

"They have shown how to work for both their own and the consumers' advantage. The Workers' Supply Departments of the enterprises, disturbed by the appearance of competitors, are trying to keep ahead of the co-op: tomatoes are now always available at 6-7 rubles, cucumbers at 2 rubles, as well as cabbage and onions. We are advising the enterprises to take upon themselves the cost of airplane rental and to organize imports of mazzard cherries, hautboy strawberries, plums and apricots to the Departments. We hope that this will help to reduce the current market prices: a private trader charges 10-12 rubles per kilo of berries and fruits".

At the "pyatachka" are concentrated the city wholesale outlets, the co-op booths of the co-ops and counters of the individual farmers. It is crowded and noisy, just like a market, of which there is still none in Noyabr'sk. Here is a flower stall, there they are selling seeds and offering pickles for sampling. The longest line up is for potatoes at 80 kopecks per kilo. Clean, dry, big. At another counter, where there is not a soul, the same potatoes cost 1 ruble 60 kopecks. In both cases this is the agreed price. It is just that the goods have been purchased by different Workers' Supply Departments. Well, whatever they agreed upon, that is what they are going for now.

In the new way of doing things, business "smarts" is undoubtedly playing a greater role and solutions are appearing for a number of problems previously thought to be insoluble. For instance, potatoes - they are available on shop counters in the summer for the first time in many years. And maybe something can be done to put an end to shortages for good?

"Yes. The first thing to do is to increase fall potato procurements", says A. Egozova. "We will then ensure a stable market at a low price. This cannot be