

**Celebrating  
23 Years**  
of providing St. Charles with  
hand-crafted mattresses.



**Verlo®**  
MATTRESS FACTORY STORES  
Made just for you.™

Not just made. Made just for you.™

# SUMMER Mattress Clearance

TWIN  
MATTRESSES **\$89** STARTING AT

QUEEN SET PRICING  
**\$299**

MAGIC NITE  
\$199 TWIN SET  
\$259 FULL SET

QUEEN SET PRICING  
**\$399**

ROYAL EXTRA FIRM  
\$269 TWIN SET  
\$349 FULL SET  
\$599 KING SET

QUEEN SET PRICING  
**\$499**

ROYAL PLUSH  
\$349 TWIN SET  
\$449 FULL SET  
\$699 KING SET

QUEEN SET PRICING  
**\$599**

ESSENCE FIRM  
\$399 TWIN SET  
\$499 FULL SET  
\$799 KING SET

QUEEN SET PRICING  
**\$699**

VITALITY PLUSH  
\$499 TWIN SET  
\$599 FULL SET  
\$899 KING SET

QUEEN SET PRICING  
**\$799**

TRANQUILITY EURO-TOP  
\$599 TWIN SET  
\$699 FULL SET  
\$999 KING SET

**FREE**  
BED FRAME OR  
MATTRESS PAD  
OR PILLOW  
With any mattress set purchase.  
Expires 9/30/09.  
One offer per purchase.

**FREE**  
DELIVERY,  
TAKE-AWAY  
& SET-UP  
With any mattress set purchase.  
Expires 9/30/09.

**NO**  
INTEREST OR  
PAYMENTS  
UNTIL MARCH 2010  
With approved credit. Expires 9/30/09.

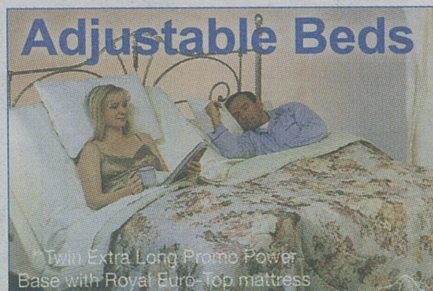


## CUSTOM MATTRESSES

- Campers/RV's • Antique Beds • Boats •
- Electric Beds • Waterbeds • 3/4 Beds •

Any Shape and Size!

We'll come right to your home and measure your bed!



Twin Extra Long Promo Power  
Base with Royal Euro-Top mattress

STARTING AT  
**\$1199**



Wall  
Hugger

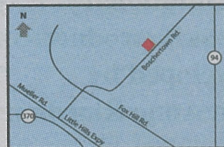


**\$200 OFF†**  
With Approved Credit

Expires: 9/30/09. †On any Verlo-aire® set purchase.  
One offer per purchase.



**Verlo®**  
MATTRESS FACTORY STORES  
Made just for you.™



**ST. CHARLES**  
3025 Boschertown Rd  
(636) 949-9140  
M-F 9 AM to 7 PM,  
Sat. 9 AM to 5 PM, Sun. 11 AM to 4 PM

1-800-224-VERLO or visit our website at www.verlo.com



Barber Bill Black with fertilizer and clothing made from human hair.

## The barber of Ellisville Local inventor 'recycles' human hair

By SHEILA FRAYNE RHOADES

Chesterfield resident Bill Black is a barber with a mission: He wants to better the world using human hair.

"My goal is to let people know hair waste can be re-used to benefit mankind," said Black, 63, who cuts hair at Clarkson Plaza Barber Shop in Ellisville. "The answer to world poverty can be found on the top of our heads."

Besides being a barber, Black is an inventor of products made from recycled hair clippings. Black's sideline business began in 1976 when he noticed that neglected houseplants in his barbershop were thriving. Realizing that the plants had been accidentally dusted with hair clippings, Black did some research and found that hair is 18 percent nitrogen, a major component of fertilizer. That discovery led him to invent FertHAIRlizer®, a concentrated, slow-release plant food that is high in protein, high in nitrogen and made from human hair.

"Hair makes wonderful mulch, locking in moisture," Black said. "It's also chemical-free and completely biodegradable."

In 1996, Black persuaded the Missouri Botanical Garden to use his fertilizer in one of their experimental gardens, and a plot of vinca plants that was fed with the product performed exceptionally well. Later, Black branched out and began a line of hair clothing, hiring weavers to spin the hair into cloth.

"Although it looks a little like picked cotton, it's not the easiest fiber to spin on a spinning wheel," Black said.

By weaving some wool with the hair,

the resulting bolts of cloth can be made into jackets, vests, pants, ties and scarves. Cotton linings remove the itch factor, and hair used in apparel items is sterilized in a microwave.

A third-generation barber, Black has been cutting hair for 42 years (he has been at the Clarkson Plaza Barber Shop for two years) and is content with his job. Nonetheless, his inventions have brought him some notoriety.

Back in the 1970s, Black received quite a bit of publicity, appearing locally on television shows such as "Pertzborn's People" and in print in the *St. Louis Globe-Democrat* and the *St. Louis Post-Dispatch*.

Black also has enjoyed national notoriety, appearing on "The Tonight Show with Jay Leno," "The Late Show with David Letterman," "Comedy Central," and "Ripley's Believe It or Not!"

In 1990, Black had the opportunity to meet Johnny Carson.

"Last minute, I was bumped from the (Johnny Carson) show, but Johnny mentioned me," Black said.

In return for the publicity, Black presented hair neckties to the famous show hosts. Black said that while it would be nice to make some money from his ideas, he is happy to simply spread the word. He wants people to know that human hair can help satisfy three basic needs: food, shelter and clothing.

"You can grow food in it, build bricks from it, and make clothes from it," Black said.

In other words, what is hair today can be something else entirely tomorrow.