

"As in any sound research project, we will attempt to uncover general principles from the study of this particular local situation which may be applied in the future in such a way as to increase the desired results following from the application of this new knowledge."

The proposal then went into the reasons for the selection of this particular area of knowledge to study:

"To our knowledge, no previous study of this type and scope has ever been undertaken. The area covered is a most fundamental one on which all major marketing decisions are based. It is, moreover, our impression that less is known about this particular area than in any of the less important areas, though there are more divergent theories, 'seat of the pants' decisions, and pet hunches, followed in this area than in any other.

"If this study reveals a tenth of what we have reasonable hopes of learning, it will enable the American Medical Association to perform a service for the industry of such magnitude that the industry will be very mindful of AMA publications when setting up advertising media allocations."