

# Waterbeds float in more bedrooms

By LYNN ORR

Five out of 10 Californians are puncturing the notion that waterbeds belong in the same category with student stints.

At least Lynn Nedda is betting 20 years of retail experience that midwesterners will join their west coast cousins by spending one-third of their lives on flotation mattresses—preferably "Waterbeds by Lynn."

Always behind the times, the mid-west is learning that waterbeds provide a "natural, healthy way to sleep," she claims. Covering a large portion of the ground floor before suburban Detroiters belatedly discover the '60's alternative to squeaky springs is her goal.

Nearly two years ago she opened her first shop in Livonia. A large portion of customers, including a Canton Township minister, convinced her that downtown Plymouth was the logical choice for expansion.

With more than 50 per cent of her customers in the over-40 bracket, she believes that puncturing waterbeded myths is the key to success.

A BELIEVER herself, she boasts four waterbeds in her Farmington Hills home. Plymouth manager Bob McCausland III was a convert as well.

Waterbeds allow the sleeper to fall into the Delta or deep mode of sleep more quickly, he points out. Mattresses are non-allergic and don't wear out. While the materials scorch, they won't burn, he explains to in-bed smokers.

Henry Ford Hospital in Dearborn uses waterbeds for newborns, he adds to his list of claims. The hospital booms the mother's heartbeat through the mattress to stimulate the motion and sound of the womb.

Waterbeds completely support the body, as opposed to the contact points that restrict blood flow on a standard mattress, he maintains with an eye to the scientific customer.

Although Ms. Nedda believes in the health benefits of waterbeds, she's more apt to point out the fashion strides in the industry.

No longer relegated to a homemade frame, waterbeds come in all varieties, including an ultra-fashionable four-poster and a stereo-equipped, suede-padded number.

The Tequila Sunrise is one of the best sellers.

Priced at about \$600, the bed is made of Ponderosa pine with a Cherry or Walnut finish. The sunrise pattern on the headboard lends itself to traditional or contemporary settings, she says.

A large bed surrounded with naugahyde padding appears to be a favorite with males, while Ms. Nedda favors a "Country Manor" bedroom outfit complete with dressers and nightstands among the 300 styles available.

Ms. Nedda also offers a complete line of bedding and linens, a design service, and a bridal registry. Customers appear to like all the accessories, but a few opt for a mattress, liner and heater for about \$140 with instructions for building a wood frame.

SOME BROWSERS are never convinced, she admits.

"I wish I had \$1 for every time someone mentioned being seasick," she says. Motion sickness on the bed is a fallacy, she claims. A bout with the flu convinced her that the soothing, warm motion was a plus for an upset stomach.

For others, change is impossible.

"Some people who've slept on dead

beds all these years just aren't going to change."

Others are convinced by their children. "They go out west to visit, get stuck on the waterbed for a week, and in they come," she explains.

One customer was a return. She forgot about the waterbed and stuck her baby's diaper pins in the mattress during changing. She opted for a new mattress rather than a patch job.

But durable vinyls have made waterbeds tough, McCausland maintains. And heaters approved by Underwriters Laboratory make waterbeds safe and cheaper to use than electric blankets, he claims.

Luxury is available as well in the \$3,000 waterbed equipped with a Betamax projector in the headboard and a five-foot screen in the footboard. Another model includes a drop-table in the middle of the headboard for "coffee or champagne" says McCausland.

MS. NEDDA FROWNS on an sexual references when it comes to waterbeds. Getting away from the headship-type image is important for the market, she maintains.

After 20 years as an office manager with Robinson Furniture, she worked for a waterbed company for two years before making the entrepreneurial plunge.

She originally planned an investment-type business, using her and her husband's resources to open the first store.

That plan fell by the wayside as she got involved in running the business and reinvesting the profits.

"That's why so many waterbed stores go down the drain," they open on a shoestring, and you can't expect to make a living off a new store for at

least a year."

Because she doesn't have to live on the store, she's pumping early profits into advertising spots on WWJW and WABX, some local TV commercials, and a large stock.

She hopes to open a string of stores to keep up with the promised market. Next month, she and McCausland head for a national waterbed convention in California—where she hopes to keep one step ahead of the game and at least five steps ahead of her admittedly behind-the-times customers.

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## Eat less to shed pounds

The real secret to weight reduction is simple. At least that's what Oakland County nutritionists Betty Breedlove and Fran Peikert claim.

The calories, or energy value, of the foods eaten must be less than the calories used. Anyone who uses more calories in exercise and daily activities than he eats will lose weight.

Calories and body fat are like money in a savings account. If the energy value of food eaten and physical activities are equal, weight stays even.

The more food eaten and the fewer calories used, the more body fat is deposited. If, however, less food is eaten and physical activity is increased, then calories are withdrawn from the body fat to meet energy needs and weight is reduced and these tips for remembering this basic rule for weight reduction will lead to a changed reflection in the mirror:

- Eat three meals daily. Include some protein food — milk, meat, cheese, poultry, eggs — in each meal. Protein foods will satisfy your appetite longer than sweets. If you snack, "borrow" food from one of your meals or choose a low calorie vegetable.
- Don't use alcoholic beverages while dieting. They increase the appetite and have many empty calories.
- Exercise moderately several times each day.
- Develop interests that don't involve food such as sports, hobbies or social volunteer work. Interest in a new activity can decrease interest in food.
- Use herbs and spices in your cooking rather than fattening sauces and gravies. Avoid frying food when possible.
- Plan ahead. If you know a big dinner or a party is scheduled some evening, go very lightly on lunch that noon, or eat less the day before. Try, where possible, to select the foods permitted on your diet.
- Bulky foods — such as raw carrots and other vegetables — help satisfy an empty stomach better than concentrated calories such as fat, alcohol or sweets.
- Cut food into small bites and eat slowly. It will make your food last longer.
- After meals, drink coffee or tea in a location away from the table.
- Use a salad-size plate instead of a dinner plate for meals. It will make your food portions seem larger.
- Write down everything you eat. See for yourself how much you are eating.
- Choose one place and eat only there, such as the dining room table. No more snacks in front of the television. Also, before eating — even a snack — set the table completely with a tablecloth or placemat, silverware, china, glasses and a napkin. Don't make it too easy to eat.
- A low-calorie snack, such as an orange, a carrot, a small salad, or a bowl of broth, eaten 30 minutes before a meal will make you tend to eat less.
- The surest way to reduce is simply to eat less.



## Rooting for Magic

Bob Lockwood, of Farmington Hills, along with Deana Green, lead Spartan fans in cheering on MSU and its top basketball star, Earvin "Magic" Johnson.

## LIT students are honored

Five local students have been named to the Lawrence Institute of Technology's honor roll for the fall evening term. To be named to the honor roll requires a 3.5 grade point average.

Those honored are Thomas Beno, Linda Canterbury, James Manley and Craig Foreman of Farmington Hills and David Lang of Farmington.

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