

To bring the findings together for a final objective we would seek the general principles that might be applied to the marketing of other new drugs -- even to the development of a formula to be used as an advance check list for scientific marketing.

In the following sections of the report it will be seen that the Fond du Lac Study furnishes a basis for advancing knowledge along the lines of all the objectives we have mentioned. We would be the last to say that this one study contains all the answers, or even a single final answer for any one objective, but it does give better understanding of all of them and underscores what, once stated, may appear to be some self-evident truths.