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Heatcool bends to FTC order

WASHINGTON (AP) — Heatcool Inc. of Eugene, has agreed not to misrepresent the insulation value of its plastic film storm windows, the Federal Trade Commission said Wednesday.

The FTC said the company also will be required to have a reasonable basis for future energy-saving claims.

Heatcool produces storm windows, made of a plastic film, that attach to a permanent magnetic strip on the inside of window frames.

A complaint issued with the settlement said Heatcool had no basis for claims that its windows are about four times more effective than glass storm windows and that they have an insulating value of R-9.17.

The Denver district attorney's office had Heatcool's storm window tested by an accredited laboratory, the complaint said, and the combination of a glass window and Heatcool product was found to have an insulating value of R-1.93.

"R" is a measure of resistance of heat flow. The higher the R value, the greater the insulating power.

The proposed consent agreement does not constitute an admission by the company that it violated the law.

The company agreed not to make insulation claims for storm windows or other insulating or energy-saving devices unless it has a reasonable basis for the claims, such as lab tests. But the company must also take into account any information that contradicts or qualifies the test.

good thru 11/30/82

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Reagan wants direct-dialing

WASHINGTON (AP) — Pres. Ronald Reagan is about to propose to the Soviet Union an expansion of the Washington-Moscow hotline and other "confidence-building" measures, including notice of upcoming missile tests, administration sources said Wednesday.

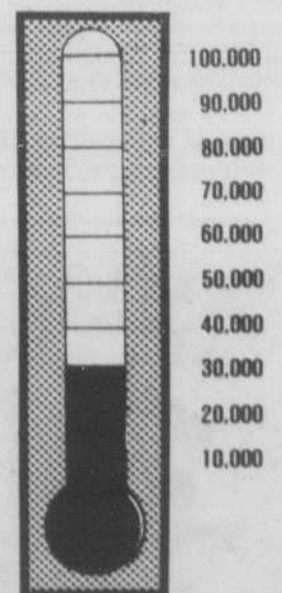
The sources said Reagan, in his new arms control initiative, will encourage the post-Brezhnev leadership in Moscow to reach an agreement with U.S. negotiators in Geneva on at least some of the principles of his proposed treaty to sharply reduce strategic nuclear weapons on both sides.

The initiative is contained in a speech nearing completion in which the president intends to draw attention to the massive sums the two superpowers are spending on defense and urge that they intensify their efforts to reverse the accumulation of nuclear weapons.

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TELEFUND STATISTICS



On 11/15 Kappa Kappa Gamma received a total of 99 pledges for a total of \$2,205.

That brings the grand total for the telefund to \$31,485.

The most pledges for one night was achieved by Alpha Phi Omega and Circle K Club with 162 pledges.

Tonight Inter- varsity Christian Fellowship will attempt a new record for the total pledges received.