

11 August 1983

Mr. Roger Straus
Farrar, Straus & Giroux, Inc.
19 Union Square W
New York, N.Y. 10003

Dear Roger Straus:

This is to follow-up my 'phone call last week about the idea of a new book. Our "Eat Well and Stay Well the Mediterranean Way" is out of print. Many people ask for the book but seemingly it is nowhere to be had so we acquired the rights from Doubleday thinking of an update.

I keep busy with medical research and writing, including a Commonwealth Fund book published by the Harvard University Press, but the cookbook idea surfaced with our conviction, shared by colleagues in Europe, that the Europeans want a book on Mediterranean cooking embodying the new knowledge about food and health and persuading against the trend to bad American and northern European ways. Colleagues in Spain, Italy and Greece want such a book in their own languages; colleagues in the Scandinavian countries say a book of that kind would be welcomed in that part of the world.

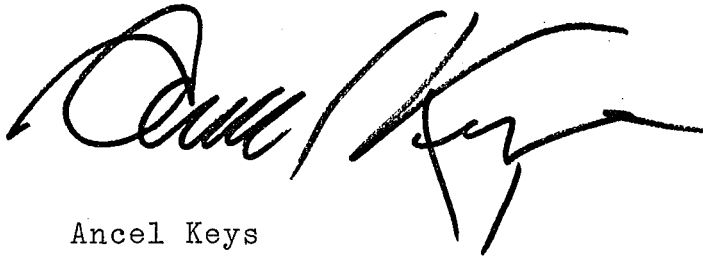
At medical meetings in Europe I have said something about the virtues of the simpler home cookery of the Mediterranean and learned that a new interest is developing in Europe along that line. So I am favorably noticed by the local popular media, including a visit a few months ago to our home in southern Italy by a team from the Swiss National Television.

The latest development is entry on the scene of Italpublic, an international public relations concern under contract with the International Olive Oil Council (HQ in Madrid). They believe that if we write a book on Mediterranean cookery it would help the olive oil industry in the United States as well as in Europe because true old-fashioned Mediterranean cookery demands at least some olive oil. Vincenzo Picone, Managing Director of Italpublic, came to see us at "Minnelea," our home in Italy, and has been on the 'phone to tell me that the Olive Oil Council wants to help. We say "fine!" but we would never accept any appearance of doing propaganda for the olive oil industry. I am sending a copy of this letter to Picone via his agent in New York. Picone happens to be in the States for the month of August and may call you.

Now about the book. We think of fewer than the 488 pages of the previous book, shortening the "talk" to give more space for recipes, including some from the Near East. We would write specifically for the American public but would make adjustment in translations for local customs and food items. Since a major purpose in our minds is to make the book useful for Europeans we would do much work with the text versions for European editions and would insist that that labor and expertise be recognized in a contract with the primary publisher, an American company, instead of the usual minute percentage from editions in other languages.

We are returning to Italy in the first week of September to stay until late November where our address is: Prof Ancel Keys, "Minnelea," 84060 Pioppi (SA) Italy. For some time Margaret has been working on recipes and soon we expect to be more seriously at work on the ms. We might hope to have ms. to look at some time next spring. Your advice would be appreciated.

Good wishes,

A handwritten signature in black ink, appearing to read 'Ancel Keys', with a large, sweeping flourish extending to the right.

Ancel Keys