

# ATOMIC ENERGY *newsletter*<sup>®</sup>

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A SERVICE FOR INDUSTRY COMMERCE BUSINESS AND RESEARCH

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New York, N.Y., Feb. 14, 1949. The first atomic energy business paper devoted exclusively to the business side of the atom was announced here today. Known as ATOMIC ENERGY NEWSLETTER, this new, non-technical, bi-weekly publication carries no ads, but devotes all its space to reports of new products, new materials and new equipment in the atomic field, both in the United States and world wide.

Featured by ATOMIC ENERGY NEWSLETTER are such items as uranium ore discoveries in the United States, Canada and Alaska; new atomic patents; legal and legislative decisions in the atomic field; changes and new policies of the United States Atomic Energy Commission; construction and bid requests for atomic installations and new atomic tracer methods in industries as plastics, chemical engineering, synthetic rubber, metallurgy, pharmaceutical and photography.

The NEWSLETTER is the result of the request of Detroit Edison Company President and general manager James W. Parker, chairman of the

United States AEC Industrial Advisory Group, for greater atomic information for industry. In the Advisory Group's report of December 15, 1948, it asked for help to enable industry to identify the opportunities that atomic energy holds for it. ATOMIC ENERGY NEWSLETTER was specifically designed for that role. The Group also asked for "much additional technical and semi-technical knowledge about the whole field of atomic energy".

Now, just two months later, ATOMIC ENERGY NEWSLETTER is furnishing American industry this information and showing it how to find the opportunities in the atomic energy field.

The NEWSLETTER, prepared by a highly trained technical staff under Robert M. Sherman, leader in numerous atomic activities, will not broach any atomic secrets. It was stated by Mr. Sherman that the non-secret data the NEWSLETTER supplies for industry and business are vital if the United States is to keep the world leadership in the atomic program that it now has.

It was emphasized that the NEWSLETTER will stress new atomic discoveries and applications with practical suggestions showing how these atomic facts may be used.

Because the NEWSLETTER is bi-weekly, it is believed that it is the only existing news source that will enable the non-technical reader to have a complete day-by-day account of the vast world-wide atomic energy program which in the United States alone has reached the \$3,800,000,000.00 mark.

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