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-
develop as their little minds and hearts reach out in all directions, and find in the kindergartens satisfaction for the longings of their souls. But the kindergartens, 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 products, 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.


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