

LESSON IN POLL-TAKING
(Originally published September 1969)

“Dear Doctor:

So that our Mayor’s Study Group can better evaluate all aspects of the fluoridation issue, please let us have your professional opinion on the following:

Circle one

I (do) (do not) guarantee that fluoridating the Columbus Water System will help anyone’s teeth, that it will help them permanently and that absolutely no harm will come to anyone from drinking the fluoridated water of the Columbus Water System.

Signature

NO ANSWER WILL ASSUME YOU CANNOT GUARANTEE THE ABOVE

Thank you for your helpfulness.

Tommy Morgan

The Mayor’s Committee to Study Fluoridation”

The above letter-poll was circularized to most of the practicing doctors and dentists last month. We wonder how any businessman would reply to the following questionnaire:

I am no longer cheating my customers. Yes No (Circle one)