

calories of each serving and the cost to the purchaser. Here again was an instance of good advertising for the program of health.

The art classes were enlisted to make posters for the lunch room which tabulated calories and showed in conspicuous colors the important dishes in a wisely chosen bill of fare, while rhymes, epigrams and various inscriptions added emphasis to the idea conveyed in the drawing itself. The fact of home manufacture atoned for artistic crudities.

"Humpty Dumpty had a fall
Because he wasn't balanced.
Our salad is—
Try some."
"Sing a song of spinach,
Bran muffins, eggs and milk,
And you will sing about a boy
Who feels as fine as silk."

The school lunch room offered an ideal opportunity for developing good food habits and for impressing each child who visited it with the principles of selection which might mean success or failure in after years. Incidentally there were many abiding lessons in thrift through revelation that the most important items of diet are by no means the costly ones.

When spring brought the track season with its epidemic of school and class banners, the suggestions gleaned during the winter could be applied in the field. Lunch room posters announced suitable menus for athletes. The boys were concerned beyond their usual degree of interest, and the psychological moment was seized for talks which aimed at creating the will to observe the rules of health as one would obey the rules of any other game that is played purposefully.

The first year of this experiment in the solution of the problem of health education ended with an awakened and expectant spirit throughout the school. With the opening of another year, a Health Council of students and teachers has begun to function, and the system of weighing and measuring is being extended to all students, with secretaries appointed to keep the records for each group.

The new senior nutrition class with twenty-three members has taken up the project which produced such inspiring results, and the photograph of the long line of girls stand-

ing each with her small charge before her against the background of the frame school house is symbolic of the triumph of youth and the spirit of progress over unpromising material limitations.

COTTAGE MOTHER'S MEETING

Since the beginning of the kindergarten in Pittsburgh, all engaged in it have been interested in social work. This particular phase of the work seems to be especially needed in the district in which I have been placed. It is situated on the top of one of the many hills of our city. The Czecho-Slovakians have segregated themselves there and are content to live as do the peasants in their native country.

It is almost impossible to persuade these foreign women to attend our mothers' meetings which we hold monthly in the school, so during the past five years we have been holding cottage mothers' meetings in their homes. Few of these families occupy more than two rooms, but the hostess usually takes special delight in making her small quarters attractive for this particular occasion. She drapes all of the furniture with hand work, which is not used at any other time but carefully put away in a drawer, and she decorates the mantel with paper flowers. It is really a great social event in their lives.

The younger women come to the meeting dressed, as far as their means will permit, in modern style, but the older women wear black skirts, dressing sacks, gingham aprons, and their fur-trimmed bed-room slippers. I furnish part of the refreshments and ask them to add some of their Bohemian pastry to the menu.

Our program consists of a short talk on kindergarten methods for training children, a story, hand work, and refreshments.

We try to meet these foreign mothers halfway by showing our appreciation of the things they have to offer America, and by giving them what we have to offer to the foreigner.

I have touched on only one part of our work. I have said nothing about the joy of working with the children, of seeing them

develop as their little minds and hearts reach out in all directions, and find in the kindergarten satisfaction for the longings of their souls. But the kindergarten, in all of its phases, will be discussed at the annual meeting of the International Kindergarten Union of which Miss Ella Ruth Boyce, of Pittsburgh, is president.

This meeting will be held at Minneapolis some time during the month of May, 1924. The Executive Board will meet at Minneapolis December 27 to 29 to arrange a program for this convention.

IDA VAN S. MCKENZIE.

CO-OPERATIVE MARKETING IN VIRGINIA

A Brief Survey

Co-operative marketing has many possibilities and purposes. It helps both the producer and the consumer. To the producer it offers adequate storage facilities at all shipping and receiving points. These facilities allow the farmer to store his products and sell them when there is a demand, instead of keeping them on the farm and letting them rot or be bought up by speculators. In the second place, co-operative marketing helps the producer by permitting the farmer to finance his farm without "dumping" his products. When farm products are graded, standardized and stored in good warehouses, they become good collateral. The farmer may obtain loans on his warehouse receipts.

Co-operative organizations supply the farmers with information regarding the world's supply of, and demand for, the products to be sold. Without this information he can only guess whether or not to plant a large or small crop.

Through large scale marketing the association tends to stabilize the price of farm products and prevent cities being built up at the expense of the country.

On the other hand it helps the consumer, first, by eliminating unnecessary duplication of services and costs in distribution (The general idea is that it costs too much to handle farm products from the time they leave the farm until they reach the consumer); second, by permitting the standardization of prod-

ucts, so graded as to meet the desires of the consumer; third, by helping consumers along other lines because it gives the farmer more money to spend in other lines of business.

Co-operative marketing also assists in developing old markets and in forming new ones. It improves the service and gives a proper and effective means of advertising. Farmers are able to buy supplies for the farm through the organization.

A successful organization depends on certain things:

1. A sufficient amount of business must be done to pay for labor.
2. All co-operative principles must be followed.
3. The members must be loyal.
4. The management must be in capable hands.
5. Up-to-date methods must be used.

When these principals and rules are carried out the organization will be a success and a help to the community as a whole.

There are five outstanding co-operative associations in Virginia: The Eastern Shore of Virginia Produce Exchange, The Peanut Exchange, Southwest Virginia Co-operative Exchange, Virginia-Carolina Tobacco Growers Association, and Piedmont Virginia Fruit Growers Association.

The Eastern Shore of Virginia Produce Exchange

The Eastern Shore of Virginia Produce Exchange, having its general office at Onley, Va., deals only with the produce from the Eastern Shore. This is largely Irish and sweet potatoes. It has one main object, which is "To get for the farmers of the Eastern Shore the utmost possible measure of money returns for their produce."

This association has two prevailing ideas: the first is "to prevent frantic and ruinous competition among the sellers at home, and to stimulate a normal and healthful competition among the buyers abroad. The second idea is to prevent disastrous glutting of any one market and the consequent demoralization of all markets, by an intelligent distribution of our products among all the markets available."

The Eastern Shore of Virginia Produce