

Insulate With Care

The potential of home insulation to save energy and money has come to be well known in recent years. 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 insulation.

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.

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 R-values.

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.

 <p>LIMIT 1 WITH '7" OR MORE FOOD ORDER</p> <p>KRAFT MIRACLE WHIP</p> <p>32 OZ. JAR 88¢</p>	 <p>LIMIT 1 WITH '7" OR MORE FOOD ORDER</p> <p>THRIFTY MAID SUGAR</p> <p>5 LB. BAG 78¢</p>	 <p>THRIFTY MAID SPICED PEACHES</p> <p>29 OZ. CANS 2 \$1</p>	 <p>LIMIT 3 WITH '7" OR MORE FOOD ORDER</p> <p>LESUEUR FANCY SMALL PEAS</p> <p>17 OZ. CANS 3 \$1.09</p>	 <p>LIMIT 3 WITH '7" OR MORE FOOD ORDER</p> <p>DUNCAN HINES CAKE MIXES</p> <p>ALL VARIETIES LAYER 18 1/2 OZ. PKG. 58¢</p>
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SAVE WITH



THE BEEF PEOPLE

AMERICAN OWNED... AMERICAN OPERATED

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PRICES GOOD THRU SATURDAY NOVEMBER 17, 1979.

Holiday Store Hours:

Open regular hours Wednesday Nov. 21.

Closed Thanksgiving Day

Open regular hours Friday November 23.



Let Winn-Dixie help carry on your

Holiday Traditions

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

<p>THRIFTY MAID JELLIED CRANBERRY SAUCE... 2 14 OZ. CANS 79¢</p> <p>THRIFTY MAID SLICED, TIDBITS OR CRUSHED PINEAPPLE... 2 30 OZ. CANS \$1.19</p> <p>THRIFTY MAID MANDARIN ORANGES... 2 11 OZ. CANS \$1.09</p> <p>THRIFTY MAID STEMS & PIECES MUSHROOMS 2 4 OZ. CANS \$1.09</p>	 <p>BUDWEISER BEER</p> <p>12 OZ. CANS 6 PAK \$1.97</p>	 <p>PLAIN OR SELF RISING THRIFTY MAID FLOUR</p> <p>5 LB. BAG 68¢</p>
 <p>RHINE, CHABLIS, HEARTY BURGUNDY, PINK CHABLIS OR RHINEGARTEN GALLO WINES</p> <p>1 1/2 LITER BOTTLE \$3.23</p>	<p>LIBBY'S SOLID PUMPKIN... 2 16 OZ. CANS 88¢</p> <p>GREEN GIANT CORN NIBLETS... 3 12 OZ. CANS 98¢</p> <p>THRIFTY MAID FRENCH STYLE GREEN BEANS... 3 16 OZ. CANS 98¢</p> <p>THRIFTY MAID CUT SWEET POTATOES... 2 29 OZ. CANS \$1.29</p>	 <p>DIXIE CRYSTAL OR DOMINO 10X 4X LIGHT BROWN OR DARK BROWN CONFECTIONARY SUGAR</p> <p>1 LB. BOXES 2 79¢</p>

FROM THE HARVEST FRESH PRODUCE PATCH

HARVEST FRESH BROCCOLI

LARGE BUNCH **69¢**

HARVEST FRESH EMPEROR RED GRAPES... LB. 58¢	HARVEST FRESH GREEN ONIONS... 4 BNCHS. \$1.00
HARVEST FRESH SWEET POTATOES... 4 LBS. 88¢	HARVEST FRESH FANCY LETTUCE ROMAINE... 2 HEADS 89¢
TROPICANA ORANGE JUICE... HALF GAL. \$1.19	HARVEST FRESH PARSLEY... BUNCH 19¢
HARVEST FRESH CRANBERRIES... 1 LB. PKG. 59¢	HARVEST FRESH FLORIDA AVOCADOS... LARGE SIZE 59¢
HARVEST FRESH COCONUTS... 2 LARGE SIZE \$1.00	COUNTRY STAND MUSHROOMS... 8 OZ. PKG. 89¢

HARVEST FRESH CELERY

JUMBO STALK **39¢**

FROSTY SAVINGS FROM OUR FROZEN FOOD DEPARTMENT

it's a classic holiday tradition

Prestige Ice Cream

PRESTIGE VANILLA, CHOCOLATE CHIP, CHERRY VANILLA, OR BUTTER PECAN

ICE CREAM \$1.89

HALF GAL

ALL NATURAL

SUPERBRAND WHIPPED TOPPING... 3 9 OZ. CUPS \$1.09	MORTON MINCE MEAT OR PUMPKIN PIE... 24 OZ. PKG. 79¢
DIXIANA TWIN PAK PIE SHELLS... 3 2 CT. PKGS. \$1.09	FROZEN COCONUT... 9 OZ. PKG. 59¢

SAUSAGE, PEPPERONI, CHEESE OR HAMBURGER

FOX DELUXE PIZZAS 11 OZ. PKG. **68¢**

FROM THE W-D DAIRY

GRADE A LARGE EGGS SUPERBRAND DOZ. **67¢**

LAND 'O SUNSHINE QTRS. LIMIT 1 WITH '7" OR MORE FOOD ORDER	KRAFT PHILADELPHIA CREAM CHEESE... 8 OZ. PKG. 69¢	KRAFT PARKAY QTRS. MARGARINE... 1 LB. PKG. 59¢	SUPERBRAND SOUR CREAM... 16 OZ. CUP 69¢
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W-D BRAND U.S. GRADE A BROAD BREASTED YOUNG TURKEYS

 <p>10/20 LB. AVG. REDI-BASTED</p> <p>76¢</p>	 <p>10/22 LB. AVG. REGULAR</p> <p>66¢</p>
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HICKORY SWEET SLICED BACON

2 LB. PKG. **\$1.57**

PINKY PIG BRAND FRESH PORK CENTER CUT PORK CHOPS LB. **\$1.78**

PINKY PIG BRAND FRESH PORK MARKET STYLE BACKBONES LB. **\$1.28**

PINKY PIG BRAND FRESH PORK LOIN END PORK ROAST LB. **\$1.28**

PINKY PIG BRAND FRESH PORK SMALL LEAN SPARERIBS LB. **\$1.48**

W-D BRAND U.S. CHOICE BONE-IN CHUCK STEAK LB. **\$1.59**

W-D BRAND ALL VARIETIES SLICED BACON 1 LB. PKG. **79¢**

PINKY PIG BRAND FRESH PORK LOIN 5/7 LB. AVG. LOIN HALF LB. **\$1.18**

W-D BRAND U.S. CHOICE BEEF SHORT RIBS LB. **\$1.59**

W-D BRAND U.S. CHOICE BONELESS LEAN STEW LB. **\$1.09**

PINKY PIG BRAND FRESH PORK BOSTON BUTT PORK ROAST LB. **99¢**

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

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

W-D BRAND U.S. CHOICE BONE-IN CHUCK ROAST LB. **\$1.49**

W-D BRAND U.S. CHOICE BONE-IN PORK LOIN 14/17 LB. AVG. FRESH **98¢**

W-D BRAND U.S. CHOICE BONE-IN HINDQUARTERS LB. **\$1.39**

W-D BRAND U.S. CHOICE BONE-IN WHOLE OR RIB HALF SLICED & PACKAGED FREE IN FAMILY PACKS LB. **98¢**

W-D BRAND FRESH PORK LEAN PORK STEAKS LB. **\$1.19**

W-D BRAND P & P LOAF 1 LB. PKG. **\$1.29**

W-D BRAND ALL VARIETIES SMOKED SAUSAGE 20 OZ. PKG. **\$1.19**

W-D BRAND WHOLE HOG SAUSAGE PATTIES 12 OZ. PKG. **\$1.19**

W-D BRAND WHOLE HOG SAUSAGE LINKS 12 OZ. PKG. **\$1.29**

W-D BRAND WHOLE HOG SAUSAGE LINKS 20 OZ. PKG. **\$1.19**

OSCAR MAYER SLICED BACON 1 LB. PKG. **\$1.69**

OSCAR MAYER SAUSAGE PORK LINKS LB. **\$1.79**

DINNER BELL (NO SUGAR ADDED) SLICED BACON 1 LB. PKG. **\$1.29**

DINNER BELL SLICED HONEY LOAF 8 OZ. PKG. **\$1.59**

DINNER BELL SLICED SCOTCH HAM LOAF 8 OZ. PKG. **\$1.49**

HORMEL LITTLE SIZZLER BREAKFAST SAUSAGE 12 OZ. PKG. **99¢**

CUT FREE INTO STEAKS, ROAST, TRIMMINGS, FAT, BONES & WRAPPED FREE... ALLOW 10 DAYS PROCESSING TIME... ALL T-BONE & SIRLOIN STEAKS CUT 1/4 TO 1 INCH THICK. ALL ROUND STEAKS CUT 1/2 INCH THICK. ALL ROAST 3 TO 3 1/2 LB. AVG. ALL GROUND BEEF 1 LB. AVG.

W-D BRAND SPICED LUNCHEON MEAT 1 LB. PKG. **\$1.49**

Food Stamps Go Further At W-D

<p>1000 Waughtown Street</p> <p>Monday-Saturday 8:00-10:00</p> <p>Sunday 12:00 to 7:00</p>	<p>Thruway Shopping Center</p> <p>Monday-Saturday 8:00 to 10:00</p> <p>Sunday 12:00 to 9:00</p>	<p>Pine Brook Plaza Shopping Center</p> <p>Monday-Saturday 9:00 to 9:00</p> <p>Sunday 12:00 to 7:00</p>	<p>Parkview Mall</p> <p>Monday-Saturday 9:00 to 10:00</p> <p>Sunday 12:00 to 9:00</p>	<p>3 Oaks Plaza 811 Merita St. Mt. Airy</p> <p>Monday-Saturday 8 A.M. to 10 P.M.</p> <p>Sunday 10 A.M.-7 P.M.</p>	<p>Village Square Shopping Center Rural Hall, N.C.</p> <p>Monday-Saturday 9 to 9</p> <p>Sunday 1-7</p>	<p>Walkertown Shopping Center</p> <p>Monday-Saturday 8:00 to 10:00</p> <p>Sunday 1:00 to 7:00</p>
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