

January 27, 1961

Dr. John W. Knutson
Department of Health, Education
and Welfare
5th Street and Independence Avenue
Washington 25, D.C.

Dear John:

We are trying once again to work at the fluoridation deadlock here in New York. I have been in touch with Ed Bernays, the well known public relations person. He is full of ideas about what is the matter with the approaches that have been used so far. I think you might find it interesting to talk to him some time.

In the meantime, he has made a suggestion that goes something like this. The Public Health Service should make an award to the city that has the "best water." By best water he would take water that has the right amount of this and that in it -- that is, good for teeth preservation, that makes washing easy (dishes, clothes, etc., etc., etc.). In other words, he would avoid fluoridation as its focus but would have the right amount of fluoride as one of the characteristics of the water. He would label this as "the (? Evanston) Plan." He would have these awards made by the Public Health Service to cities who follow in this "best points class," who adopt the "Evanston Plan." In other words, he would try to make it a goal to have as ideal water as such and such a place. He insists that one could do this with relative ease. He says this uses social acclaim as a base for social change and is effective in transferring a good idea from one part of the country to another. He points out that this has been very useful and educational in traffic and other problems. You may want to discuss this with him further.

With all good wishes

Sincerely yours,

Leona Baumgartner, M.D.
Commissioner of Health

cc -
Edward L. Bernays
26 E. 64 St., N.Y. 21
TE 8-5000

P.S.

I had a talk with Mr. Bernays again on this whole subject recently. I do suggest that you see him even if the idea does not appeal to you.



DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE

PUBLIC HEALTH SERVICE

WASHINGTON 25, D. C.

Refer to: SG


February 14, 1961

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

Dear Mr. Bernays:

Your Commissioner of Health, Dr. Leona Baumgartner, has urged me to contact you regarding new approaches to the promotion of water fluoridation. I hope we can arrange to get together soon. Although I have no immediate plans for a trip to New York City, I would like to see you on my next trip. On the other hand, if your business brings you to Washington in the near future, I hope you can save some time for a visit to my office.

Sincerely yours,


John W. Knutson
Assistant Surgeon General
Chief Dental Officer, PHS

February 16, 1961

Dear Doctor Knutson,

Thank you for your letter.
I do expect to be in Washington
shortly to see some of my friends
in Government and when the date
is set I will make it a point
to clear with you for an
appointment.

Sincerely,

EDWARD L. BERNAYS

Dr. John W. Knutson
Assistant Surgeon General
Chief Dental Officer, PHS
Department of Health, Education and
Washington 25, D. C. welfare

ELB/vml