to ensuring that good manners and politeness do not disappear totally from our society.

Ian, of course, is *far too young, fit and healthy* to require any of Castle Comfort's products or services.... yet couldn't resist a ride on a stairlift, after all - who knows what may be needed after the *next* two decades!



*Pictured, as courteous as ever -
The Reverend Ian Gregory. (Thank you)*

NOW VISIT US ON

www.stairliftcartoons.com
and when you have stopped laughing ...



go to www.castlecomfortcentre.com to link to:

- CCC STAIRLIFTS • PENSIONERS CLUB
- FIND A DENTIST, CHIROPODIST,
ALTERNATIVE THERAPIST
OR PRIVATE DOCTOR
- SURF THE NHS WEBSITE

Visit REMPLOY, THE PENSION SERVICE
and NURSES/OTs...

DON'T MISS *YOUR* GUIDE TO JOBS!

www.castlecomfortcentre.com

Arthritis? Back Pain?

why not try an electric adjustable

HEALTH BED?



our beds

- cost no more than ordinary beds
- will help with many health problems

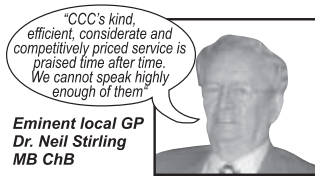
plus we also offer:

Home trial assessments and no charge for instant local delivery & removal of old bed

- Open 6 days a week - Sundays & evenings by appointment.
- Free, convenient parking right by the door
- All major credit cards accepted
- See us also at Hanley, Longton and Tunstall Markets

also check out our

- Stairlifts
- Bathlifts
- Riser/Recliner Chairs
- Scooters
- 3 & 4 Wheel Walkers
- Lightweight Wheelchairs

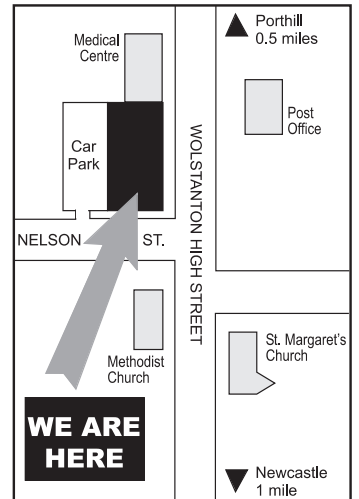


for brochure and prices

Telephone us FREE on
08000 832 797



WOLSTANTON



Bank House, High Street, Wolstanton, Newcastle, Staffs

FIGHTING MOTOR NEURONE DISEASE
Every new sale at Castle Comfort Centre boosts the Doug Brown Motor Neurone Fund

we know you'll find our service simply incredible!

Your website link to

NORTH STAFFORDSHIRE

AGE
Concern

Information, Insurance & Advice

Telephone 01782 713822
4 Merial St. Newcastle. ST5 2AE

www.castlecomfortcentre.com



FREEPHONE
0800 298 3040

STAIRLIFT EXPERTS & PROVIDERS
OF YOUR PRESCRIPTION BAGS

YOUR PRESCRIPTION FOR
AN EASIER LIVING



THE CCC STORY

An old bank building was restored in the late nineties to quickly become the home of one of the UK's leading homecare product specialists... and all involved were delighted to give up one Sunday to be together. WHY?...



... the Company had pledged ten pounds to their charity fund for every staff member and business contact that turned up for this giant photo shoot. The £500 raised meant a target was reached to buy much needed blood pressure monitoring equipment for Ward 24 (Neurology) at the University Hospital.



Terry Conroy Stoke City and Eire legend, now patron of Castle Comfort Group Charity Funds presents the cheque to Staff Nurse Scott Dobing of Ward 24. Scott is the son of another former Potters star, Peter Dobing, who played a key part, as of course did Terry, in the 1972 League Cup victory.

21st Century Comfort

in hide leather or a
wide choice of fabrics
Static, Recline or
Rise & Recline



Telephone **FREE** on
08000 832797

CASTLE
Comfort
CENTRE
WOLSTANTON

Bank House • High Street
Wolstanton (opposite new Somerfield)
Newcastle-under-Lyme • ST5 0HE

FREE easy parking • Open 6 days

We love to hear what you have to say... Readers Star Letters

Castle Comfort's Wolstanton Showroom has on display scores of letters from clients and organisations who have gone to the trouble of expressing their gratitude for service and dealings during the past year. We'd love to have space to publish them all – but instead have selected just a couple that touched the hearts of the staff at *The Clarion* and CCC.

Dear CCC

I write to thank you sincerely for returning the deposit paid on the stairlift my brother and I ordered.

I was not expecting this as you had made all the arrangements to get the job done quickly so my mother could come out of hospital. She was looking forward to having the lift but sadly as you know was never to come home. I shall recommend you to all and never forget you.

Kind regards
Mr AJ Silverdale

Dear Ann

Thank you for all the help and advice given when I chose to have a new bed and stairlift from you.

I was most impressed with the speedy and kind personal service from you and all the staff.

My daughter and I were particularly impressed by your joiner Jeff who was at our house the day after we placed the order to fit the necessary grab rail. Apparently you had told him we wanted the lift quickly so he gave up his Sunday morning's fishing to come – and we were delighted to meet a man who could use a dustpan and brush!

I can't recommend your company enough for both the products and the great people you have working with you.

Thank you again and I wish you every success in the future.

Janet Oldfield
of Stafford (formerly of Basford)

BECKY'S FIRST PAY DAY

By Ludavic Smythe – Clarion Business Reporter

Getting your first salary slip is always a moment to remember – not least in the case of Becky Shipley, a founder Castle Comfort team member. This young lady was around helping out when the company was formed eight years ago and now at just 16 is seen here receiving her first wages having gone on the company payroll. Keith Simpson, CCC Managing Director told the Clarion "Becky's photo has always appeared in the Clarion, on the team members page with the comment 'potential unlimited' – there is no doubt about that. She is an absolute star dealing with customers and her computer knowledge knocks spots off us older ones!" Keith added "Her people skills, enthusiasm and common sense at such a young age convince all of us that whatever lies in the future for Beck – she'll go far"



Becky who helps out at the Wolstanton head office when schools studies and homework permit, is seen here clearly delighted to receive her first ever pay cheque!



WOLSTANTON

Order from Wolstanton or Hanley, Longton or Tunstall markets – free delivery

TELEPHONE FREE ON 08000 832797

Trouble getting about?

Get a CCC Supa-Lite Transit Chair and you'll be this happy!

Only 11kg inc. foot rests



Vale fans very united! (Recognise them?)

Trouble getting in and out of the bath?...



get a Castle Comfort Space Saver Bathlift and you'll be **THIS** happy!

- Gets you up - Gets you down
- No plumbing - No electrics
- Fitted in seconds...bathe again SAFELY!!
- A fraction of the cost of walk-ins & bath belts (and safer)



WOLSTANTON

Telephone FREE on
08000 832797

WANTED

RELATE 1100

Caller Display Telephone

Only this model will do

CASH WAITING

Telephone **612771**



CCC Always in the News...



The past year has again seen a Staffordshire company hitting the headlines time and time again. Castle Comfort Centre, who ran the anti Thunderbirds phone mast campaign even caused the BBC TV to turn up when MD Keith Simpson planted a CCC electric bed over the newly dug hole, got into the bed, and stopped the job! The village bobbies issued a friendly 'Move on Sir' notice, but then kindly turned a blind eye for several hours. We point out that a man arrested and charged on that day was in no way connected with CCC or their protest.

Keith, always willing to help out someone in a mess, then 'adopted' Spanish lorry driver Jose Perez who caused M6 chaos when he crashed his lorry. Jose, not knowing a word of English, was the most grateful person on the planet to find someone who did all the translating for him in hospital, looked after his visiting friends from Spain and finally got him back home. He sent messages of thanks to all involved via Keith including the police who didn't charge him.

CCC also arranged a bedside visit by Longton firemen who cut him out of the lorry. Jose wanted to present them all with a bottle of wine!



Thumbs up from Jose, with Longton fire-fighters Craig Brereton, Pete Jones, Dean Simms, Mick Henney Steve Beasley & Graham Watt.

The stairlift provided without charge by the Wolstanton company for 9 year old Ryan Kelsall of Hanley was tragically only to be used for a few weeks. - see 'Absent Friends' on page 7

Finally, CCC have asked us to draw a close to the phone mast saga and the cartoon sums it all up. Keith Simpson told the Clarion 'We did our best, but sadly despite health risks and unpopularity of these eyesores, the powers that be actually WANT these masts... why?... because phones don't talk - money does.'



RESPONSE SERVICE
MID30746

2

Castle Comfort Centre
50 High Street
Wolstanton
NEWCASTLE
ST5 0BR

Introducing the ever-expanding... Castle Comfort Team

Visit us at Wolstanton, Hanley, Longton, Tunstall,
or at – www.castlecomfortcentre.com



Doreen 1926-2005
Forever on Duty



Dr. Stirling
A Medical Legend



Graham
PR Ambassador



Richard
The Crazy Cartoonist



Ann
Director & Non-Stop Dynamo



Becky
Potential Unlimited



Hilary
IT Wizard &
Secretarial Support Star



John
The Cardboard



Jeff
Maintenance Magician



John
Absolutely Accountable



John
Technical Tweaker &
Clarion Distribution Chief



Keith
CCC Founder, MD &
Junior Stairlift Model



Kel
Key for deliveries
& a Coke addict



Mike
Market Promotions
Professional



Phil
Marketing Marvel



Dorothy
Dedicated & Dependable



Pat
Essential Market Support



Angie
Product Test Pilot



Terry Conroy
Model & Charity Patron



Liliana
Latin American Link

**FREEPHONE
CASTLE COMFORT CENTRE ON:
08000 832797**

OR POST THIS COUPON TODAY!

PLEASE SEND FOR FURTHER INFORMATION

Tick any boxes, cut out and post free.

- STAIRLIFTS
- SPANISH KEYTON MASSAGE THERAPY CHAIRS
- RISER RECLINERS
- BATH ACCESS SYTEMS
- ADJUSTABLE BEDS
- LIGHTWEIGHT WHEELCHAIRS & WALKERS

Name:..... Telephone No:.....

Address:.....

- Courtesy Transport Required
- Home visit wanted
- I will be visiting your showroom



Sue
The Spotless



Lisa
An eye for Design



Kathy
Ace Administrator



Eddie
Stairlift Supremo

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!