

LONG EATON advertiser

FRIDAY, NOVEMBER 1, 1974

The Long Eaton Advertiser and Social Democratic Chronicle, circulating in Long Eaton, Derbyshire, is published weekly by the Long Eaton Advertiser Co. Ltd., Newspaper Buildings, West Gate, Long Eaton, Telephone 2324.

IN OUR OPINION

With November 5 only a few days away we urge all parents to make sure that their children know the Firework Code.

The main points are to keep fireworks in a closed box, take them out one at a time and put the lid back at once, follow the instructions on each firework carefully reading them to torch-light and never a naked flame, light the fireworks at arm's length preferably with a safety firework light or fuse wick, stand well back, never return to a firework once lit, never throw fireworks, never put them in your pocket and keep pets indoors.

Continued publicity for the code and the increasing trend toward well organised and supervised firework displays are among the factors believed to have been responsible for a six per cent reduction in firework accidents last year.

The code is now four years old and strict adherence to all its points by everyone who handles fireworks would be sure to result in a further decrease in the accident figures this year.

THIS WEEK'S MONEY SAVERS!

MEN'S NEWSOME
Rain & Stain Resisting
JACKETS
RETAIL VALUE £1200
THIS WEEK £8.99

BUY NOW
Save ££££

BOYS' FLARES OR BAGGIES
67% TERYLENE DURABLE FRES
RETAIL VALUE £4.75
THIS WEEK FROM £3.50

Many more INFLATION BEATING BARGAINS
See our windows

CCC
71, HIGH ST., LONG EATON
23, HOCKLEY NOT TINGHAM
Outprice Clothing Centre

REPLACEMENT WINDOW SERVICES HOME IMPROVEMENTS

New Windows in Timber or Aluminium—Single Glazed or Double Glazed
Existing Windows Modernised—Existing Windows Fitted with Double Glazing
French Windows in Timber
Aluminium Patio Doors
Storm Porches
Sun Lounge Extensions
Interior Alterations—Walls Removed, Arches, Partitions etc.
Car Ports
Cavity Wall Insulation
NO GIMMICKS—JUST A TOP QUALITY JOB AT THE KEENEST COMPETITIVE PRICE
Free estimates without obligation. Home Improvement loans available
REPLACEMENT WINDOW SERVICES
52 Midland Avenue, Stapleford
Telephone: Sandiacre 396210 (any time)

For Birthday and Anniversary Cards
Cigarettes and Tobacco
Sweets and Chocolates
Paper Back Novels

ALBERT TOWLSON

CALL AND INSPECT OUR DISPLAY

63 MARKET PLACE :: LONG EATON

Colour Films DEVELOPED AND PRINTED BY EXPERTS

IN A MODERN LABORATORY

ALBERT TOWLSON

PHOTOGRAPHER

63 MARKET PLACE :: LONG EATON

Telephone 2647

INflation, says Missie of tv fame

BIZARRE—that is the only way to describe the stage performance of Zaraeda, the "mastery of mystery." He came to Long Eaton's Scala Star Bingo and Social Club last week for two shows and left his audiences wondering just how it was all done.

More 'specials' are needed

AN extensive campaign is to be launched in Derbyshire to recruit special constables.

Mr. Michael Bowmer the force commander of the county's Special Constabulary said that the campaign would be based on an approach to "certain sections" of the community—members of regimental associations, former policemen and friends of special constables.

'OBJECTIVE'
"I believe that achievement of objective is much in the public interest," he said.

Would-be recruits are being sent pamphlets setting out the aims of the special constabulary. The pamphlet from Mr. Bowmer says: "I hope you will read the leaflet carefully, and will think about what it says—because frankly, we need your help. We need to recruit more men and women of the right calibre—ordinary citizens of the county who are able to help us in our job of helping the Regular Force to police the County of Derbyshire."

"Let me say at the outset that while uniform and equipment are provided free, being a special constable is unpaid voluntary work. You will, nevertheless, be paid reasonable out-of-pocket expenses, and compensations for loss of earnings."

"There is a tremendous satisfaction and sense of achievement to be gained, however, from giving such a vitally important service to the public, and from making a success of a sometimes difficult, but always interesting job. By joining the special constabulary, you will also be joining one of the best clubs in the world, where a great comradeship arises from a sense of common purpose in the public interest."

'LENDING-A-HAND'

"There is an ever-growing need for voluntary service at all levels of society, whether it is being secretary of your local darts club, helping to look after old people, or dooring children, being a member of the St. John Ambulance Brigade, or helping in any one of a thousand other ways to look after those who are less fortunate than ourselves."

"Of all the ways of 'lending-a-hand' however, none is more important in my view, than helping to maintain an ordered and law-abiding society—for without the firm foundation of stability and order under the law, nothing else can succeed... for example, if vandals damage and burn down a school, your children's education is at best disturbed and interrupted and at worst, stopped altogether. If burglars damage public telephones, you may not be able to call the fire service or in desperate need—and so on. The list is endless."

"It is no exaggeration to say that your local community—and this includes your own family—and all the help you can give them is a member of the special constabulary."

SLEEPING POLICEMEN

While on the subject of constables, Derbyshire County Council are considering using 'sleeping policemen' to make sure that vehicles slow down on selected stretches of road.

For all those who do not know, 'sleeping policemen' are humps in the road.

Signs in advance of the humps would warn motorists to slow down or face the prospect of a 'short sharp shock'.

Corn. Harry Lowe, chairman of the county council Technical Services Committee, said: "We like to think that we are a progressive highway authority keen to look at any new methods of improving the safety of the motorist and pedestrian. I can think of many places where these humps might be of great value in slowing the speed of traffic."

"There are many fine Derbyshire villages with narrow roads which cars race through as though they were a speed trap. Humps might be of service in such places and make things pleasanter and safer for local residents."

Corn. Lowe concluded: "However, we are keen to consider all points of view and were we to install humps it would only be after advertising each proposal and carefully considering objections."

Late duty chemists

On Sunday, November 3, the following chemist will be open noon to 1 p.m.:
1. Britton, Chemists, 69 High Street.
Next week, Monday to Friday the following chemist will be open 6 to 7 p.m.:
1. Britton, Chemists, 69 High Street.

His act, if that is the right word, is perfectly straightforward. He is blindfolded by a member of the audience after which his road manager disappears into the crowd to receive objects—driving licences, handkerchiefs and so on from volunteers.

Zaraeda, still blindfolded handles each object and as he does so, invites the person to whom it belongs to stand in front of the stage. He then asks a few questions and on the strength of this tells the person concerned about themselves—name, address, little things about the family, about their problems. It is quite remarkable.

UNERRING ACCURACY
If this is all a hoax, then it is incredibly elaborate. Volunteers from the audience swore they had never met him before, yet with unerring accuracy he was able to tell them about themselves.

A devoted fan, Mr. Kevin Winfield, a driving instructor from Ilkeston, said that in a club like the Scala, everybody knew everybody else's life history. If Zaraeda made a mistake it would be immediately obvious and the audience's credence in him would disappear.

He introduces himself by saying that his act is based on psychology and the vibration of touch.

The word 'psychology' is particularly apt in this instance. 'Psychology', the science of the mind, is defined in Chambers 20th century dictionary as 'the science which classifies and analyses the phenomena or varying states of the human mind.'

Now, the extent of his use of 'psychology' would depend on the amount of conversation he has with his 'subjects'. Yet volunteers say little.

There again, the amount he tells them about their life is relatively little. Yet even if his remarks about their families were based entirely upon guesswork, then he is phenomenally lucky.

But guesswork would not possibly work when it comes to giving names and addresses.

Which leads back to the original question of whether it is a fortunate charlatan using trickery, albeit extremely elaborate, or whether he possesses some sort of peculiar power.

On Nationwide

In fact, both these explanations seem unlikely. But to find out what it was all about I felt the only one man could give the answer, Zaraeda himself.

Dressed in a grey suit and open-necked shirt he stood surveying his audience before the Friday night show and declared: "I am a clairvoyant but you have to call it mind-reading otherwise you are verging on religion."

His real name is Osie Ray and he was born in Shildon, County Durham. He has been in entertainment since he was 11.

"I have appeared on Nationwide and almost every television station in the country. I have been round the world, everywhere but Russia," he said.

I asked him about his act. Rather than explain the format it was going to take, he suggested I should see it. Then he added: "There is no illusion. It is all psychology."

Either people believe or disbelieve. I am here to entertain. We are not trying to sell them anything. It is a free show. It is giving them something back apart from cinema."

Zaraeda is on a tour of Star clubs which started in January and is due to finish next March. His next stop was to be a Star club at Ammanford followed by a week in Bradford.

He has appeared on the David Murray Show and has had his own television series in Jersey.

He looked at the audience, about 300 strong, and commented: "Where is there a cinema that can show you as many people as this?"

As he was getting ready for his performance, I must confess to feeling a little sceptical about the whole affair. This might have been obvious but Mr. Winfield remarked: "I do not believe there is a secret. I feel it is simply a gift the man has. I can vouch for his integrity."

Volunteers
"Then it was time for the show. The three volunteers from the audience were Mrs. Janet Bailey, of 33 Albert Road; Mrs. Janet Riley, of 23a Grassmere Road, and John Peel, of 132 Granville Avenue."

He told each of them their name, address, names of some members of the family and certain other details.

Rector says 'Wrap up'
Beat the cold and cut the cost of fuel—that is the plea to Kegworth parishioners.

They are being told to wrap up warmly when they come to church this winter.

The rector, the Rev. David Storey, said that with increasing demands upon the church through high fuel prices he was having to look closely at heating arrangements.

The cost of heating the church is over £5 every week-end and the rector said that the church would have to economise. People should try and ensure that all doors were shut and that parishioners themselves should come to church wrapped up warmly.



The master of mystery Osie Ray, alias Zaraeda, relaxes after Friday's show.

DIARY

- November 1.—All Saints' Church, Sawley, Parish Dinner, Church Hall.
- November 2.—Saturday, Friends of the Church Home, Open Market, 10 a.m. to 4 p.m. at Ammanford Market. Proceeds to West Bradford Church Home.
- November 3.—Saturday, St. Francis Church, Long Eaton, Christmas Bazaar in the People's Hall at 2.30 p.m.
- November 4.—Saturday, Free Verse, 10th Long Eaton Scout Group, 2.30 p.m.
- November 16.—Bethel Church, Derby Road, Long Eaton, Christmas Bazaar.
- November 16-23.—Edwards Operatic Society presents 'Charlie Girl'.
- November 21.—All Saints' Church, Sawley, Parish Dinner, Church Hall.
- November 21.—Methodist Church, Sawley, Parish Dinner, Church Hall.
- November 21.—Long Eaton Operatic Society, 'Songs From The Shows', May Hall, Trent College, on behalf of Long Eaton Tanning Association.
- November 30.—All Saints' Parish Church, Jubilee Sale, Community Centre.
- November 30.—Saturday, St. Stephen's Church, Group Annual Bazaar, Stevenson School, 7 p.m.
- November 30.—Boon Male Voice Choir, Station Street Baptist School Hall, 7.15 p.m.
- December 1.—Long Eaton Auxiliary of the Methodist Church at the United Reform Church, 7.45 p.m. Chairman: Mr. M. Maitland.
- December 1.—Sunday, British and Foreign Bible Society, 'Mentals' by united choir and soloists, in United Reform Church at 7.45 p.m. Chairman: Mr. Bernard Maitland.
- December 16.—Monday, Friends of the Church Home, Sawley, and Ammanford Branch, Carol Concert, at the Ammanford School.

EMMA plans inside and outdoor show

AN up-dated Robin Hood comes to Long Eaton some time in the New Year when the East Midland Art Association puts on Cutch Redwood.

It is a humorous swashbuckling play for all-round family entertainment and makes a gentle prod at the image of the legendary character.

In the company's six-month programme is also 'A little bit of what you want', a medley of jokes, songs, funny stories and sketches with the flavour of the music hall. The Emma Theatre Company hopes it will get most of its bookings in pubs and clubs, which provide an ideal setting.

Following on from that is 'Everybody Out', a play about the 1926 General Strike, described as a funny and moving play, well researched and documented.

Last in line is 'Up Your Street' which has been specially worked out for open air entertainment, such as at fairs, fetes, and even shopping precincts.

The company still has plenty of room for bookings for any of the productions.

New on library shelves

Recent book additions to the stock of the Central Library, Long Eaton, include:—

FICTION
JULIA HAMILTON: *Katherine the Tragic Tailor*. This novel traces the story of a tragic queen, a victim both of fate and of her own obstinacy.

FRED AND GEOFFREY HOYLE: *Seven Steps to the Sun*. In a series of 10 year leaps Mike Jerome is projected through time. One of the most intriguing novels the Hoyles have written.

JOHN LE CARRE, Tinker Tailor, Soldier, Spy: Another novel from the author of 'The Spy who came in from the cold'.

DOUGLAS REEMAN: *The Destroyers*. Eight destroyers, nicknamed the Scarpard Flotilla are sent into action, because of their experience, or because they are expendable?

ROBERT PENN WARREN: *All The King's Men*. A man, though born poor, educates himself and becomes a political demagogue.

NON FICTION
L. McGRANDIE: *The Cost of Living in Britain*. Inflation is the present talking point but concern about rising prices has been with us since the Middle Ages. This is a well illustrated comprehensive history.

ANTHONY BYERS: *Growing Under Glass*. Growing under glass is a fascinating and inexpensive hobby, even for those without a garden.

A. J. JACKMAN: *Sea Water Aquaria*. For everyone who enjoys exploring beaches and rock pools here are practical ideas for taking home, enjoying, and studying suitable creatures.

GOLDEN HOMES: *The Golden Homes Book of Central Heating, Plumbing and Electricity*. All you want to know about repairing your home.

GEOFFREY WILLS: *Craftsmen and Cabinet Makers of Classic English Furniture*. A fresh approach with the emphasis placed on the men who designed and made the furniture.

RICHARD ROSE: *Lessons From America*. Topics covered are various economic growth, government, T.V., each chapter being by a different author.

EVERYTHING I OWN Ken Boothe
Far Far Away Slade
Go Baby Peter Shelley
You Little Tramp The Times
Some Make You a Star David Essex

Sad Sweet Dreamer Sweet Sensation
All of Me Loves All of You Bay City Rollers
8 Amiles Song John Denver
I Get A Kick Out of You Larry Shearson

Happy Anniversary Slim Whitman
List as supplied by C. Gilbert, Ltd., High Street, Long Eaton.

EMMA SAYS...

EMMA SAYS...

YOU'LL REALLY SAVE MONEY ON GAS FIRES AND UNIT HEATERS AT EMMA'S NOW!

SAVE £6.50 ON THE NEW WORLD HIGH SPEED G2221 CASH PRICE REDUCED TO £39.12

SAVE £4 ON THE MAIN MEDALLION CASH PRICE REDUCED TO £39.52

SAVE £4 ON THE VALOR COPPERGLASS CASH PRICE REDUCED TO £38.19

SAVE £4 ON THE BANI BRAZILIA UNIT HEATER CASH PRICE REDUCED TO £38.77

SAVE £4 ON THE GENERAL CASH PRICE REDUCED TO £34.52

SEE THEM AT YOUR EMMA'S SHOWROOM OR ASK THE OPERATOR FOR FREEPHONE 4010 AND WE'LL GIVE YOU DETAILS! CASH PRICES SHOWN DO NOT INCLUDE FITTING CHARGES ONLY AVAILABLE 3RD SEPT - 26TH OCT 1974

GET READY FOR WINTER NOW! YOU'LL SAVE ON LOW RUNNING COSTS TOO!

EMMA SAYS! KEEP YOUR MONEY SAVING EMMA'S!