

June 2, 1975

Richard S. Ross, M.D.  
Vice President/Dean-elect  
The Johns Hopkins University  
School of Medicine  
Baltimore, MD 21205

Dear Dick,

Many thanks,

Cordially,

Henry Blackburn, M.D.

HB:jp

THE JOHNS HOPKINS UNIVERSITY  
SCHOOL OF MEDICINE  
BALTIMORE, MARYLAND 21205

OFFICE OF THE DEAN  
725 N. WOLFE STREET

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May 27, 1975

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MAY 30 1975

LAB OF PHYSIOLOGICAL  
HYGIENE

Dr. Henry Blackburn  
University of Minnesota  
Laboratory of Physiological Hygiene  
School of Public Health  
Stadium Gate 27  
Minneapolis, Minnesota 55455

*Dear Dick:  
many thanks,  
Henry*

Dear Henry:

Thank you so much for coming to Baltimore. I'm sorry that we didn't have more time together, but that which we had was lots of fun.

I especially regret that I didn't have a chance to talk to you about your letter to Simon Dack. I read it rather hastily and scribbled a few notes as I knew I would not have a chance to see you. I hope you did not interpret my notes as criticism of the subject matter or the writing, but rather a judgment that you were shooting over the head of the audience. Obviously, you can take it or leave it, but you asked me what I thought and I did the best I could to give you a frank opinion as you have done for me on similar occasions in the past.

Thanks again for all you're doing for the AHA. I hope that it will all have a satisfactory outcome.

I've just been reviewing the minutes of the Steering Committee Meeting of April 18th and thought I would send you the exact words of the recommendation which was unanimously passed by the Steering Committee in case you had not heard about it from some other source.

1. Avoid direct involvement with the pending FDC case.
2. Proceed immediately to mount a vigorous public relations campaign designed to inform the public about the facts concerning the relationship between dietary serum, cholesterol and the risk of heart attack. This should be limited to the scientific facts and in good taste, moderate in tone, and avoid direct attack on NCEN and avoid extravagant and unsupportable statements.

The minutes then state:

"To fail to move on number 2 above will result in the organization appearing weak, inconsistent and unconvinced by its own position. The public image of the organization would be in jeopardy. We would lose faith with the experts who have volunteered to aid us at great personal sacrifice. There would certainly be a decrease in the morale of the volunteer and staff leadership of the organization."

The public relations committee also had a meeting that same day and their recommendations were as follows:

1. That we immediately step up our public educational campaign, particularly targeted in Chicago.
2. That AHA sponsor a press conference with the President of AHA and the President of Chicago Heart Association.
3. That visits be made to the editor of the Chicago Sun Times, as well as to other nutrition and food editors.

You probably know all this already, but I thought I would like to let you know what has been done in support of your position.

Sincerely yours,



Richard S. Ross, M.D.  
Vice President/Dean-elect

PS: I wrote the Steering Committee minutes.