

# Consumers Tackle Own Problems

Self-help programs — they are everywhere. They cover just about any subject from how to gain (and use) power, to be assertive, loving or lose weight. The list goes on and on. Well, another area with which we are all familiar is complaining. The art of consumer complaining, says the Better Business Bureau, warrants the addition of still another self-help program.

an interest and ability in solving consumer complaints, the following tips may save you time and money.

The first step is to save all documents associated with the products you purchase. This includes sales receipts, repair records and contracts, as well as: — warranties or guarantees, — model numbers and serial codes, — cancelled checks or proof of payment, — copies of promotional material, — and any phone call information (time, date, person spoken with and facts given or received).

Do not leave such records just lying around where they can easily get lost. Instead, put them in a special place for safekeeping. Having them when you need them — may be the difference between success and failure in the complaint.

First Of All . . .

unfortunately, problems

## consumer tips

with our purchases sometimes come up. When you need help, first phone the store where you made the purchase, asking to speak to someone about a problem you have. The company may have a specially designated consumer representative ready to help in such instances. If necessary, go to the owner or manager of the business. Sometimes, the top person is the only one with authority to make a decision and to resolve the situation satisfactorily.

Before even dialing the number, have all relevant information handy. This would include your entire file on the purchase. State the facts clearly and concisely. Be sure to give the other person an opportunity to respond.

Be patient. Be composed. Even though the situation may be aggravating and inconvenient, getting angry, particularly at this point, may lessen the company's ability and desire to reach settlement.

Next, write a brief letter confirming any agreements or information received over the telephone, being sure to note the time and date of the conversation and the name of the person with whom you spoke. Keep a copy of this letter for your files.

Should the telephone contact be impossible, or if it proves totally fruitless, you may decide to begin action through a letter. Be sure to address the proper person, if possible, but, if necessary, address your letter to the owner or manager of the business.

Write this action letter in standard business form. Type it, preferably, on plain stationery. And, make it as brief as you can — try one page? Enclose copies of all supporting information and documents. (Copying machines are available at many local libraries.)

PRODUCE

**WINN DIXIE**  
THE BEEF PEOPLE

SAVE WITH

**HARVEST FRESH STRAWBERRIES**  
3 PINTS \$1.59

|   |  |
|---|--|
| HARVEST FRESH CALIFORNIA AVOCADOS... 3 LARGE SIZE 99¢ | HARVEST FRESH OKRA..... LB. 69¢            |
| COUNTRY STAND MUSHROOM 1 1/2 OZ. PKG. \$1.39          | HARVEST FRESH SALAD TOMATOES... LB. 39¢    |
| HARVEST FRESH FANCY LETTUCE ROMANE. 2 LARGE HEADS 99¢ | SUNKIST NAVAL ORANGES. 5 LARGE SIZE \$1.00 |

**HARVEST FRESH SWEET POTATOES**  
4 88¢  
LBS.

|  |   |
|--|---|
| HARVEST FRESH GREEN ZUCCHINI SQUASH... 3 LBS. \$1.00 | HARVEST FRESH GREEN ONIONS... 3 BNCHS. 49¢                    |
| POPCORN... 2 LB. BAG 69¢                             | HARVEST FRESH SWEET WESTERN D'ANJOU PEARS... 9 LARGE SIZE 99¢ |

**HARVEST FRESH WESTERN GOLDEN DELICIOUS APPLES**  
FLORIDA VALENCIA

**ORANGES**  
FLORIDA PINK OR WHITE

**GRAPEFRUIT**  
9 LARGE SIZE 99¢

## FROZEN FOODS

ALL FLAVORS

**SUPERBRAND ALL FLAVORS SHERBET OR ICE CREAM**  
88¢  
HALF GALLON

|  |   |
|--|---|
| SALUTO SAUSAGE, SASSY 'N' SPICY, OR PEPPERONI PIZZAS... 21 OZ. PKG. \$2.39         | MRS. PAULS ONION RINGS... 9 OZ. PKG. 59¢                                |
| ASTOR MIXED VEGETABLES, SPECKLED BUTTERBEANS OR SUCCOTASH... 3 10 OZ. PKGS. \$1.00 | BIRDSEYE NEW ENGLAND OR NEW ORLEANS STYLE VEGETABLES... 10 OZ. PKG. 69¢ |
|  | MORTON FAMILY PAK DONUTS... 12 CT. PKG. 69¢                             |

**TASTE-O-SEA DINNERS**  
59¢

- FISH FILLETS
- PERCH FILLETS
- FISH CAKES
- FLOUNDER FILLETS

|  |  |
|--|--|
| SUPERBRAND FUDGE BARS OR TWIN POPS... 12 CT. PKG. 78¢  | DIXIANA CUT OKRA..... 18 OZ. BAG 79¢       |
| TASTE-O-SEA PERCH FILLETS... 1 LB. PKG. \$1.39         | DIXIANA SOUP MIX... 24 OZ. BAG 89¢         |
| TROPHY FRESH FROZEN ST'WBERRIES. 3 10 OZ. PKGS. \$1.00 | MCKENZIE VEGETABLE GUMBO... 16 OZ. BAG 59¢ |

**SUPERBRAND WHIPPED TOPPING**  
2 13 1/2 OZ. CUPS \$1

EXCITING! START TODAY!  
PICK UP YOUR GAME TICKET AND MARKERS TODAY!

PLAY

**1 dollar WINGO**

**WIN UP TO \$2002**

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**W-D BRAND WHOLE OR SHANK PORTION SMOKED HAM**  
14/19 LB. AVG. 98¢  
LB.

9-11 LB. AVG. U.S. CHOICE (UNTRIMMED) **WHOLE BONELESS ROUND TIPS**  
\$1.68  
LB. (CUT FREE INTO ROAST STEAKS & TRIMMINGS)  
10¢ PER POUND CHARGE FOR CUBING

**W.D. BRAND U.S. CHOICE BONE-IN CHUCK ROAST**  
LB. \$1.69

**W-D BRAND ALL VARIETIES FRANKS**  
1 LB. PKG. \$1.29

12 OZ. PKG. **HORMEL BREAKFAST SAUSAGE LITTLE SIZZLERS**  
\$1.09

**FRESH PORK FULL 1/4 LOIN ASST. CHOPS**  
LB. \$1.59

1 LB. PKG. **W-D BRAND ALL VARIETIES SLICED BOLOGNA**  
\$1.29

**W-D BRAND U.S. CHOICE BONELESS ROUND TIP STEAK**  
ROAST... \$2.19  
LB. \$2.28

MORE MEAT BUYS FROM THE BEEF PEOPLE!

STOCK YOUR FREEZER

**BEEF SALE!**

15 LB. BONELESS BEEF W.D. BRAND U.S. CHOICE (FREEZER SPECIAL)

• 5 LB. ROUND TIP ROAST  
• 5 LB. ROUND TIP STEAK  
• 5 LB. GROUND ROUND TIP

**\$25.99**  
EA.

**FRESH PORK SMALL LEAN SPARE RIBS**  
LB. \$1.29

**OSCAR MAYER ALL VARIETIES LEAN 'N' TASTY BREAKFAST STRIPS**  
12 OZ. PKG. \$1.59

|   |   |
|---|---|
| W-D BRAND U.S. CHOICE BONE-IN CHUCK STEAK... LB. \$1.79 | W-D BRAND ALL VARIETIES SLICED BOLOGNA... 12 OZ. PKG. \$1.09  |
| FRESH PORK MEATY MARKET STYLE BACKBONES... LB. \$1.49   | W-D BRAND U.S. CHOICE SOUTHERN PRIDE CUBE STEAK... LB. \$2.38 |

**TASTE-O-SEA SALE!**

FILL YOUR FREEZER WITH THESE SEAFOOD SPECIALS...

- ★ PERCH FILLETS 5 LB. BOX ..... \$5.99
- ★ PERCH FILLETS LB. .... \$1.39
- ★ H & G WHITING 5 LB. BOX ..... \$2.99
- ★ H & G WHITING LB. .... \$69¢
- ★ TURBOT FILLET LB. .... \$1.39
- ★ FLOUNDER FILLET LB. .... \$1.39
- ★ COOKED PERCH FILLET LB. .... \$1.39
- ★ COOKED FLOUNDER FILLET LB. .... \$1.39

WINN-DIXIE HAS GREAT SAVINGS ON

|   |  |
|---|--|
| 8-ASSURED COTTON PUFFS... 2 300 CT. SIZES \$1.00                            | SAVE 30" BIC DISPOSABLE SHAVERS... EACH 49¢                          |
| SAVE 22" BEIGE, TOAST OR BROWN DIXIE DARLING KNEE HI HOSE... 2 CT. PKG. 77¢ | SAVE 30" DIXIE DARLING PANTY HOSE... PKG. 59¢                        |
| SAVE 15 OZ. VASELINE INTENSIVE CARE VASELINE... 15 OZ. BOX 99¢              | SAVE 38" ON 2 LEMON OR REG. CUTEX POLISH REMOVER... 2 4 OZ. BTL. 88¢ |
| SAVE 33" ON 4 STANDARD RUBBING ALCOHOL... 4 16 OZ. BTL. \$1.00              |  |

SAVE 48" PETROLEUM JELLY **VASELINE**  
7.5 OZ. JAR 79¢

UNSCENTED, EXTRA HOLD, OR REGULAR **HAIR SPRAY**  
WHITE RAIN SAVE 50" 7.5 OZ. CAN 99¢

|   |  |
|---|--|
| BUY 2 FOR THE PRICE OF 1 PAPER MATE BALL PEN... 2 FOR 98¢ | SAVE 11" LOMA GARBAGE CAN... 32 GAL. CAN \$4.99  |
| 11" BONUS PAK RIGHT GUARD DEODORANT... 6.5 OZ. CAN \$1.29 | SAVE 40" LISTERINE MOUTHWASH... 32 OZ. \$1.59  |
| SAVE 40" REACH TOOTHBRUSH... EACH 59¢                     | SAVE 40" BABY, SOFT ROMANTIC, SPORTY FRESH, PROTEIN, GOLDEN W/EGG, HERBAL CONDITIONER, STRAWBERRY OR DANDRUFF SUAVE SHAMPOO... 16 OZ. BTL. 69¢ |

**1000 Waughtown Street**  
Monday-Saturday 8:00-10:00  
Sunday 12:00 to 7:00

**Thruway Shopping Center**  
Monday-Saturday 8:00 to 10:00  
Sunday 12:00 to 9:00

**Pine Brook Plaza Shopping Center**  
Monday-Saturday 9:00 to 9:00  
Sunday 12:00 to 7:00

**Parkview Mall**  
Monday-Saturday 9:00 to 10:00  
Sunday 12:00 to 9:00

**Mayberry Mall, Mt. Airy**  
Monday-Saturday 9:00 to 9:00  
Sunday 12:00 to 7:00

**Village Square Shopping Center Rural Hall, N.C.**  
Monday-Saturday 9 to 9  
Sunday 12:00 to 7:00

**Walkertown Shopping Center**  
Monday-Saturday 9:00 to 10:00  
Sunday 12:00 to 7:00