

J. WALTER THOMPSON CO.

NEW YORK - CHICAGO - BOSTON - CINCINNATI - DETROIT - TORONTO - LONDON

NEW YORK

July 13th, 1916.

YUBAN MITCHELL LETTERS

TABULATION OF REPLIES RECEIVED FROM 279 GROCERS IN CHICAGO TERRITORY

1. Did the illustrated letters increase your sales of Yuban?

Number of answers, 245

201 replied- yes
44 " - no

2. If so, to what extent ?

Number of answers, 169

26 replied from 25-50%
30 " " 50-100% & over
78 " " somewhat

3. What percent of your customers whose names you sent us and who received the illustrated letters purchased Yuban ?

Number of answers, 202

25 replied - 25-50%
18 " - 50-100% & over
31 did not know

4. What is your opinion of this method of advertising ?

Number of answers, 243

208 replied - thought it a very good method
35 " - thought it was not good

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SUMMARY

80% of those who answered said that the Mitchell letters increased their sales of Yuban.

15.3% of those who answered said that their sales were increased from 25-50%. 17.7% said sales were increased from 50-100% and over.

12.3% said from 25-50% of their customers who received Mitchell letters purchased Yuban.

8.7% said from 50-100% and over of their customers purchased Yuban.
15.6% did not know.

88.5% thought the Mitchell letters a very good method of advertising.

14.5% thought they were not.

This rather low percentage who thought they were not a good form of advertising, is accounted for in some measure by the fact that the letters were used in Milwaukee as well as in Chicago and surrounding territory. The reason that the Milwaukee grocers do not think well of the letters, is that the amount of coffee retailing in Milwaukee for over thirty cents is very small, much smaller proportionally than in the Chicago territory.