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ABSTRACT

ISSUANCE OF SOUVENIR BOOKLET AT IVY

The proposed souvenir booklet on IVY may be issued, following the tests. However, the booklet may cause press resentment, and the pictures would be the only releasable pictures under the information plan. Further, issuance of these innocuous pictures would call attention to the test in a somewhat mysterious and ludicrous way and would undermine the limited public reporting program for the tests. Prints will be issued to the press only upon their inquiry.

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4-3-75
B. Brown
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OUTGOING TELETYPE

October 29, 1952

P R I O R I T Y

FROM: USAEC, WASHINGTON, DC
TO : CJTF-132, ENIWETOK, M. I.

TO CLARKSON AND ZUCKERT FROM DEAN

Commissioners take Zuckert judgment that pictures captions text for booklet innocuous and agree it may be issued, but not before the conclusion of tests. Call two points to your notice. First point: Issuance of booklet might cause some press grumbling, since these would be the only releasable pictures under the information plan and their innocuous character would be in sharp contrast to the pictures of bursts which were released after sandstone and GREENHOUSE. Our program of no pictures of operations would be attacked the more strongly by press when we gave out pictures of recreation and scenery.

Second point: Our issuance on our own motion of innocuous pictures would give appearance to U. S. and world generally that we are trying to call attention to the tests in a teasing and mysterious and somewhat ludicrous way. This would undermine

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B Brown 1st PAGE!
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the very limited public reporting program for the tests directed by the NSC. Under the circumstances, if you still wish to go ahead with the booklet, we will issue prints of the pictures to the press only upon their inquiry and insistence. Please provide negatives and captions so that we may be prepared to meet requests.

Gordon Dean
Chairman

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