

February 8, 1961

My dear Dr. Baumgartner,

As per your good suggestion, I listened in to the Carroway program. I do not think it advanced the cause of fluoridation. My reasons for saying this are as follows:

1. The fluoridation program was presented as a controversy with equal time and presumably equal value to both sides. That of itself is hardly a conversional approach. Rather, it intensifies existing alignments and gives the opposition the opportunity to be regarded as equally important to the supporting side by people who don't know all the facts. It is like considering anti-Semitism a controversial issue.

2. The dentist who spoke for the fluoridation side was highly unconvincing. That he didn't answer the questions put to him by the opposition made him even more deflatable than he would have been.

The opposing dentist seemed brighter, quicker and had the arguments more readily available at his fingertips.

I shall make further comment on the Nation article after I have had an opportunity of reading it.

Sincerely yours,

EDWARD L. BERNAYS

Leona Baumgartner, M. D.
Commissioner of Health
125 Worth Street
New York 13, N. Y.

ELB:IM



THE CITY OF NEW YORK
COMMISSIONER OF HEALTH

125 WORTH STREET
NEW YORK 13, N. Y.

February 14, 1961

Mr. Edward L. Bernays
26 East 64 Street
New York 21, N.Y.

Dear Mr. Bernays:

Our observers agreed entirely with you about the Dave Garroway Show. This problem of equal time has been a continual headache with the networks. I don't know what we can do about this.

Sincerely yours,

Leona Baumgartner, M.D.
Commissioner of Health

Will call you re lunch next week
Sunday p.m. has another fluoridation
debate on TV

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February 16, 1961

Dear Doctor Baumgartner,

I think that what you might do in regard to the kind of treatment fluoridation get on the Garroway program is to write a very sincere letter to the heads of the networks, for instance, David Bernoff, William Paley, etc., giving your point of view as to the non-controversial aspects of fluoridation.

It is like presenting two sides for anti-Catholicism or anti-Semitism and pointing out to them in the public interest why this is so without necessarily asking them to act in any specific way, but rather generically.

It would seem to me that this might lead to a revision of the whole policy of what shall and shall not be considered controversial.

Sincerely,

EDWARD L. BERNAYS

Dr. Leon Baumgartner
Commissioner of Health
The City of New York
125 Worth Street
New York 13, N. Y.

ELB/vml

March 13, 1961

Dear Dr. Baumgartner,

I thought you would be interested in this advertisement I found in one of the Boston papers when we visited our daughters in Cambridge last week. It would indicate that the atmosphere is as tense there on the subject as elsewhere throughout the country.

Sincerely yours,

EDWARD L. BERNAYS

Dr. Leona Baumgartner
Commissioner
Department of Health
125 Worth St.
New York 13, N. Y.

enclosure

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