

for free alkali in various types of soap. The results as indicated in the tabulation show that there is a considerable variation in the values obtained, indicating that further study should be made of this method in an effort to improve its accuracy.

In conclusion, the chairman offers the following program for the coming year:

- 1) It is recommended that the various members of the Committee make use of the two new methods which have been recommended for tentative adoption with the view to determining whether they are entirely satisfactory for use in the industry as standard methods. Any special problems which may come up in connection with the use of these methods should be called to the attention of the Chairman so that further work can be done if necessary to improve the methods.
- 2) A further study of the determination of free alkali (or free acid) in soap is desirable and it is recommended by the Chairman that further cooperative work be conducted along this line. The types of soap to be studied should include cold made

and semi-boiled as well as boiled soaps and the variations in free alkali or free acid should cover the range encountered in actual practice. Filled soaps should also be included as well as those containing no added alkaline salts.

- 3) The Committee has been unable to give consideration during the year to the determination of rosin in soap and it is recommended that this matter be held over for future study since the amount of work involved will probably be too much for the Committee to handle in view of the previous work outlined. In the meantime, it is suggested that further thought be given to the various methods that might be available for the rosin determination so that the committee will be prepared to take up this work at some future date.

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Group Packaging And the Jewel Tea Idea

By S. P. MOORE

THERE is educational value to the trade with sales advantage in group packaging. This has been proved again in a test period covering the past six months which has been conducted by Jewel Tea, Inc., affecting all soap and oil products for direct distribution. Suggestive selling, it was thought, speeded the movement of all the products tested. The sales of a single favored product mounted from 28,000 pounds in January to 205,000 pounds in July. The plan enables the coherent simplification of merchandising lines and it offers a means of collecting precise data as a guide for production.

The general layout of the soap products group is distinctive, which makes for the ready identification of the brand, and color equivalents have been worked out with special imprints so that the housewife knows at once which formula

within the group has met her particular need. Thus may standard, careful compounding research within the laboratory bring quick returns with benefit to the trade.

The Jewel Tea, Inc., distributes over twelve million pounds of soap and related products, exclusive of toilet soaps and shampoos, direct to consumer trade annually. All contracts for supplies are made on a strict test basis, and this firm has been a leader in the type of household institute activity which develops directions for the user only on the basis of practical tests under work conditions. Delicate soap compounds for washing dainty silks are standardized only after much repeated laundering of delicate fabrics and fine lingers in the Home-maker's Institute. The detergent granular soap of the household package series has been rated



Soap and Cleaner Series. Designs by Roger R. Wilterding.

for its efficiencies under varying conditions of its use, and the final directions to consumer are quantitatively and qualitatively correct. "The modern housewife appreciates this careful accuracy," states Mrs. Leone Rutledge Carroll, director of the Jewel Homemakers' Institute.

It is certain that competitive sales practice calls for such precision and, in its last analysis, group packaging becomes a consistent effort to carry through an effective symbolism of definite values for specific uses of the materials offered. The package must be appropriate, readily identifiable, compelling in suggestion, pleasing.

The soap group packages of the Jewel Tea, Inc., series are quite simple in design, but it is a simplicity that grows out of much preliminary planning and after a rather tedious process of elimination. It is hard to follow through on the

detail work of group packaging and yet preserve the necessary freshness of viewpoint. Therefore, when final designs had been tentatively agreed upon, a complete shelf set-up was arranged and many types of people from many walks of life were asked to inspect it and comment upon what interested them most in the shelf display. People of this type rather than expert critics were made the court of last resort in deciding whether the packaging was attractive enough, yet not too art-y for the use intended. The group packages as finally adopted represent a collaborative achievement on the part of E. J. Harris, of the Purchasing Division of Jewel Tea, Inc., Mrs. Leone Rutledge Carroll, director of their Homemakers' Institute (the Mary Dunbar of the Institute), and Roger R. Wilterding, artist on design.

In design and layout the packages grouped together bear a distinct family likeness. When a repeat customer identifies the particular product she desires, the group as a whole carries an indirect assertion of similar quality in the related products. Every package carries the identification broad blue band at base, with white lettering of the name of the packaged product. Each package carries the company trademark in an upper circle. The whole series of packages is printed with all-over patterning suggestive of fabrics. The soap for delicate fabrics carries on its outside cover a dainty, silk-like design. The general household soap wears a gingham dress. On down the line the strength of pattern and intensity of color combine to indicate the strength of the service product within the package.

The color gradations are significant. The mildest soap is encased in a pinkish orchid



Group Designing for Toilet Articles.

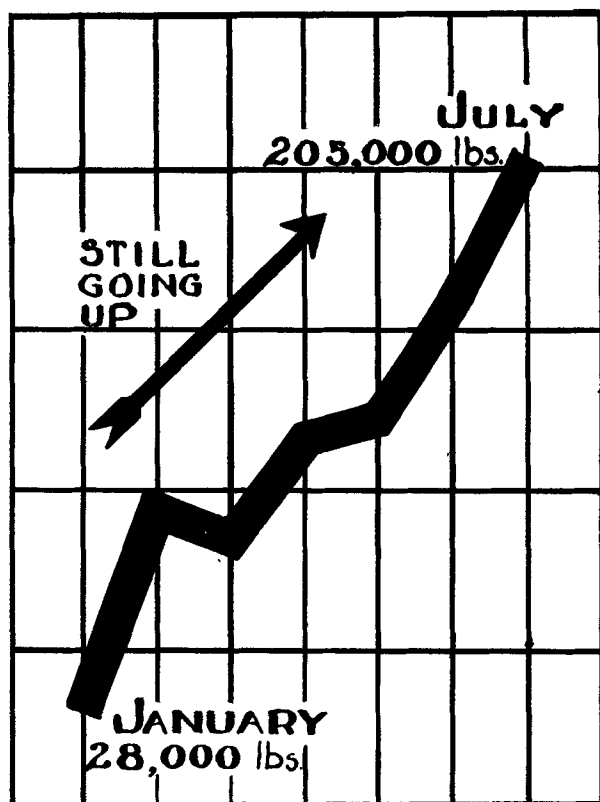


Fig. 3

print. The pale green household package for general work is suggestive of cool, clean interiors, and the deeper green coloring of the cleanser compound is similar, but more lively. The granular compound, a double purpose soap for softening water and for cleansing, or for use in power washers, is a yellowish orange package intended to convey impressions of a sunny Monday. It was this glowing package which showed up most favorably in all responses, and hence it became the container for the most commonly used product. The movements of this product are indicated in the Graph (Figure 3). The starch package included in the soap series is in a tone of blue, indicating that stage of the washing.

There is a simplicity in the package series described which is decidedly modernist in expression. The reading material is kept down to a minimum of space. Both the consumer and the dealer are considered in the reading matter shown. The front is for identification, the back of the package is for consumer directions. The sides, being most visible to the salesman,

carry short sales shots and quality points of product.

The same general ideas of design animate the toilet soap series now in process of development, but here the package similarity can be more definite because identification of tooth paste, soap, shampoo, talcum, etc., is readily made from size and shape of individual containers. The colors, black, white, lavender, render the packages a decorative asset to the modern bath room.

There is parallel packaging under way for this same concern on similar products which are to be marketed from the store shelf instead of by direct-to-consumer methods. In this series the salient points are identification, visibility, attention challenge, group display values. The direct-to-consumer packages are personal, intimate, friendly, rhythmic. They avoid staccato. The store series is blithe, but more assertive, created almost on a poster basis. The store series carries the trademark, but it is somewhat subordinated to the symbol of quality which has been adopted for all products for store distribution.

Intelligent packaging undoubtedly enables a worthy product to repeat its sales with slight resistance. It was not chance but the result of



Soap series before group designs were started

consistent thought which enabled the chart of factory output to curve in strict accord with predicted increases of the entire line of standard brands of oil and soap products which had undergone new packaging.