

In experiments with washing powders, the colour of the packet has been shown to have a profound influence on choice. Even if the powder in three sample packets — coloured yellow, blue and yellow-blue — was the same, customers thought the powder in the yellow packet was the strongest, that in the blue packet too weak. The most popular powder was in the yellow-blue packet. In similar research, coffee in a brown can was thought too strong and in a red can too rich, in a blue can, not mild enough, and in a yellow can too weak — although the coffee was the same in all of them.

After the attack on Pearl Harbor on December 7, 1941, the Japanese Navy and its Air Force were defeated in several important battles. They lost many ships, hundreds of fighter aircraft, and many of their best pilots. The Japanese industry was small and very poor compared to the American industry. For this reason, the United States replaced their lost ships and built ones very quickly; but Japan could not compete.