Insulate With Care

The potential of home insulation to save energy and money has come to be well known in recent ye-Until this year, however, manufacturers and sellers of home insulation materials have been free to offer their products without revealing information that is vital in evaluating their effectiveness and cost. Now, federal regulations make disclosure mandatory, and the Better Business Bureau thinks consumers should learn enough about home insulation to take advantage of the new ground rules.

The key measure of an insulation product's capacity to insulate is its R-value, a number that indicates its resistance to the flow of heat. The higher the R-value, the more effective the insulation. For instance, R-22 insulation has twice the resistance of R-11 insula-

Insulating capability will vary according to the thickness of the material. Unfortunately for consumers, this variation isn't simple - twice as thick usually isn't twice as effective. The only practical way for consumers to know the R-value of a specific thickness of a specific material is for the manufacturer or the retailer to tell them, and that's what many manufacturers and retailers haven't been doing.

Under Federal Trade

Consumer Tips

Commission (FTC) regulations effective November 30, 1979, this and other information must be given to consumers before they buy insulation products by using standard, specified tests so that products can be compared with each other. Samples must be tested at thicknesses = that = will = permit manufacturers to provide accurate R-values for what they sell.

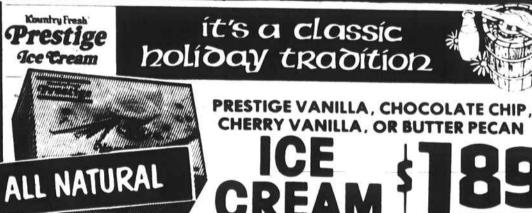
" Manufacturers must label all of their packages of insulation material, stating the type of material, the R-value for the thicknesses that are offered, and the area that can be covered by the material in the package. For loose-fill material, the label must state the minimum thickness and maximum coverage area for given Rvalues.

Because consumers often buy insulation products without seeing a package label from installers, for example - manufacturers must also provide fact sheets about their products to the retailers and installers who sell them. The fact sheets must contain information similar to that on the labels, plus a statement that points out other factors in deciding how much insulation it makes sense to buy: climate, the type and size of the house, whether some insulation already has been installed, fuel use patterns and family size.

Retailers who sell to the do-it-yourselfers must make the fact sheets available where the insulation material is sold. Installers must show the fact sheets to customers before a sale, and their receipts or contracts must state what was installed and what its R-value was. For new homes, the type, thickness and R-value of insulation must be put in writing at the time the sales contract is signed.







CUPS \$100 PUMPKIN PIE. . PIE SHELLS 3 PKGS. \$100 COCONUT SAUSAGE, PEPPERONI, CHEESE OR HAMBURGER

FOX DELUXE PIZZAS 11 OZ. PKG.

FROM THE W-D DAIRY



SUPERBRAND WHIPPED

EGGS LAND 'O SUNSHINE QTRS. LIMIT 1 WITH '7" OR MORE FOOD ORDER

KRAFT PARKAY QTRS. MARGARINE KRAFT PHILADELPHIA CREAM SUPERBRAND SOUR CREAM . . 16 OZ 69°

Monday-Saturday 8:00-10:00 8:00 to 10:00 Sunday 12:00 to 7:00

Pine Brook Plaza

Shopping Center Monday-Saturday 9:00 to 9:00

Parkview Mall Monday-Saturday

9:00 to 10:00 Sunday 12:00 to 9:00

3 Oaks Plaza Mt. Airy

9 to 9

Village Square **Shopping Center** Rural Hall, N.C. Monday-Saturday

Walkertown Shopping Center Monday-Saturday S:00 to 10 00

Sunday

1:00 to 7:00



IMIT 3 WITH '7" OR

MORE FOOD ORDER

Holiday Traditions

18½ OZ. PKG

Fine foods from Winn-Dixle are perfect for all your traditional holiday recipes.

THRIFTY MAID JELLIED CRANBERRY SAUCE..... 2 16 02 79 THRIFTY MAID SLICED, TIDBITS OR CRUSHED PINEAPPLE . . 2 20 02. \$ 1 19 BEER THRIFTY MAID MANDARIN ORANGES.... 2 TIOZ \$709 TETEVEN 12 OZ. THRIFTY MAID STEMS & PIECES MUSHROOMS 2 40Z \$109 6 PAK



NIBLETS.... 3 12 OZ. CANS
THRIFTY MAID FRENCH STYLE GREEN BEANS.... POTATOES . . . 2 27 02. \$129



PLAIN OR SELF RISING

THRIFTY MAID

IMIT 3 WITH '7" OF

MORE FOOD ORDER





REDI-BASTED is packed in each

REGULAR



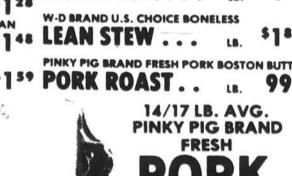
PINKY PIG FRESH PORK

LINKS 20 OZ. \$19

HICKORY SLICED BACON

2 LB. PKG. \$1.57

v	PKG.
PINKY PIG BRAND FRESH PORK CENTER CUT	PINKY PIG BRAND FRESH PORK LOIN 5/7 LB. AVG.
PORK CHOPS LB. \$178 PINKY PIG BRAND FRESH PORK MARKET STYLE	LOIN HALF 11. \$1
PINKY PIG BRAND FRESH PORK LOIN END	W-D BRAND U.S. CHOICE BEEF SHORT RIBS IB. \$1
PINKY PIG BRAND FRESH PORK SMALL LEAN	W-D BRAND U.S. CHOICE BONELESS
SPARERIBS 18. \$148	LEAN STEW LB. \$1





SLICED &

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PACKAGED FREE IN	FAM	ILY	PA	CKS	LB.			"
PINKY PIG BRAND FRESH PORK				OSCAR MAY	ER.			
PORK STEAKS	LB.	\$1	19	SLICED	BA	CON.	1 LB. PKG.	\$700
W-D BRAND	118			OSCAR MAY				
P& P LOAF	PKG.	1	24	PORK	LINI	(S	LB.	\$ 7 79
W-D BRAND ALL VARIETIES SM	OKED			DINNER BEL		UGAR ADDI	101	
SAUSAGE	PKG.	\$1	99	SLICED			ILB.	\$ 1 29
W-D BRAND WHOLE HOG SAU	SAGE	100		DINNER BEL	LSLICE	D		
PATTIES	PKG.	\$1	19	HONEY	LO	AF	BOZ.	\$750
W-D BRAND WHOLE HOG SAU	SAGE			DIMMER BEL	LSLICE	D SCOTCH		
LINKS	PKG.	\$ 1	29	HAM L	AO.	F	B OZ.	\$749
W-D BRAND WHOLE HOG SAU	SAGE			HOBMEL LIT		ZLER BREAK		
LINKS	PKG.	\$1	99	SAUSA				994



W-D BRAND

U.S. CHOICE

BONE-IN

FILL YOUR FREEZER

CUT FREE INTO STEAKS, ROAST, TRIMMINGS ALLOW 10 DAYS PROCESSING TIME...ALL HICK. ALL ROUND STEAKS CUT 1/2 INCH THICK ALL ROAST 3 TO 31/4 LB. AVG. ALL GROUND



1000 Waughtown Street

Thruway Shopping Center Monday-Saturday

Sunday 12:00 to 9:00

Sunday 12:00 to 7:00

811 Merita St. Monday-Saturday

Food Stamps Go Further At W-D

8 A.M. to 10 P.M. Sunday 10 A.M.-7 P.M. Sunday 1-7