

## China Offers a Meal for Two

THERE is an old saw which, if properly paraphrased, suggests "When in China do as the Chinese do." The makers of old saws, however, have neglected to manufacture a paraphrasable saying governing the activities of those Chinese who find themselves engaged in business in the United States at a time when business, to put it mildly, is inactive.

But judging by the success during the last year of the Chin & Lee Company, New York, purveyor of oriental food products, oriental insight must suffice in lieu of ready-made philosophical saws.

This company was established some four years ago for the purpose of supplying restaurants, tea shops, and establishments of their ilk with the native Chinese dish, chow mein, in bulk.

A little over a year ago the company found that the business of selling chow mein in bulk was a trifle slower than was to be desired. Some novelty was sought which might put new life into the demand for the company's Chinese food. It was decided to offer chow mein in a convenient form direct to the consumer.

The outcome of this decision was a "dinner for two" put up in a handy package to retail at 50 cents. Each combination package contains a ten and one-half ounce jar of chow mein, a sealed carton of fried noodles, a one-ounce bottle of

soy bean sauce, and two individual bags of Chinese tea.

The package which was chosen to hold this meal-for-two bears a touch of oriental atmosphere in the form of fiery dragons. It is not only a convenience to the purchaser who will find the entire ingredients for a complete meal therein but it also can be utilized by the dealer as an attractive display piece.

The fact that the Chin & Lee Company's business has doubled since the instigation of the "meal-for-two" package stands as tangible evidence that the idea was a worthy one and that the American housewife is glad to add an oriental touch to her kitchen repertoire. But the packaged dinners have produced other results than the profits accruing from their very satisfying sales.

Following the hearty reception of the ready-made meals by the public a demand became apparent for some of the individual products offered in the combination package.

As a result, the company has found it necessary to market its tea in individual tins and its noodles in separate transparent cellulose bags to satisfy the demands of those persons whose appetites disdain the Chinese dinner but who wish to use the tea or the noodles for other, less oriental, purposes.

### National Biscuit Advertisises to Farmers

Farm papers have been added to the media being used by the National Biscuit Company, New York. This is the first time in some years that the company has extended its program into the farm field. Plans call for the use of full-page and half-page space in sixteen Mid-western farm papers.

### S. W. Miner with Addison Vars

Sperry W. Miner, until recently vice-president and treasurer of the Groom Motor Car Company, has joined the executive staff of Addison Vars, Inc., Buffalo advertising agency.

### F. C. Saffan with Kirtland-Engel

Fred C. Saffan, formerly with College Humor, has joined the Kirtland-Engel Company, Chicago, as vice-president. James A. Barnes, copy chief of the Kirtland-Engel agency, has been elected secretary and a member of the board of directors.

### New Accounts for Rochester Agency

The Hutchins Advertising Company, Rochester, N. Y., has been appointed to direct the advertising of William S. Rice, Inc., Adams, N. Y., surgical instruments, and Cutler Mail Chute Company, Rochester.

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