

May 20, 1954

Mr. W. H. Freeman  
549 Market Street  
San Francisco 5, Calif.

Dear Mr. Freeman:

Thank you for your cordial message of the 18th. The price is certainly an obstacle to any translation of Buchner, and I wouldn't want to urge you to lose money. I just couldn't say whether you would make a sufficient sale or not: the translation certainly would cut into the German edition, and Birkhauser might not be too happy about that. On the other hand, this is the kind of item that should find a long-continued demand at some level, though I realize this is the least economical and attractive publishing prospect.

You wouldn't want to rely on any uninformed guess as to the market in any event. I think this is one of the great monographs in biology, but how many biologists could and would afford it is something you will need a market analyst to guess at. The field is far enough from my own that I can't extrapolate from the reactions of my more immediate colleagues. Someone else you might find worthwhile conferring with is Fraenkel at U of Illinois, but Steinhaus can surely advise you best on such matters.

As far as a book from Tracy and myself, I hope you have never understand me to make any promises and commitments. We ought to be getting down to work if we're to do it at all, and I hope we will. We are planning to spend a month "vacationing" together at the Marine Biological Lab. library this August, so we should have a clear idea after that just what, if anything, we hope to sit down and do. I must admit that the prospects elicit an occasional groan from my wife Esther as well as myself.

Yours,

Joshua Lederberg