

LET US IMPROVE COMMODITY SUPPLY

A Talk to Commercial Workers
April 7, 1967

On my current visit to this shop I have found that commodity supply has considerably improved compared to my earlier visit. It is good that the shop has prepared an order register and sells goods on order. Newlyweds will be extremely delighted to know that the shop sells on order such goods as chests of quilts and clothes, clothes to wear on wedding day and bedcovers. The display of goods is fairly good and the service of the saleswomen has also improved. However, this is no more than an initial success. The commercial sector has to do more work if it is to supply enough commodities to meet the daily increasing needs of the people.

You must not rest on your laurels but steadily improve commodity supply in conformity with the development of the national economy and the increasing vital demands of the people.

Improving commodity supply is an intrinsic requirement of socialist trade. As the great leader has taught, socialist trade is supply work for the people. In other words, socialist trade is the job of supplying consumer goods in order to meet the demands of the people. Socialist trade is fundamentally different from capitalist trade. Trade in a capitalist society pursues the aim of exploiting the working people and making money. However, in a socialist society trade serves to promote the well-being of the people and provide them with comfort in their everyday lives. If socialist trade is to fulfil its function properly as trade for the people, as supply work for the people, commodity supply should be continually improved to keep abreast of changing circumstances.

Improving commodity supply is very important in raising the standard of living of the people. In order to raise the standard of living of the people, it is necessary to produce a large amount of consumer goods and also ensure that they reach the people promptly and in adequate amounts. Consumer goods are supplied to the people through the trading network. It is only when consumer goods are supplied to the people in abundance, without ever going short, through the improvement of commodity supply that they will be able to enjoy plentiful and cultured lives.

An important aspect of commodity supply is to provide the people with a variety of usable goods in large quantities.

Providing the people with large quantities of such goods which are urgently needed by them and also serviceable is an intrinsic requirement of our trade whose mission is to serve the people. In a capitalist society where trade is a means for making money and for the exploitation of people, efforts are concentrated on making just one more penny rather than taking into consideration the people's vital demands. In a capitalist society the capitalists try every possible

means to make money. However, in a socialist society large quantities of serviceable commodities should be sold to the people because the aim of socialist trade is fundamentally different from that of capitalist trade.

Such daily necessities as cloth, clothes and shoes must be sold to the people without there ever being a shortage. At the moment the demand for basic items for daily use including cloth, clothes and shoes is also increasing as our people's standard of living is improving with the passage of time under the wise guidance of the leader. In accordance with the demands of the people and the seasonal nature the trading sector should sell large amounts of durable cloth of beautiful patterns and well-cut and presentable clothes. A great amount of a variety of different types of shoes must also be sold to suit the specific features of both sexes and different ages, seasons and occupational categories.

As many sundry goods for everyday use as are needed should be provided. Some shops do not sell a large amount of these goods considering they are not so indispensable for people's lives. They are mistaken. In order to make the life of people more comfortable and prosperous, we need large quantities of sundry goods for everyday use in addition to such commodities as cloth, clothes and shoes. The trading sector must sell a variety of sundry goods such as toothpastes, toothbrushes, buttons, combs, pins and hand mirrors without ever being short of them and never neglecting their supply. Such household items as chests of quilts and clothes, sewing machines, rice bowls and jars as well as kitchenware must also be provided in large quantities. You should sell not only large jars but a variety of sizes. If households are to prepare kimchi pickles and put in such condiments as ground sesame and pepper, they need both large and small jars.

Efforts must be made to have a good supply of goods for children. Children are the assets of our country and the reserve force of the revolution who will shoulder the future of our revolution. The great leader calls our children the 'king' of the country and spares nothing in order to train them into the heirs to our revolution and the future builders of communism. It is the unanimous feeling of our people to bring up our children in excellent quality. Our people regard it as the duty and pride of parents to feed and dress their children well.

However, at present our shops have not only a small amount of commodities for children but their quality is also low. The bags and socks for children should be better than any other goods, however, the facts prove otherwise.

The unsatisfactory supply of commodities for children is due to the fact that the commercial workers do not feel keenly the affection and concern the leader shows for the children. Upholding the lofty will of the leader who appreciates and cares for the children, the commercial sector must work hard to provide children with enough good-quality goods.

In order to improve commodity supply for children, we must increase

the share of these goods.

The great leader taught that commodities for children should amount to 40 per cent of the consumer goods that are on sale in the shops. In accordance with the instructions given by the leader, the commercial sector should sell a greater amount of variety of goods for children such as clothes, shoes, socks and caps. Large quantities of school supplies such as notebooks, pencils, fountain-pens, crayons, water colours and knives must also be sold so that all pupils will have no difficulties when studying.

Close attention should also be paid to providing children with the goods to their likings. Children are fond of brilliant colours so children's goods should be of various shapes and brilliant colours to meet their sentiments. In particular, the clothes for girls must be made of fabrics of beautiful colours and have a variety of designs and embellishments. Children's shoes should not be only black in colour but also must be well-designed and of various colours.

People should also be provided with an adequate amount of food. We can live if we are a little short of other goods or do not have them, but we cannot dispense with such foods as bean paste, soy sauce and vegetables. The commercial sector must ensure that people do not have difficulties because of shortages of such things as bean paste, soy sauce, vegetables, sugar and cakes.

In order to improve commodity supply, the order system must be put into effect properly.

The order system is a popular system of commodity supply which makes it possible to produce goods in a planned way and provide them evenly to meet the people's demands. It is only when the order system is effected properly that trade can be planned and the people's demand for commodities can be fully met.

The great leader said that instituting the order system in commodity supply is our Party's steadfast policy and indicated in detail the way to put it into effect.

However, at the moment the commercial sector is not implementing the order system properly to meet the requirements of the Party and the intrinsic demands of the socialist system. Some shops thoughtlessly receive goods and keep them in reserve in disregard of the demands of the people. At the request of some people, these shops take orders for any goods without taking into consideration the economic situation of the country and then request the relevant factories and enterprises to produce them. This has nothing to do with the socialist order system. Our order system is fundamentally different from that being used in a capitalist society. The capitalist order system is used as a means for an extravagant life for the capitalists and other rich people, but the socialist order system is used as a means for satisfying the common people's demand for commodities to the utmost at the existing level of development of the country's productive forces. Commercial officials must have a correct understanding of the order system and carry this system into effect properly when supplying commodities.

In order to put the order system into effect properly, the commercial

sector should investigate and register in detail the demand for commodities. The use of order books at the shops alone is not enough to know accurately the demand of the people for commodities. To this end you should go among the people and examine in detail what kinds of goods and how much of them are demanded to conform with the specific features of different regions, seasons, sexes and ages. In addition to this, the shops must know, at their fingertips, all daily necessities that each household in their district has and their quantities.

In order to carry out the order system properly, the commercial sector should also be well aware of the level of development of the country's productive forces and of the production situation.

Otherwise, it cannot ensure the feasibility and scientific accuracy of the order system.

The great leader has taught us that commercial officials must even know how many needles and spools of thread our country produces annually. The commercial sector should know in detail the kinds of goods and their amount our light industry factories produce annually and how much of them can be supplied to every person of our country.

It is also an important way for properly putting the order system into effect that the commercial sector should make strong demands on factories and enterprises so that they produce in a planned way high-quality goods needed by the people and accurately receive the commodities. Increasing the variety of goods and improving their quality largely depends on how actively the commercial sector influences production. Instead of receiving any goods produced by the factories, regardless of whether they are good or bad, the commercial sector should demand that the factories produce those goods which the people like and it must not accept those commodities which are either low in quality or which the people do not like. It must always study whether the goods produced by our factories and enterprises meet the demands and tastes of the people or not, inform the factories and enterprises of the varieties and amount of the goods requested by the people and also give them samples so that they produce goods similar to these patterns. The commercial sector must also conduct vigorous political work so that the workers produce a variety of good-quality commodities in large amounts.

In order to improve commodity supply, the responsibility and role of commercial officials should be increased still further.

These people are directly responsible for organizing and conducting commodity supply. Whether the goods produced at the factories and enterprises reach the people promptly and equally or not depends entirely on the responsibility and role of commercial officials.

However, at the moment some of them think that they have fulfilled their duty if they only receive the commodities provided by the state and sell them to the people, but they do not work to the best of their ability to provide the people with more of those goods which they demand. What is still worse, some commercial workers sell the surplus goods with other commodities in order to increase their sales.

This is not the way commercial workers responsible for the livelihood of the people should work. The commercial workers should discard their mistaken view and attitude that it will be all right if they receive the commodities supplied by the state and increase their sales by selling them at random in disregard of people's request, but instead they should increase their own responsibility and role in the supply of commodities.

If the commercial workers are to fulfil their responsibility and role as the organizers of commodity supply and as those who are responsible for conducting this work, they must fully grasp our Party's commercial policy. This policy is the guiding principle to which commercial officials should always adhere. The Party's commercial policy clarifies all the problems arising in commodity supply and in the activities of the commercial workers. The commercial workers can conduct commodity supply well in accordance with the Party's intentions and requirements only when they are fully imbued with the Party's commercial policy. The commercial officials should study all the commercial policies the Party makes at each stage, make them their bones and flesh and fully apply them in practice. In addition, they must wage an uncompromising struggle against every manner of ideological tendencies running counter to the Party's policy and staunchly defend this policy against any adversity.

If the commercial workers are to fulfil their duty responsibly, they must have the spirit of serving the people devotedly. A commercial worker is not a mere supplier of commodities but a faithful servant of the people. The commercial worker should have pride and worth in his work for the happiness of the people. Those commercial workers who are lacking in the spirit of serving the people cannot be said to be truly faithful servants of the people.

Taking great pride in their being faithful servants of the people, all the commercial workers must unfailingly love the people and devote their all to their work for the sake of the people. They must be resolved even to pluck stars from the sky if the people demand this, and work hard to meet their demands and solve their problems.

Commercial workers should not be content with only supplying those commodities which are provided by the state; they must find out the varieties and quantities of the goods required by the people, obtain them without delay by contacting wholesale agencies and the relevant factories and supply them to the people. The practices of receiving, for no good reason, low-quality commodities which the people do not request and selling them with other goods must be discontinued.

You should not receive low-quality goods either from wholesale agencies or from factories. If those goods you have received are not sold because of their poor quality, you should send them back to the factories which have produced them or the wholesale agencies from which you have received these goods so that such goods will not be produced any more.

Good service is an important trait of all commercial workers. It is only when they serve well that commercial workers can display to the

full the intrinsic superiority of socialist trade and smoothly conduct their activities in order to meet the demands of the people. The commercial workers should always be kind and civil towards their customers and continually improve organization and methods of service so that they can buy goods with expediency. I hope that with the deep awareness of your mission and duty as the commercial workers, responsible for the living standards of our people, you will bring about a new advance in commodity supply for the people.

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