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Hess and Polt reported that Increases in the size of the pupil of the eye have been found to accompany the viewing of emotionally toned or interesting visual stimuli.

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The relevant advertising research is best represented by Bogart and Lehman, who demonstrated that the ability to remember the last commercial one had seen (when queried over the phone) declined from 18 percent in 1965 to 12 percent in 1974 to 7 percent in 1981, which was a period of years during which the number of commercials being aired increased greatly.² In a recent 1988 speech at the