

THE UNIVERSITY OF WISCONSIN  
MADISON 53706

DEPARTMENT OF PSYCHOLOGY  
PSYCHOLOGY BUILDING  
CHARTER AT JOHNSON

June 24, 1969

Joshua Lederberg  
Department of Genetics  
School of Medicine  
Stanford University  
Palo Alto, California 94304

Dear Dr. Lederberg:

Enclosed are copies of the article you requested, "Fear communications in the acceptance of preventive health practices" as well as an article that appeared in Psychology Today. I have a chapter in the new Borgatta and Evans book, Smoking, Health and Behavior, Aldine Publishing Co., 1968, that begins where the fear communication information begin. These two chapters give an up-to-date interpretation of the theoretical issues.

Thank you for your interest.

Sincerely,

*Howard Leventhal/hs*

Howard Leventhal, Ph.D.  
Professor

HL/bs

JUN 26 1969

Thank you very much.

My point of immediate interest is the way that the presentation of superordinate goals can contribute to an effective sense of urgency about world order.

*Joshua Lederberg*

*cc. to Kay*

*Buzz*

*HOWARD LEVENTHAL*