

this perhaps might sometimes not be a bad thing. "Free" is not always the best promo; what is very cheaply obtained is thusly valued.

I can cite the following example. A wonderful winter day, calm weather, a two-storey, fee-free palace on the banks of the Norilka River... empty! The only people there (for a good 60 rooms) were four who were playing billiards and the six of us. Might anyone be deterred by a fee of one ruble per day? Yet it might attract...

The mining and metallurgical combine has still not taken advantage of such opportunities. Its 14.1% of city earnings from services to the people is being picked up elsewhere. Choose what you need at the "Stroimaterialy" [building materials] store. Next door at "Sdelai sam" [do it yourself] one may find lines of raw material remnants - everything from wild deer fur to mahogany veneer.

The Norilsk combine's trade directorate makes earnings from a "supplementary" service - it puts together grocery orders, which may be ordered and then picked up after the shift at the plant; items sold on a commission basis may be accepted at the client's home. At the "Tkani" [fabrics] store they will cut out a purchased length of material for you or even baste a new costume. In 1987 alone, the volume of paid services rendered by the combine's enterprises has increased by almost four million rubles.

And Others...

Other consumer service supporters (for whom consumer services are not the chief preoccupation) have followed close behind the city's mining and