

## DIRECT MAIL

We are currently mailing tens of thousands of complimentary copies of *Fighting Chance* to people whose names and addresses appear on specific mailing lists. Most of these lists are donated to us at no cost. Also, in most cases, we receive a letter of endorsement from the specific organization. This letter is sent with the book.

This program is making possible the rapid growth of **Fighting Chance** (about 5,000 supporters in its first seven months). It is also accomplishing a wide distribution of our civil defense message.

Some of you will receive the book from different lists or even duplicate books from the same list. There is at present no cost-effective way for us to avoid this duplication. The donated lists are given to us as address labels for a one-time use. We do not have computerized listings which would allow cross-checking.

If you receive extra copies, please pass them on where they are needed. Send them to Congress. The more books they receive, the more likely they are to read and heed our message. Also, please give them to your friends, neighbors, and associates, so that they can learn the facts about civil defense.

## SHELTER INSTALLATION

Most steel shelters are best manufactured at a local metal shop. Manufacturers of underground steel fuel storage tanks are skilled and equipped for this kind of construction. It is not necessary for specific blast-shelter factories to be established, since most Americans live within 100 miles of a tank fabrication shop which can easily construct their shelter.

When your shelter is delivered from the shop (or when you pick it up yourself in the case of a small shelter), it will usually be in three pieces. The shelter room and the two entryways are joined together at the installation site. As mentioned earlier, this joint can