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THE VOICE OF THE WEST

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Mr. Elliott C. Levinthal
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Palo Alto, Calif.

Dear Elliott:

Many thanks for sending along the Lederberg columns. Even more thanks for getting me off the dime on re-appraising the possible use of Lederberg in The Chronicle.

My feeling now is that about one out of two would be a column I would very much like to see in the paper. The one that misses is in most cases too specialized, in content and probably in readership. But 50 per cent is still a high, high batting average.

As a result of all this, a complicated and still iffy situation has developed. The Washington Post tells us that they have an inquiry about the column from the San Jose Mercury and are committed to wait until March 22 for the Mercury's decision before they can make a sale to The Chronicle. If that comes to pass, Howard Simons of the Post says it would be agreeable to him (and presumably to Lederberg) if we excluded occasional columns that were not of general enough interest.

So there we stand at the moment. Whatever the conclusion, it was certainly a happy thing meeting you, and Rhoda, at the Kornbergs.

Regards,


William German
News Editor