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To: ✓ Russell Luepker
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From: Henry Blackburn *B*

Date: December 21, 1994

Subject: Ancel Keys Memoirs and HB Field Adventures in the Seven Countries Study

I continue to come up with estimates for private publication in the neighborhood of \$6,000 to \$7,000. That's three estimates, so it must be the going price for appropriately bound and printed volumes of 300 or so pages in 500 or so copies.

That's a bit more than I had wanted to put into it, either from flexible or personal funds. On the other hand, I am not sure what there is intermediate between doing it well this way, and Kinkos, which I find unacceptable. However, I am still exploring alternatives "halfway" between these possibilities. Any ideas?

I have explored with University of Minnesota Press, and they are distinctly non-medical (if not anti-medical) in their orientation and specialization. Of course, they do handle the well-known, profit-making operation that we are familiar with (MMPI!). Because of Johns Hopkins University Press' interest in public health and the history of medicine, I contacted them. Their public health volumes are entirely oriented toward policy, which is not an appropriate category. They have a history of medicine category in which prominent figures in the history of medicine are featured. They indicated that an outline and a sample chapter or two from Ancel's biography might be submitted for an opinion, and I have advised Ancel accordingly.

I recently heard a presentation by John Nesbitt, who indicated that

almost everybody and anybody in the fairly near future will be doing their own publication and promotion. Maybe we ought to think of that for our Division (and then sell our products at a profit to the School of Public Health and others!). Leonard Wilson formed his own press to print the book on the History of the University of Minnesota Medical School. Maybe if we were ambitious enough to put out a monograph on MHS or MHHP, we might think of going this route.

A positive outcome of such a consideration would be that we would have an editor available. I continue to be disappointed in our lack of interest in good writing in this Division, sufficient to put our money where our mouth is. I had even thought of leaving some money for a "Blackburn Award on Scholarly Writing". But with the general tenor of rejection that good writing is important to our thinking and to our product, I have had second thoughts about that. I think we need to keep our eye on excellence and I am unable to separate excellence in speaking and writing from excellence in general. (Sermon for the day!)

p.s. after thought — Dr. Divisari
explores buying the software/hardware
(? Docutech), Nola becomes secretary
and she be the editor of EPIPRES!
Happy New Year!
+B.