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, 245
   208 replied - thought it a very good method
   35 " - thought it was not good
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CHICAGO TERRITORY YUBAN MITCHELL LETTERS

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.
15.8% did not know.

88.5% thought the Mitchell letters a very good method of advertising.
14.8% 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.