In experiments with washing powders, t _ _ colour of the packet h _ _ been shown to have a profound influence on cho _ _ _ . Ev _ _ if the powder in three sample packets — coloured yellow, blue and yellow-blue — was the same, cust _ _ _ _ _ thought the pow _ _ _ in the yellow packet was t _ _ strong, that in the blue packet too w _ _ _ . The m _ _ _ popular powder was in the yellow-blue packet. In similar research, coffee in a brown c _ _ was thought too strong and in a red can too ri _ _ , in a blue can, not mild eno _ _ _ , and in a yellow can too weak — alth _ _ _ _ the coffee was the same in all of th _ _ .

After the attack on Pearl Harbor on December 7, 1941, the Japanese Navy and its Air Force were defe _ _ _ _ in several impo _ _ _ _ _ battles. They lo _ _ many ships, hund _ _ _ _ of fighter aircraft, and many of their best pil _ _ _ . The Japanese indu _ _ _ _ was small and very poor comp _ _ _ _ to the American industry. For this rea _ _ _ , the United States repl _ _ _ _ their lo _ _ ships and bet _ _ _ ones very qui _ _ _ _ ; but Japan could not compete.

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