

March 6, 1964

MAR - 9 '64 AM



Mr. J. G. Mullaly
World's Fair Program Manager
Ford Motor Company
The American Road
Dearborn, Michigan

Dear Mr. Mullaly:

In accordance with our phone conversation of last Wednesday, I am enclosing herewith a rather detailed brochure covering the Market Research Corporation of America's proposal for a syndicated survey service of the New York World's Fair industrial exhibits. After you have had an opportunity to review this proposal, I believe that you will agree that it is quite flexible in that it provides for questions of your own design both for people entering the Fair as well as for those leaving the Fair.

We have tried to design this questionnaire in such a manner as to obtain quite detailed basic information. With combined participation, we can offer this service for a very attractive price.

We also take pride in the fact that we have been designated as the official research organization representing the New York World's Fair 1964-1965 Corporation. We will be doing special work for this corporation. In addition, we will have complete freedom to work any place within the Fair grounds.

Should you desire supplemental information to the syndicated service, we are in a position to work with you on the design and collection of such data.

Please let us know if we can be of further help and should you have any questions, do not hesitate to call me collect.

Cordially yours,

DISTRIBUTION RESEARCH DIVISION

A. B. Crawford

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Vice President Marketing