Was Founded 1020 A. D.

The original Cuzco, capital of the ancient Inca empire, was founded about 1020 A. D. on its present site 11,000 feet above sea level at the foot of a deep valley. Here in the mountains of Peru the Quechua and Aymara Indians, who made up the empire, lived in a well-advanced siate of civilization—raising flocks and weaving textiles; engaging in agriculture on little terraced mountain farms that are the wonder of modern engineers; rearing cities with streets reputed to have been paved in silver, and with palaces finshing gold and precious stones; extending their territory until—at the time the Spaniards arrived four centuries later, lured by the rumors of its fabulous wealth—the empire reached from plous wealth the empire reached from Ecuador to Chile.

Because to Chile.

Fresent-day Cuzco, super-imposed on the ruins of this ancient capital, has the architectural characteristics of medieval Spain but a population and caliture largely Indian. Its streets, like no others in the world, are of mixed descent. Their lower walls are of stone cleverly fitted together by the Indians who built the capital; their super walls, of stucco with wrought iron balconies and old Moorish doorways, are the work of the Spanlards who despoiled the gold-adorned temples and palaces and built a new city upon the ruins of the old.

# "Windfall" Is Regarded

Good Luck to Peasants
In the year 1066, William, duke of
Normandy, led his forces into England.
His cousin, Edward the confessor, king
of England, had died, and the opportunity of adding to his dominion could
not be overlooked by the ambitious
young William

young William.

In the battle of Hastings, Harold, the other contestant for the throne, was killed. Thus William become ruler of England. He set about remaking the laws of the land and succeeded in putting into effect many excellent ideas.

lent ideas.

From this time dates our expression of a "windfail" in reference to a piece of good luck, notes a writer in the Washington Star. Under the laws of William, it was a criminal offense to cut down timber in the forests. The poor people, therefore, were allowed to pick up for their fires only the branches which had been brought down by the wind A windstorm, bringing a "windfail," was always referred by the prasents as good luck and in this genue we use the phrase

Hugo Statues on Easter Liand
Easter island, some 45 square miles in area and 2,000 miles off the South American coast, loss long intrigued archeologists who have futilely at tempted to solve the origin of the hundreds of huge stone statues with which the area is literally covered. Some are upright, imbedded in the scant soil. Others are on stone platforms; others are carved out of the rocks and have not been positioned. They vary in size from a few feet to almost forty feet in height. They show evidence of a high degree of art, but science has yet to discover how they were chiseled or who were the scuiptors, says the St. Louis Globe-Democrat. The population of the Island, a few hundred of the Polynesian type, has no knowledge of either, as it has been established that those now native to the sland are not even of the same race as those who fashioned the statues, no doubt in their own image. s those who fushioned the statues, no doubt in their own image.

Sense of Smell in Fishes

The sense of smell is highly developed in fishes and it is probably mainly through this sense that they locate their food. Scientists, however, have not been able to determine accurately the relative perceptive powers of the sense organs. "From what is known at present," wrote the United States bureau of fisheries to an inquirer, "it is believed that the sense of smell, along with that of touch, plays a greater role in the life of a fish, as far as obtaining its food is concerned, than that of sight. The sense of sight in fishes seems to be limited more to the perception of changing lights and shadows, since a fish will snap more quickly at a moving object." There is a common but erroneous notion that a fish smells with its gills. The nose is the seat of the smelling sense in all fishes.

Meaning of "Hotel" in England
The meaning of "hotel" is a bit puzziling. Because there is no exact meaning, at least in England, says Answers
Magazine. Apparently, anyone who
has a room or two to let is entitled to
put up the sign "Hotel" over his door.
An hotel may be anything from a small
private boarding house to a large luxury hotel, replete with every "gadget"
for the comfort of its guests. Other
countries have already defined the
word legally. Even in Scotland an inn
or hotel must have at least four apartments reserved exclusively as sleeping
accommodations for travelers.

## Athenian Sacrifice

In classical Athenian days an or was annually marrificed before the large statue of Zens, and, the sacrifice com-pleted, a trial would be immediately held to discover the animal's murderer. Each man in turn professed himself guittless, until finally the ax and the knife were found guilty and solemnly condemned. This curious ceremony is believed a survival from most primitive days, when the bull was regarded as an incarnation of the divine life-force, annually siain and yearly incarnated afresh in a young and vigorous body

### Boat Caulked With Butter

An ancient-type Tibetan buttered boat (spelling is correct; not "butter boat") has been added to the exhibits of the Field Museum of Natural His tory in Chicago, says Kansas City Star Science Service. It consists of a frame of bent willow rods covered with hides; the seams were caulked with butter, which the Tibetans use for a general purpose grease as well as for food. Although of modern date as for food. Although of modern date it is of ancient pattern, resembling the daelic coracles of western Britain and the skin hoats used centuries ago on the Tigris and Euphrates. It is practically circular in outline, so that any direction is forward. But in spite of a mekward shape it will carry surprising loads; the late Dr. Berthold Laufer used this identical craft on an expedition in Tibet, and found it would carry a couple of men and 200 pounds of goods.

"Seven Seas" in Adriatic
According to Capt. W. A. Hawkes of the Cunard White Star liner Britannic, the Seven seas are located in the northern section of the Adriatic sea. Besides the delta of the Po and the large marshy tracts which it forms, there exist on both sides of it extensive lagoons of salt water, generally separated from the Adriatic by narrow strips of sand. The best-known of these lagoons is the one on which Venice is situated. They formerly afforded a continuous means of internal navigation by what were called "The Seven Seas" from Ravenna to Altinum. In the days of their great fame and prosperity many fine vessels of commerce and beautiful private ships equipped in great luxury swept over their shallow waters.

### The Folk School

The Folk School
In its most widely known form the folk school originated in Denmark in the middle of the Nineteenth century. The Iden, as originally conceived by Bishop Nikolai Grundivig (eighteen to twenty-five) of rural Denmark, to foscer patriotism and strengthen religious conviction and to provide vocational training. The first school, established in Schleswig in IS40, was moved across the Penish horder after Schleswig pursued to Germany, in 1894.

About Hog Island
Discovered in 1772 by the French.
Hog Island belongs to a group of barren rocks called the Quezot Islands.
It derives its name from the fact that
an English captain liberated a few
hogs on the thin sile a number of years
after its discovery. The hogs promptby died, but the name stuck. Mariners
came to knew and dred the forbidding
took when several disastrous wrecks
curred on its shores.

# Make Cherry Jelly and Jam For Roasts, Fowl, Desserts



A BASKET of cherries, ripe and ready for use ... a kettle of suitable size ... the proper pectin ... a sufficiency of sugar ... and the right recipe. Put them all together and they spell jelly—or jam, if you prefer—of a gorgeous color and universally liked sweet-tart taste.

Cherry spreads are nice to have the year round. The jam is particularly delicious with fowl. And when you make a pie of that leftover chicken, by all means serve the cherry jam with it too. Or use it with roasts of all kinds. The jelly is especially good in salads and desserts, and with cottage cheese.

Start now building up the section of your jam cupboard to be devoted to cherry spreads. Here are the recipes you will need:

Sweet Cherry Jam

until mixture comes to a hard boil. At once poir in sugar, stirring constantly. (To reduce foaming, ¼ teaspoon butter may be added.) Continue stirring, bring to a full rolling boil, and boil hard I minute. Remove from fire, skim, pour quickly. Parafin hot jam at once. Makes about 7 glasses (6 finid ounces each).

## Sour Cherry Jelly

3 cups (1½ lbs.) juice 4 cups (1¾ lbs.) sugar 1 box powdered fruit pectin

# **Broad Economic Progress**— The Way It Can Be Achieved

## By HAROLD G. MOULTON

President, The Brookings Institution, Washington, D. C.

MUCH current discussion of economic problems is focused too intently on the depression to shed real light on our fundamental difficulties. Today's troubles obscure our view of what happened yesterday and what is likely to happen tomorrow. Actually our economic structure was being undermined by grave maladjustments long before the depression; in our "prosperity" years, millions of American families were poor.

Farmers and people in the small towns scarcely need to be told this. In 1929 and before, agriculture was not prosperous. Farmers had to pay high prices for the things they bought, but got little for what they sold. They were in a depression even then—aught between what looked like irresistible forces and an immovable body.

There are about 54 million farmers and people living in the small towns. In addition, professional men, domestic workers, small shopkeepers and others MUCH current discussion of economic

stitution, Washington, D. C.

etc. It would not merely "soak the rich."

Purchasing power can be increased
only as we learn how to produce goods
and services more efficiently and pass
the benefits of that efficiency on to the
masses. If we devise a way to make
two articles where we formerly made
one, and we pass on this gain to the
people, purchasing power is actually
created—the extra article can be sold.

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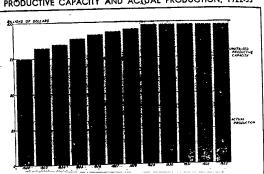
Mr. at

### Higher Wages and the Farmer

Organized labor for many years has tried to obtain the benefits of increased tried to obtain the benefits of increased efficiency by pressure for higher wages. When improvements in production methods in a given plant made it possible to turn out two articles at what one had previously cost, organized labor sought to direct the savings into higher wages.

This gave certain groups of workers more purchasing power, but the effect on farmers has not been favorable. It has forced them to pay higher prices

PRODUCTIVE CAPACITY AND ACQUAL PRODUCTION, 1922-33



This chart illustrates the extent to which we nave fatted to utilize and this productive capacity. The black area represents what we produced the shaded area, the additional amount that could have been turned out. Over most this period, our plant, as a whole, could have produced about 20 much larger. Productive capacity also cased to percentage of non-utilization opatituting one of the greatest costs of the depression actually and the state of the depression of the company of the state of the depression. Which of this whole the state of the depression which of this whole the state of the depression which of this whole the state of the depression of the state of the depression which have held up prices artificially. Reduction of prices under the force of forces with have held up prices artificially. Is the way to production of more goods and higher standards of living for all.

living in the cities were similarly af-fected, inasmuch as they could not utilize organized pressure to force up ward the return on their services. These with their dependents total about 20 million. While their standards of living perhaps were not actually lowered, most of them realized little

lowered, most of them realized little gain from the great advance in productive efficiency made in that period.

The diminution in purchasing power of these groups, or its failure to rise, in turn, reacted on others. Business men sold less goods, and workers everywhere found it harder to get jobs. The forces that were retarding the farmer's prosperity were by no means helping the man in the city.

## Progress-But Not Enough

It is true that our economic system has brought us living standards higher than those existing anywhere else in the world. Between 1900 and 1930, as an example, per capita income, in terms of what it would buy, increased terms of what it would only, increased about 38 per cent, at the same time, working hours were reduced about 13 per cent. But the fact of idle plant capacity indicated that we could have produced more goods and thus raised liverent transfer.

duced more goods and thus raised living standards.

Studies we have made at the Brookings Institution, aided by a grant from the Falk Foundation, of Pittsburgh, throw significant light on this. We made a detailed survey of productive capacity in manufacturing, mining, farming and all the other major divisions of industry, resulting in the finding that our productive plant could have turned out about 20 per cent more than it did.

If nobody had wanted to buy anything, the idle plant would have been easily explained. But, millions of families were not getting nearly enough income to satisfy their wants.

Nearly 6 million farm and city families received incomes of less than \$1,000; 16 millions received less than \$2,000; and 19 millions, or 71 per cent of the total, less than \$2,500. More than \$4 per cent of farm families got less than \$1,000. Of course, in considering farm income the lower living costs of rural areas should be kept in mind. But, no matter where they lived, families trying to pay for food, cloth. mind. But, no matter where they lived, families trying to pay for food, clothing, medical service, education, etc., on \$1,000 were not prosperous.

The extent of unfilled wants may be

judged by the fact that nearly all family income in the \$2,000 class or lower is spent for ordinary consumption goods—food, shelter, clothes, education, etc. Fifteen million families got less than this figure.

Purchasing Power Must Expand Our productive efficiency is in-ing year by year in normal times. is, we are learning how to make things more cheaply. But if the people are to buy the added products thus made pos-sible, their purchasing power must grow with production.
Expanding purchasing power cannot

Expanding purchasing power cannot oe created simply by printing more money. That would just raise prices. And we cannot accomplish much by sharing wealth or income." Such a program would entail taking income from skilled workers, many farmera, small shopkeepers, government clerks,

for manufactured goods or has prevented them from obtaining lower ones. The same was true in large degree of the city dwellers mentioned above who do not work for wages. numbering 20 million. An economic disparity was created between two great segments of our population, raising a serious barrier to economic progress. But if we permit the fruits of mans inventive genius and technological advance to reach the people in the form of price reductions, no such barriers are raised. All classes benefit allke to the extent that they are consumers; the chief gain is in the low income groups where it is most needed.

To the farmer, it means better houses, tools, food, clothes, and in general a steady rise in his standards of living that he can get no other way. Price reductions of course, must not come from wage cuts, if they are to increase purchasing power. But we must reduce prices as we learn to make things more cheaply. This is the way we can expand consumption solidly, year after year, which in turn will call forth larger production. It is the way forward envisaged in the theory of our profit and loss system, increased efficiency makes price reductions possible; competition insures that they actually take place.

Price Stabilization Tendencies

Whereas the period of great technological advance between 1870 and 1890

Whereas the period of great techno-logical advance between 1870 and 1890 brought notable price reductions, con-tributing much to raising living standtributing much to raising living scanarias, there was little reduction of prices in the similar period of 1922-29. Productive efficiency in manufacturing in the latter era as measured by output per worker, increased about 25 per cent. But forces of price maintenance had become so strong that retail prices in the aggregate remained practically stationary.

in the aggregate remained practically stationary.

Of course, there was competition in many lines, and prices declined accordingly. But this was not true of all producers. Artificial devices to maintain prices dammed up the stream of progress. Producers neglected to face the fact that in the long run they could prosper only as the masses could buy an expanding volume of their goods.

This fact must be faced. We must remove the obstacles to price reductions which now exist, wherever they are. It is the only way that people who live in small towns or on farms, or otherwise do not work for wages, can fully participate in our economic progress. And, unless these do participate, we can have no broad, continued progress.

The failure of industrial prices to de-

The failure of industrial prices to de-cline is primarily responsible for the movement in recent years to attempt an improvement in the farm situation an improvement in the farm situation by artificial methods of restricting production, with a view to restoring "price parity" with industry. However helpful such policies may be temporarily, agriculture and industry combined obviously cannot expect to increase the total production of goods and services for the American people as a whole by restricting output and raising price. National cooperation in the expansion of output, giving to all the people the largest possible consumption, is the paramount necessity. targest possible comparamount necessity.

you make a pie of that leftover chicken, by all means serve the cherry jam with it too. Or use it with roasts of all kinds. The jelly is especially good in saidad and desserts, and with cottage cheese.

Start now building up the section of your jam cupboard to be devoted to cherry spreads. Here are the recipes you will need:

Sweet Cherry Jam

3½ cups (1½ lbs.) prepared fruit 4 cups (1½ lbs.) sugar
1 box powdered fruit pectin

To prepare fruit, pit about 2½ pounds fully ripe cherries; Add ½ cup a few will need:

Sweet Cherry Jam

3½ cups (1½ lbs.) sugar
1 box powdered fruit ectivation if your jam cupboard to be devoted to cherry spreads. Here are the recipes you will need:

Sweet Cherry Jam

3½ cups (1½ lbs.) sugar
2 box powdered fruit pectins in the spring to a boil, and simmer, covered, limitutes. If a stronger cherry flavor is desired, add a few crushed cherry pit about 2½ pounds fully ripe cherries, and boil, and simmer, covered, limitutes. If a stronger cherry flavor is desired, add a few crushed cherry pit about 2½ pounds fully ripe cherries. Add ½ cups (1½ pounds fully ripe cherries. Add ½ cup water, limitutes. If a stronger flavor is desired, add a few crushed cherry flavor is desired, and a few crushed cherry flavor is desired, and a few crushed cherry pits during simmering. Place fruit in jelly cloth or bag and squeeze again.)

Measures usgar into dry dish and set aside until needed. Measure pucker, and bet aside until needed. Measure propared fruit into a 5-to 6-quart kettle, filling up last cup or fraction of cup with water if necessary; place over hottest fire. Add powdered fruit pectin, mix well, and continue stirring to a full rolling boil, and boil hard ¼ minute. Remove from filling up last cup or fraction of cup high proper did not per la cup water (15 box powdered fruit pectin, mix well, and continue stirring to a full rolling boil, and the cup water (15 box powde SPECIAL SUBSCRIPTION FOR ALL THE FAMILY Clear the track! The throttle is wide open - and we are bearing down on you with two big money-saving magazine affers that break all transcontinental records for value. STOP! LOOK! LISTEN! Don't miss out on these "limited" offers. YOU GET THIS NEWSPAPER (1 FULL YR.) CHOOSE EITHER OFFER *>OFFER NO·*2◆ *>OFFER NO·I ←* 1 MÁGAZINE FROM GROUP A ANY THREE MAGAZINES M°CALL'S 3 MAGAZINES FROM GROUP B FROM THIS LIST 4 IN ALL (Check 3 magazines thus "X") (Check 3 magazines thus "X")

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