

ER 60-1433/a

3 MAR 1960

Mr. John O. Enander, President
Survival, Incorporated
17 Chatham Road
Barrington, Illinois

Dear Mr. Enander:

Mr. Dulles has asked me to acknowledge and thank you for your letter of 23 February and the accompanying Survival Manual.

It is clear that you have made extensive use of official U. S. civil defense and Atomic Energy Commission literature. The appropriate governmental agency for official comment on the content of the manual and the recommended survival equipment would, of course, be the Office of Civil and Defense Mobilization.

Your courtesy in sending us information about your program is appreciated.

Sincerely,

SECRET

[Redacted Signature]

Executive Officer

25X1

25X1

OAD/RR/

[Redacted]

whx 4 Mar 60

Rewritten for EO/DCI signature: O/DCI/JSEarman:blp 9 Mar 60

Distribution:

Original & 1 - Addressee

1 - ER 2 - DD/I

✓ 1 - JSE 2 - AD/RR *w/brace*

1 - Ch/E 1 - D/S

1 - S/CST

(Letter as originally prepared for DCI signature contained concurrence of Mr. Amory)

270336

60-1433/1

APR 1960

MEMORANDUM FOR: Director of Central Intelligence

ATTENTION:

[Redacted]

25X

SUBJECT: Response to Letter from Survival,
Incorporated, 2 February 1960

25X

1. This memorandum is for your information. I have attached a suggested reply to the letter from Mr. John O. Enander, President of Survival, Incorporated.

2. Mr. Enander is listed as a manufacturing executive in Who's Who in the Mid-West. He is a mechanical engineer with a master's degree in business administration. Since 1947, he has worked for a number of firms including U. S. Rubber. His positions as listed in Who's Who include those of Director of Manufacturing for the Advance Transformer Company* and Vice President of the Star Metal Products Company.**

3. The firm, Survival, Incorporated, is probably quite new; it is not listed in available business directories. According to

* Credit rating in Dunn and Bradstreet: "good." (Sales \$15-25,000,000 per year - Poor's)

** Credit rating in Dunn and Bradstreet: Not classified. (No other information.)

OCDM, Survival, Incorporated is one of several commercial organizations which have attempted to enter the field of civil defense supply. Mr. Enander's firm is described as "unusual" in that it has checked with the civil defense offices at Battle Creek for guidance on several occasions. The attached Survival Manual was only recently received at Battle Creek and is still in the process of being evaluated. OCDM has "not approved anything."

4. The standing of the President of Survival, Incorporated, and the willingness of the firm to seek advice and approval from OCDM may be considered as evidence of good faith. The possibility should be considered, however, that Survival, Incorporated, is seeking a reply from the Director of Central Intelligence containing quotable sentences or phrases for sales promotion purposes. It is therefore recommended that the reply should be courteous but restrained, and that it emphasize that responsibility for guiding U. S. civil defense rests primarily with the Office of Civil and Defense Mobilization.



Acting Assistant Director
Research and Reports

Enclosures: (2)

1. Suggested reply to President, Survival, Incorporated
2. Survival Manual