

# LISTEN TO THIS... "IT TAKES ON AVERAGE 7 YEARS FOR SOMEONE TO ACCEPT THEY HAVE A HEARING PROBLEM!"

BY PETER SANGARNI Health Correspondent

One of the CCC team was sent by his boss to the Hearing Care Centre for a test as it wasn't clear whether he had a hearing problem or just occasionally didn't want to listen! Apparently he has no defect at all but Dillon returned with an explanation as to why mail shots to the Wolstanton firm's data base announcing their new link with the Hearing Care Centre hadn't produced a huge response.

Jane Bateman (Trainee Hearing Aid Audiologist) explained to Dillon that when

someone suspects a hearing problem, because they can put up with it indefinitely they just delay action time and time again. After all, it can be tolerated without fully realising what loss of quality of life (and irritation to friends, family and work colleagues) it can cause. Eventually most people get round to doing something about it - but records show that it takes on average 7 years!

So CCC have taken the view that patience is the answer in this area, but are optimistic that the services offered by The Hearing Care Centre will in the medium term be of great value to

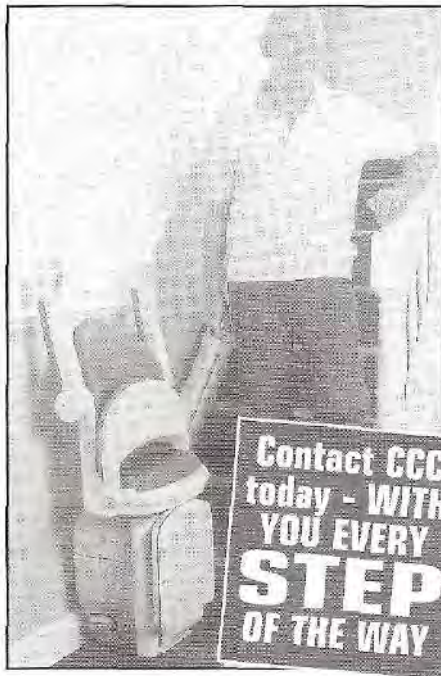
their customers. Advances in technology mean that a hearing defect can be addressed by amazingly unobtrusive digital hearing aids at a much lower cost than expected.

*Free, no obligation hearing tests are available at Castle Comfort Centre's premises at Wolstanton, so why not call the free phone number on this page.*

After all, if you are the average person, you could always book an appointment for 7 years next Monday!!

## .... "And seven minutes to realise that they can't run up and down the stairs so easily"

By comparison, experience shows that the need for a STAIRLIFT is more of an urgent one. Most requests for a quote at CCC come before 11 in the morning after another night's irritating battle to combat stairways - and most enquirers are delighted that not only is the cost much lower than expected - but an installation can be completed free of fuss within a few days. Castle Comfort offer the best of both worlds in this respect, local service and national back-up through their long established partner companies. A FULL SIZE WORKING STAIRLIFT IS AT WOLSTANTON FOR YOU TO TEST RIDE!! - Just call in. The lack of bungalows in North Staffordshire (and the few available are enormously expensive) means that a STAIRLIFT is the practical, economical and sensible answer.



If you are thinking of a hearing aid for the first time, or are an experienced hearing aid user, then you can take advantage of the latest developments in computerised hearing aid science.



**Alison Ridgway**  
Hearing Aid Audiologist

Our expertise enables us to recommend and prescribe the leading systems in hearing aid technology. As our service is not associated with any single manufacturer, we are able to offer genuinely impartial advice on the best hearing aid for you.

## NEVER A CROSS WORD IN 85 YEARS OF MARRIAGE!!!

By Clarion Overseas Correspondent  
Some couples these days perhaps couldn't go 85 minutes without a fight so when the dubious news broke about a Taiwan couple celebrating eight and a half decades of marriage without a row had to check it out.

Yes it's true and confirmed... Farmer Liu Yung-Yang 103, and Yang-Wan, 102 got married in April 1917, after a 'courtship' of twelve years. Young Yang at the age of five was sent by her family to live with future husband to learn how to respect and take care of a man. Taiwanese custom ensures proper apprenticeship in this area thus avoiding future conflict.

About 40 of their children, grandchildren and great grandchildren partied at the couple's home in the north of the country to enjoy the occasion. The Milestone is now recorded in the Guinness Book of World Records.

**FREEPHONE**  
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