

Pillow talk

Have you had your fill of fiber or just getting down off the rack?

Do most consumers know relatively little about the pillows they sleep on? Keep their pillows far too long? Lack the infor-

mation needed to shop intelligently for new pillows?

If you answered yes, you agree with the

conclusions of a recent survey of consumer attitudes toward pillows. To help consumers make smart pillow-buying decisions, the following will answer the most-asked pillow questions.

Q. How can I tell when it is time to replace a pillow?

A. When the pillow becomes permanently flat, lumpy or matted and no longer fluffable, it should be replaced for both comfort and health/hygiene reasons.

Q. What types of bed pillows are there?

A. Three types are available: those filled with down or feathers and down, those filled with polyester fiberfill. Several grades of quality within each group affect the price.

Q. How does each filling perform?

A. Down pillows are soft and warm, fluffy and resilient, and last a long time. They may mildew, however, or develop an odor in a warm and humid environment, or if they become soaked with perspiration. Foam pillows are firm; when they start to deteriorate, they can develop an unpleasant odor.

Q. How should I select a new pillow?

A. Take the touch test — touch a pillow, hug it, scrunch it. The pillow should be comfortable, buoyant, resilient. Then read the label for information on filling, performance and care.

Q. How should I care for a pillow?

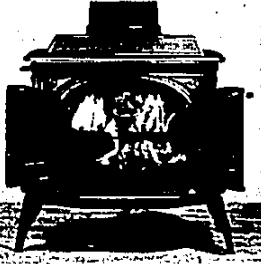
A. Refluff your down or fiberfill pillow every morning because sleeping comfort comes from the air trapped in the pillow filling. Down pillows should be washed occasionally, but they take a long time to dry.

A quality synthetic pillow can be machine-washed and machine-dried quickly for lasting freshness. Be guided by the information on the label.

Q. How much should a pillow cost and how long should it last?

A. A down pillow can cost from \$50 to \$100 and can last many years. A top-quality foam rubber pillow can cost \$15 to \$20 and might last 10 years. A top-quality synthetic pillow starts at \$15 to \$20 and usually retains its resiliency for as long as seven years.

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