

B6 THE DISPATCH AND THE ROCK ISLAND ARGUS MONDAY, JANUARY 29, 1996

LIFE

Seeing 'R' movie was wrong, but not as bad as theft

DEAR DR. WALLACE: Last year my 14-year-old brother and his best friend got caught stealing candy out of a supermarket. My parents had to go to the store and talk with the store manager. My dad said it was a serious thing, so he grounded my brother for 30 days. That meant he had to come directly home from school and could not go out of the house unless he was with a parent. It also meant no telephone calls and no watching television. I must admit my brother accepted his punishment without complaining.

Last week my girlfriend and I went to an R-rated movie that was full of profanity. She says she was in the theater. She says she, but I didn't see her. Besides the lecture of how I let my parents down (I admit I did), I have been grounded for a month!



TWEEN 12 & 20
ROBERT WALLACE

think the length of time is unfair. My brother was grounded for a month for ripping off a grocery store and I'm grounded the same length of time for seeing a straight R-rated movie that wasn't even very good. I feel two weeks would have been the right length for my violation."

What do you think? —**Kay, St. Catharines, Ontario**

DEAR KAY: Both violations broke parental trust and were serious (I admit I did). I have been grounded for a month!

was the more serious. A three-week restriction should be sufficient punishment for you.

DEAR DR. WALLACE: My best friend and I are above-average students and we have almost identical schedules at school. Because of this, we spend a lot of time studying together. The problem is that our parents feel we would be better off if we study by ourselves. We feel that we gain by studying together. I would appreciate your view.

—Andy, Oakton, Va.

DEAR ANDY: I agree that studying with another student can produce positive results. The down side is the break in concentration when one is eager to study but the other isn't. When that time comes, studying solo is better.

WQPT's 'Ready to Learn' will help parents prepare kids for school

By **Stephanie Schmalz**

One of the most important things parents can do to prepare their children for school is read to them.

That's one of the messages at "Ready to Learn," a conference for parents and childcare providers. The conference will be presented from 9 a.m. to 12:30 p.m. Saturday, Feb. 10, at the Davenport RiverCenter as part of WQPT's "Imagination Station," a fundraiser for the public television station.

Child care professionals will speak on a variety of topics targeted at the preschooler. Anna Kabou, WQPT's coordinator of the conference, says, "The conference was designed to give parents and child care providers the opportunity to talk to experts and find out new learning techniques." Specifically, "Ready to Learn" is designed to help children be ready to learn when they enter kindergarten.

One of the speakers, Deb McDonald, assistant coordinator, lead teacher at the Black Hawk College Center for Learning, will present, "Creative Art, Math and Science Activities," by Chris Bachelder of Black Hawk College Child Development.

"When kids finish 'Your Child's Ready to Learn' by Claire Anthony and Kathy Russell of Mississippi Bend Area Education Agency.

9:00-10:00 a.m.
"Raising Kids on a Budget," by Alice Hodges of Sherard School District

10:00-11:00 a.m.
"Dealing with Loss," by Chris McCormick Priss of Vwa French Community Mental Health Center

10:00-11:30 a.m.
"Getting Ready for School is More Than Just Turning Five," by Joan Tophy and Priscilla Smith of Yorkville Elementary

11:00-12:00 p.m.
"Positive TV Viewing with Mister Rogers and other PBS programs," (until 12:00 p.m.) by Helen Mowich of Community Child Care Resource and Referral and Betty Farmer of Illinois Home and Community Education Agency/Special Education Association

Caregiving for One and Two Year Olds," by Lori Weber of VVCA, Twin Parent and Child Education Center

"Who's in Charge Here Anyway?," by Claire Anthony and Kathy Russell of the Mississippi Bend Area Education Agency/Special Education Association

11:45 a.m.-12:30 p.m.
"Health Care," by Barb Powell of Pediatric Associates

"Ages and Stages," by Claire Anthony and Kathy Russell of Mississippi Bend Area Education Agency

"Alphabet Soup: A Recipe for Communicating with your Preschooler," by Sue Swisher of Child Abuse Council

The fee for the conference is \$10 and includes a complimentary breakfast and ticket to "Imagination Station." For more information or to register, call 766-8115.

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Cheryl Carey Sewing Box Covers

Brent Stubbs attaching cover to box spring.

Brent Stubbs attaching cover to box spring.

John Wheatley, owner, and Harold Long beside the finished product.

Brent Stubbs making final inspection on electric beds.

"I know I've got the best bed in town at the best price, so we don't need to try and pressure anybody into buying anything."

Those are strong words, spoken by a man with a strong sense of what his customers need. And what John Wheatley's customers need is quality bedding at an affordable price.

According to the 33-year-old Quad-Cities entrepreneur, that's exactly what he has to offer at his L&W Bedding store.

Ever since the enterprising Wheatley opened his first L&W Bedding store in January 1969, he has bettered his brand by providing his customers with top quality bedding at a price he guarantees to be the lowest found anywhere in the Quad-Cities.

That's quite a guarantee. Maybe even hard to believe. But if Wheatley is willing to put his name behind it, you can count on it. Because if there's one thing that can be said for certain about Wheatley, it's that he's willing to put in long, hard hours to ensure his customers' satisfaction.

This is evidenced by the 16-to-18 hour days Wheatley put in while he

struggled to get his fledgling business off the ground back in 1969. At that time Wheatley was working 12-hour shifts at a mattress factory, then turning his attention to a business he initially operated out of his garage.

Up to his elbows in sweat, Wheatley managed \$22,000 in mattress sales that first year. By 1972 the quality of his work was gaining an impressive reputation about the Quad-Cities, and Wheatley was able to open up his first showroom, located at 1211 16th Ave., Moline.

As his reputation continued to grow, Wheatley began to envision yet another expansion. On Feb. 1, 1995, he made the plunge into the Iowa market—crossing the Mississippi river and opening his second store at 1660 W. Locust St. in Davenport. This year, says Wheatley, he is on track to reach \$500,000 in sales.

"We've continued to grow every year since I opened the business," he says. "Word of mouth goes around and people are finding out that I've got the best mattresses at the best price."

A recent visit to his Moline store illustrated just how effectively word of a quality product travels around.

As one potential customer walked through the entrance at L&W, the sale was made before the door had even closed.

"I need another mattress made," the man said. "I liked the first one so much I need another one now."

While Wheatley could not remember the man by his face, he could track down the customer's bedding preference by checking the sales invoice from the last bed he had sold him.

"No problem," Wheatley told the customer. "I can have it ready for you in four to seven days."

Why the brief waiting period? Because Wheatley tailor crafts each of his bedding units to meet the specific needs of his customers.

Operating out of a former television repair shop in Moline, Wheatley's crew can make any style of bed on the market and maybe even a few that aren't on the market. In fact, Wheatley and his crew can custom make any kind of bed a customer may want.

"Want it a little softer? No problem. Want it a little firmer? No problem."

Harder/Ditto, Goldlocks would've loved this place.

And, Wheatley's customized goods go farther than just the traditional mattress. His store also features bed boxes, crib mattresses, boat and camper beds, prestige pillow-top mattresses and waterbed fillers.

Plus, there's the added bonus that they are ALL made right here in the Quad-Cities.

"People like it because of all our beds are made right here," Wheatley says. "And they know if something isn't right that they can come directly to me to solve the problem. And for me, knowing that those people can come directly to me, I make sure we do everything we can to get it right."

"Our work is top quality," he adds. "I don't think I've ever had a customer mad at me. We guarantee all our work 100 percent that that's the way you do business."

Indeed, it's obvious John Wheatley knows how to do business—right down

to his no-pressure sales approach. In fact, he encourages those who visit his store first check out the competitor's prices before buying from him.

"I want them to shop around," he says. "That way, they realize what a deal I'm offering here. Ninety-five percent of those who come in our stores end up buying from us."

The proof is in the pudding. As word of L&W's quality of work and lowest prices continues to spread, the company continues to grow. However, when you visit L&W, don't expect to see a flashy showroom with glitz and glamour—expect mattresses.

"I don't need a fancy place to sell mattresses," Wheatley says, "By keeping my overhead costs down, I can pass those savings directly on to the customer."

Even though Wheatley makes mattresses, his business savvy and customer-oriented approach clearly show he isn't laying down on the job.

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