

# newsworthy trends

## Reliving The '70s: Flower Power & The Energy Crisis

(NAPSA)—Bell bottoms and flower power aren't the only '70s trends to have made a comeback; many Americans are now facing an energy crisis similar to the one this country experienced a quarter-century ago.

To help prevent energy shortages and increasing costs from becoming a part of everyday life, it's important to start conserving energy wherever possible. A good place to start is by minimizing dependence on home air conditioning during the warmer months.

According to the Department of Housing and Urban Development, "A good way to keep your house cool in the summer is to shade it from the outside...any way that stops the sun before it gets through the glass is seven times as good at keeping you cool as blinds or curtains on the inside."

Solar screening is just such an outside sun barrier. Its specially designed yarn is vinyl-coated for strength, then closely woven to increase its "shadability." One line of sun control products—previously proven effective during the '70s energy crisis—is currently in use in hundreds of thousands of homes nationwide as a means of lowering cooling costs and saving energy.

Over the last decade, Phifer Wire has expanded its line of exterior energy-saving shading products to offer the maximum in shading with a variety of options to meet today's consumer demands. The company's products now include Super Solar Screening, SunTex®, SunScreen® and Solar/Insect Screening.

Installed as screens on the out-



**Sun screens can help lower home cooling bills and contribute to energy conservation.**

side of windows, these products can block 65 to 90 percent of the sun's heat and glare before it enters the glass. This results in a more comfortable interior temperature, energy conservation, more efficient air conditioning and lower cooling costs. Exterior shading can also help eliminate hot spots around windows, improve daytime privacy and reduce fading of drapes and furnishings. All of these benefits are provided while still offering excellent outward visibility and insect protection.

Properly conserving energy now can help avoid an energy crisis throughout the 21st century. For more information on Phifer Sun Control Products and a free copy of the 16-page "Guide to Selecting the Right Window Covering," call toll-free 1-800-874-3007 or write: Phifer Wire Products, Inc., Attn: K. Cork, Sun Control Information, P.O. Box 1700, Tuscaloosa, AL 35403-1700 or visit [www.phifer.com](http://www.phifer.com).