

## SOVIET DISTRIBUTES FOODS BY CARD

SUPREME ECONOMIC COUNCIL SUPERINTENDS FEEDING OF RUSSIA EQUITABLY.

By Patrick Quinlan  
(Written for the United Press.)  
NEW YORK, April 18.—The problem of feeding Russia has always been a complex one for several obvious reasons. First, the vast expanse of Russia and Siberia forms the largest single territorial unit in the world; secondly, there are about 170,000,000 people to provide for in this immense stretch of land, reaching from Vladivostok to Petrograd and from the Arctic to the Caspian sea. Thus there is an area of approximately 6,500,000 square miles to be supplied with food stuffs. During the reign of the czars, when industry and railroads were presumably in good condition, whole sections were frequently reduced to starvation and underfeeding proved almost as universal as the national samovar.

It is no cause for wonder, then, that with the breakdown of the industrial system and the disintegration of the railways as a result of the revolution, the problem should be aggravated a thousandfold, not to mention the allied blockade and foreign wars. The soviet government has met this difficult problem in a sane and practical way. It created a central bureau for the equal distribution of the food supply on hand. This bureau is known as the Supreme Economic Council and is assisted by local councils all over the country. The supreme economic council is directed by Professor Milutov, the well-known economist, and this body has first preference in the avenues and channels of distribution, including transportation. Since peace has been signed with Poland, this department in the soviet government is considered the most important and in all matters is given the right of way. In this manner 170,000,000 persons, with the exception of the exception of the small peasant farmer, who retains a sufficient quantity of wheat and oats to feed himself, are fed each day.

Every ounce of food is distributed by card. The single ration or "plock," as it is called, consists of a pound and a half of bread and a portion of meat or fish and tea. The system has been perfected to such an extent that the ignorant peasant, who, in many instances, might have doubted the efficiency of the soviet system, has become not only reconciled but, recollecting his poverty-stricken condition under the czar's regime, is now convinced that the new form of government is equitable.

The headquarters of the supreme economic council is in Moscow and employs 25,000 persons in that city alone; the total number of employes all over the country is near the million mark. The council has adopted the simplest method of distribution possible. Surveys of the food on hand are made with the utmost exactness and then, when the fall harvest has been estimated, it is doled out on a basis of population all over the country. Making due allowance for the

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The fastest man on legs. He is Charlie Paddock of California—who at Berkeley last week stepped the 220-yard dash in 20 4-5 seconds—thereby breaking a record of 21 1-8 seconds made by Bernie Wefers just twenty-five years ago. Four watches caught Paddock at this mark—one registering 20 3-5.

government's lack of experience and the demoralization of the arteries of distribution, the soviet government has succeeded admirably in feeding the population of Russia. What is notable about all this is the astonishing fact that never before in the long history of Russia has every element been fed. To be sure, the feeding is inadequate and is far from meeting the needs of the people; but there is no actual starvation. Mothers with babes at the breast receive a special allowance, as do all children, for the soviet government holds that the future of Russia lies with the children. It is interesting to note that while the upper and middle classes in Germany are well fed, the laboring population is on the verge of starvation. In Russia there is absolutely no discrimination. Certainly the system as I saw it

at work is by no means free from minor abuses, as well as the intricacies of red tape. But on the whole it does the necessary work admirably. In Moscow I watched the food distributing agency perform its offices with remarkable efficiency. Professor Milutov showed me through the departmental offices and warehouses and outlined the machinery of distribution to me. In addition to a central warehouse there are a large number of small shops or smaller distributing points throughout the city. At these shops each day I beheld long queues of people waiting in turn for their ration of food. The former aristocrat stood next to the industrial worker; the former lady of fashion gossiped familiarly with the laborer's wife or children about the quality of the meat or fish doled out that day.

At the shops, tea is served at stated hours and the government workers are often fed at their desks when work is heavy and urgent. The government staffs eat in their hotels or in the Kremlin, if they happen to be employed there. Officials of the government are treated no better in this regard than the workmen. Lenin and Trotsky eat at the Kremlin, for example, but they partake of the same food as the remote peasant in the district of Samara. Some speculation flourished here and there, but this is unavoidable and while the government, on the whole, does not wish to deal too severely with these offenders, it cannot be said that speculation is widespread. On the other hand, where it is particularly flagrant, the punishment is likely to be heavy and drastic. The law works with the strictest impartiality in these cases, as when 16 communists were executed in Moscow last summer for profiteering on foodstuffs.

If the present form of government survives in Russia, no small part of its continuance, I believe, will be directly due to efficiency and organization of the supreme economic council, which has undertaken, despite the discouraging blockade, the almost impossible task of rationing 170,000,000 people.

Dr. S. Burke Massey, dentist, First National bank, rooms 307-308. Telephone main 3911, res. main 1691. Stf

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## In Ye Olden Time

hoop skirts were worn by those who first asked the druggist for, and insisted on having the genuine Favorite Prescription put up by Doctor Pierce over fifty years ago. Dress has changed very much since then! But Dr. Pierce's medicines contain the same dependable ingredients. They are standard today just as they were fifty years ago and never contained alcohol. Beauty depends upon health.



Worry, sleepless nights, headaches, pains, disorders, irregularities and weakness of a distinctly feminine character in a short time bring the dull eye, the "crow's foot," the haggard look, drooping shoulders, and the faltering step. To retain the appearance of youth you must retain health. Instead of lotions, powders and paints, ask your druggist for Dr. Pierce's Favorite Prescription. EAST OAKLAND, CAL.—"I have used Dr. Pierce's Favorite Prescription at different times for over twenty-five years, and it has never failed me. One time I took it when troubled with inflammation and it soon helped me. At another time I took it for severe pains in my right side; the 'Favorite Prescription' again helped, me out, and I was soon well and strong. I can always depend upon it."—Mrs. A. E. LAWRENCE, 1861 Fifteenth Avenue.

## General Publicity Versus Applied Advertising

There are two kinds of advertising. One kind is called "general publicity." Sometimes it is further described in phrases like "atmosphere building," "national prestige," or appeal to "key consumers."

It is the glittering generality of thinly spread, country-wide appeal—the hit-or-miss way of trying to sell goods.

It is definite, for it reaches all possible customers. Usually it tells them the merchant who sells the advertised goods

The other kind of advertising is "applied advertising."

There is nothing mysterious or indefinite about it. It is simply advertising in the columns of daily newspapers concentrated in the markets where the advertiser has a chance to sell goods.

Applied advertising makes sales. Its results can be

weighed and measured. It either pays or it does not. It generally does pay, and if it does not, the reason why can be quickly ascertained.

Manufacturers and distributors are today turning to newspaper advertising, for these are the days of intensive selling.

They want applied advertising because this is the kind that keeps the cash register bell ringing.

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