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La Venta Culture

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LA VENTA *Culture*

By DR. CHARLES E. DIBBLE

THE last decade, and in particular the last five years, have witnessed the accumulation of a vast amount of accurate anthropological data on the early cultures of Central America. Of particular interest have been the excavations led by Dr. Matthew W. Stirling of Smithsonian Institution in the states of Vera Cruz and Tabasco, Mexico. The finds were so impressive that



—From "El Enigma de los Olmecas"
by Jimenez Moreno

A GIANT STONE FACE FROM THE LA VENTA
CULTURE

the archaeology of this area formed the subject of discussion during a special conference held in Chiapas, Mexico, in the summer of 1942.

During the discussion it was decided to abandon the term "Olmeca" and use the name "La Venta Culture" in honor of the site where objects of this culture were discovered. La Venta can be partially characterized by great stone faces with pug nose and thick lips, fat figurines, an abundance of jade objects, altars with a seated figure emerging.

This culture is contemporaneous with other cultures to the west (Monte Alban I) and to the north (Zacatenco) and dates back to the years immediately preceding the Christian era. It is in no respect a primitive culture but one well advanced, which presupposes centuries of preparation and formation. Dr. Alfonso Caso rightly considers this as the antecedent and mother culture which influenced the subsequent Maya, Teotihuacan, and Monte Alban cultures.

Archaeologists are continuing in their work of identifying and tracing the origins of La Venta culture.



Here's a spicy, home-made gingerbread, recommended by Mrs. Olson of Los Angeles as a delicious, springtime treat! It will be easy to mix—and sure of success when you use **Enriched Globe "A1" Flour**. Globe "A1" is of the same high quality that has made it a favorite through the years. Now when it's important not to have baking failures, depend on success with **Globe "A1."** Complete satisfaction guaranteed or your money refunded.

JIFFY GINGERBREAD



1 ¼ c. GLOBE "A1" FLOUR	1 tsp. ginger
½ tsp. salt	1 egg
1 tsp. soda	¼ c. melted shortening
1 tsp. baking powder	½ c. sugar
½ tsp. cinnamon	½ c. light molasses
½ tsp. nutmeg	½ c. boiling water

Sift flour once, measure, add salt, soda, baking powder and spices; sift again. Beat egg until light, and add shortening, beat well; add sugar and molasses, mixing thoroughly. Add dry ingredients, then boiling water, beating mixture well. Bake in papered 8-inch square pan in moderate oven (375 degrees) about 30 minutes.

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