

Water Is Not Quite Free But Cheaper By Using Softner

Have you received a water bill lately? If you have, you know that water — one of the best things in life — is not quite free. Every time you turn on a faucet, you are spending money. Dollar for dollar, are you getting your money's worth?

"You are only if the water has been fully softened," states J. L. Bruner, president of the Water Conditioning Foundation.

"People are apt to forget there are many grades of water," he adds. "Everybody knows there is a vast difference between distilled water and sea water. But there are many who don't realize that water supplies adequate for fire fighting or lawn sprinkling will not necessarily do justice to the laundry, the dishes and many other home-making chores."

Many laundries, car washes, restaurants, motels and beauty shops install water softeners in order to get water of the right quality (free of hardness) for their needs.

Bruner urges homemakers here to take a tip from these commercial users of softeners.

"Because the water conditioning industry can provide water of any desired quality it is now true economy to upgrade water quality for home use as well.

Fully soft water permits cutting down on soaps and detergents. A coffee maker will rather than a cup full will do the job on dirty clothes. Soft water and a minimum of cleaning agent will cut grease and put a new sparkle on dishes.

And soft water will protect water using appliances. Often overlooked is the fact that hard water scale and sludge can cause appliance failures. Soft water tends to keep repairs to a minimum.

Bruner cautions against evaluating a softer appliance merely in terms of dollar savings.

"There is no price tag on satisfaction. When laundry comes out color bright, when dishes sparkle, when mirrors gleam and bathtubs stay spotless all the time, the homemaker has satisfaction of knowing her work is well done."

Consumer studies show that the modern homemaker and her family are most pleased with soft water for bathing, showers and shampoos. Time and again people report, "With soft water I feel clean, really clean. It's wonderful!"

In all but a few areas of our country water supplies are so hard, water softening is essential for modern homemaking.

Today 5 1/2 million homes are equipped with softeners. And the number is increasing. With better use of water supplies, most of our industry is urging homeowners everywhere to investigate the advantages and personal satisfaction possible with quality water for home-making," Bruner further adds.

The investment in a softener appliance can be geared to the budget in almost all cases. Homeowners can buy a unit outright and extend payments over five years in many instances. If you prefer, you can rent a unit or obtain a soft water service. Many dealers offer several options.

For more information on soft water for your need contact a local water conditioning dealer. Or if you prefer you can obtain booklet, **QUALITY WATER AT THE TAP**. Send your name, address and \$50 to the Water Conditioning Foundation, 1201 Waukegan Road, Glenview, Illinois 60025 for a copy. It will be sent to you by return mail.

The Motor City Speakeasy Toastmasters Club is a member of Toastmasters International, a non-profit, educational organization which provides training in the art of public speaking to toastmasters in more than 3,500 clubs in 45 countries and territories throughout the free world.

10 Tips On Buying A Better Mattress

There's probably no one single item of home furnishings that causes more consternation in buying than a mattress. After all, in a mattress it's what's inside that counts, but what's outside that counts, too. So if you are planning a shopping trip in search of a new mattress, you'll be interested in some buying tips.

These ten tips are:

1. Do your shopping only in reputable stores, whose bedding departments are staffed by knowledgeable salespeople equipped to answer the many questions you'll have. If your salesperson appears unfamiliar with his merchandise, and lacking in the kind of information you need to make an intelligent selection, go to another store.
2. Buy the very best quality mattress you can afford—save your bargain hunting for the ready-made sale racks! A mattress is a major purchase which should last you ten years, and you owe it to yourself and your family to buy top quality.
3. Don't buy orthopedic bedding unless your doctor recommends that you do. There's been so much talk about the importance of firm mattresses, about the dangers of a too-soft mattress, that we've had a tendency to go the other way.
4. Don't be confused by coil counts. Actually, the total number of coils the mattress contains really has nothing at all to do with your sleep comfort—but the design of the coil does. Ask your salesperson to show you a cut-away sample of the mattress you are interested in, and to explain the type of coil it has.
5. Avoid mattresses with dust-catching buttons and tufts — these date back to the days before modern advances eliminated the need for them. A mattress held together by tufts and buttons will start to deteriorate as soon as one breaks.
6. Look for an attractive fabric covering that you will not easily tire of, one that will wear well and clean easily. Check the way the ticking is sewn for signs of quality—careful stitching, smooth, neat corners.
7. Don't buy a mattress without trying it out! Sit on the side, just as you would do in your bedroom. Does it sag beneath your weight? If so, it will probably begin to "break down" at the edges long before the rest of the mattress is worn out. Choose only a mattress that has firm edge support. Lie down on it, too. Is it comfortable as well as firm? Check to make sure that if you lie near the edge, you won't roll off.

Increasingly popular. Ideally, a mattress should be six to eight inches longer than the sleeper.

Be sure to buy the matching box spring with your new mattress—the two are designed to work together to give you the proper support. Buying a new mattress to put on an old box spring is false economy.

Don't rush your mattress purchase. Take plenty of time, see!

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Rules for Planting New Trees

Transplanting trees or shrubs this spring? See how it is done properly at the second annual free Lawn and Garden Fair at the Michigan State Fairgrounds at 21st and Woodward, on Saturday, April 30, from 9 a.m. to 6 p.m.

Here are some principles that you should follow: Dig a hole twice the size and depth of the "ball" of dirt and roots. Then you can put in good soil, peat moss or perhaps spread out the roots. Do not apply fertilizer in contact with the roots.

Pack carefully with watering and fill hole to the ground level. Then let the water hose run until water no longer runs in. Build up a dam in a circle around the bush or tree and fill it full of water.

Water often for a few days before filling in and leveling soil. If shrubs or bushes are bagged or in tarpaper pots, slit the wrapper so roots can get through. Remove bag or pot if you can without disturbing roots. Be sure and pack soil firmly around new plantings.

There are "good" and "poor" trees, shrubs and evergreens for each area. Ask the garden authorities at the demonstration. Your local nurseryman can tell you which plants are best.

Avoid the itinerant with the "miracle tree"—it may not be for you. Some trees that grow very fast may have brittle or weak wood and subject to damage in storms. Remember to give new plantings room to grow. They may look "thin" for a few years, but you'll be sorry in 5 to 10 years if you planted them too close, and removal is either expensive or lots of hard work.

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Trailers Popular

LANSING—Trailers and trailer coaches are gaining in popularity here in Michigan. Annual report issued by the Michigan Department of State, showed increases of around 6,000 trailers to 307,800, and a like hike in coaches from 35,900 to 41,900.

Consumers Power Company's gas business is one of Michigan's most rapidly growing industries. Twenty years ago, Consumers Power had 200,000 gas customers. At the beginning of 1966, it served 700,000.