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FOOD SUPPLY OF RESIDENTS OF AN INDUSTRIAL CITY IN THE CONTEXT OF EVERYDAY LIFE OF THE 1940S-1980S (ON THE EXAMPLE OF THE KENTAUCITY)

Abstract

The article discusses the problems that developed in the system of food supply to the population of industrial cities of Kazakhstan in the late 1940s and 1980s on the example of the city Kentau. After analyzing archival data that did not enter scientific circulation, it was found that until mid-1960, a number of difficulties arose in the system of equipping the population of Kentau. First of all, emphasis was placed on the development of production based on raw materials, and domestic and social problems of the population were pushed to later places. In the daily life of the townspeople, the practice of sewing clothes with their own hands, making household furniture necessary for life, and building individual housing on their own has become widespread. Only after the "Temirtau incident", which shook the Soviet Union, the tense domestic problems of the newly emerging industrial cities in the country were positively resolved and began to be equipped according to a centralized system. In the period from 1970 to 1987, the production capacity of the main city – forming enterprise-the Aschysai polymetallic plant increased, turning from a cost-effective enterprise into a "profitable" one. Every year, the increase in wages and incomes of workers working in production facilities led to an increase in the well-being of the population.

Keywords: Kentau, history of everyday life, food supply, Soviet times, residents of the city.

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1940 Ж. АЯҒЫ-1980 ЖЖ. ӨНДІРІСТІК ҚАЛА ТҰРҒЫНДАРЫНЫҢ КҮНДЕЛІКТІ ӨМІРІНДЕГІ АЗЫҚ-ТҮЛІКПЕН ҚАМТАМАСЫЗ ЕТУ (КЕНТАУ Қ. МЫСАЛЫНДА)

Аңдатпа

Мақалада Кентау қаласының мысалында 1940 жылдың аяғы мен 1980 жылдардағы Қазақстанның өндірістік қалаларының тұрғындарын азық-түлікпен қамтамасыз жүйесінде қалыптасқан мәселелер қарастырылады. Ғылыми айналымға енген мұрағаттық деректерді талдай келе, 1960 жылдың ортасына дейін Кентау қаласы тұрғындарын жабдықтау жүйесінде бірқатар қиындықтар туындағаны анықталды. Бірінші кезекте шикізатқа негізделген өндірісті дамытуға баса мән беріліп, халықтың тұрмыстық және әлеуметтік мәселелері кейінгі орындарға ығыстырылды. Қала тұрғындарының күнделікті өмірінде өз қолдарымен киім-кешек тігу, тұрмысқа қажетті үй жиһаздарын жасау, өз күшімен жеке тұрғын үй салу тәжірибесі кең тарайды. Кеңестер Одағын дүр сілкіндірген «Теміртау оқиғасынан» кейін ғана елімізде жаңадан бой көтеріп жатқан индустриалды қалалардың шиеленісті тұрмыстық мәселелері оң шешіліп, орталықтанған жүйе бойынша жабдықтала бастады. 1970-1987 жылдар аралығында басты қала құраушы кәсіпорын – Ащысай полиметалл зауытының өндірістік қуаты ұлғайып, рентабельді кәсіпорыннан "табыстыға" айналды. Жыл сайын өндірістік нысандарда жұмыс істейтін қызметкерлердің жалақысы мен табысының өсуі халықтың әл-ауқатының өсуіне әкелді.

Кілт сөздер: Кентау қаласы, күнделікті өмір тарихы, азық-түлікпен қамтамасыз ету, кеңестік кезең, қала тұрғындары.

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ПРОДОВОЛЬСТВЕННОЕ СНАБЖЕНИЕ ЖИТЕЛЕЙ ПРОМЫШЛЕННОГО ГОРОДА В КОНТЕКСТЕ ПОВСЕДНЕВНОСТИ КОНЦА 1940-1980-Х ГГ. (НА ПРИМЕРЕ ГОРОДА КЕНТАУ)

Аннотация

В статье на примере города Кентау анализируется ситуация, сложившаяся в конце 1940-1980-х гг. с продовольственным снабжением жителей промышленных городов. Анализируя архивные данные, не вошедшие в научный оборот, установлено, что до середины 1960 года в системе снабжения населения города Кентау возник ряд трудностей. Особое внимание уделялось развитию сырьевых производств, на последующие места выдвигались бытовые и социальные проблемы населения. В повседневной жизни горожан широко распространена практика пошива одежды своими руками, изготовления домашней мебели и др. Только после «Гемиртауского события», потрясшего весь Советский Союз, напряженные бытовые проблемы вновь возводимых индустриальных городов страны, стали решаться положительно. В период с 1970 по 1987 год производственные мощности главного градообразующего предприятия – Ащысайского полиметаллического завода увеличились, превратившись из рентабельного предприятия в "прибыльное". С каждым годом повышение заработной платы и доходов работников, занятых на производственных объектах, приводило к росту благосостояния населения.

Ключевые слова: Кентау, история повседневности, продовольственное снабжение, советский период, жителей города.

Introduction.

One of the most important aspects that reveals the content of the scientific direction of the history of everyday life is the level of provision of the population with food and household goods. By studying the supply of the population with food and industrial goods of daily consumption, it is possible to find out the material and living conditions of the population for a certain period, the real level of well-being. Moreover, in the Soviet period, the development of private property relations was restricted, and the supply of the population with food and household goods was carried out exclusively by the state. One of the social problems that arose from the first years of the existence of the city of kentaу and had to be resolved as soon as possible was the supply of food and industrial goods to the population. After all, the development of the city and the prospects of industrial enterprises in it were inextricably linked with the issue of providing the population with food and industrial goods. In order to stabilize and maintain workers from outside the production located in Kentaу, where the nature is harsh, the summers are hot, the winters are harsh, the water resources are scarce, and it is inconvenient for people to live, food supply was of great importance. Therefore, along with measures of material incentives for workers from outside, the emphasis was placed on sufficient coverage of the population of the city with centralized food and industrial goods.

Methodology.

The principles of historicism and scientific objectivity are used as the methodological basis of the study. The study of such a multidimensional phenomenon as the daily life of a city involves addressing a wide range of problems – economic, political, social and cultural, which implies an interdisciplinary approach to the study of the stated problem. In this regard, our methodological task was to strive to achieve scientific results through critical analysis and comparison of the opinions of native and foreign scientific schools in the study of everyday life. Among the main methods used in writing the article are methods of system analysis, comparative historical analysis and description, logical sequence, problem-chronological approach. The use of systematic and historical-comparative methods in our study helped to consider the socio-cultural aspects of everyday life of Kentaу in Soviet times as a single phenomenon closely related to each other, as well as to study their evolutionary changes.

The study work widely uses the methodological principles of the concept "Alltagsgeschichte", founded by the German representative of the scientific direction of the history of everyday life A. Ludtke. In

particular, his concept of "Eigen-Sinn", introduced into scientific circulation in the field of industrial everyday life, became one of the main principles that formed the methodological basis of our work.

Discussion.

In the Soviet Union, which was based not on private property, but on state property, the main source of income for the population was made up of wages and social assistance provided by the state. In this regard, the material situation of the population directly depended on the amount of wages they received from the state. Therefore, the phrase "a person who does not work for the state does not eat and drink", which was often said in Soviet times, has become an integral principle of the daily life of the people. In the Soviet period, the wages of mining workers were somewhat higher than those employed in other sectors of the national economy. For example, in 1954, the average monthly salary of workers working in the national economy of Kazakhstan was 62 rubles, and the average salary of workers working in the mining industry was 80 rubles[1, p.28].

However, when we turn to the archival data, we note that the amount of wages of the population of Kentau was uneven. Outside of industry in the city, the salaries of residents working in institutions were relatively low. The highest salary in the city was paid to workers of underground mines, and the category of low – paid workers-specialists in Consumer Services, Construction, doctors, teachers, etc.

For example, in 1955, the average daily income of workers of the gornyak subsidiary Farm under the supply facility was 0.3-0.6 rubles, the average daily income of a shoemaker and hairdresser in a consumer service facility was 0.8-1.2 rubles. And the average daily income of ore cavemen (zaboishchik) working in an underground mine was 7.3 rubles, and the daily income of a flotation worker working in an Earth – based concentrator was 4.9 rubles[2].

The categorical supply system of food and household goods for the population, formed in the Soviet Union in the 1930s and 1940s, continued in the post-war years. According to this system, the equipment cities of a special category – Moscow, Leningrad, as well as the capitals of the allied countries and resort regions of Union importance-are included in the first category – the regions where large enterprises of the defense industry are located. In the second and third categories, equipped settlements – small towns and cities without industrial facilities were introduced[3, p. 190].

The city of Kentau–the largest in the Union Enterprise of non-ferrous metallurgy necessary for the defense industry, despite being among the cities under the special control of the center, was forced to obtain basic food products from local resources. In Kentau, which specializes in the mining industry, one of the most acute and acute social problems was the supply of food and industrial goods that the population consumed daily in the early years. This was caused by such socio –economic factors as the rapid growth of the city's population at the expense of externally invited workers to production facilities, the location of the city in the Far South, remote from the central regions, and the lack of timely delivery of goods allocated from state special funds. For residents of the city, food and household goods allocated from the centralized supply first arrived in Shymkent, and then in special warehouses in Turkestan. The goods received at this warehouse were loaded into wagons and delivered to Kentau on a narrow track. Since the slow-moving wagons on a narrow track were intended only for transporting raw ore, food and household goods on the way were subject to destruction. Moreover, the state of the city warehouses for storing goods was not very good. There were not enough special refrigerators in warehouses to store perishable items.

Results.

In 1948, the population of the village of Myrgalym say, with a population of only less than 4 thousand people, increased sharply, and in 1954 it increased by 39.1 thousand people. However, the rapid growth of the city's population led to the fact that the supply facilities were not ready. Previously, existing supply facilities provided only Workers of the Aschysai combine. Therefore, the provision of the population of the city with basic consumer goods, especially food products, characterized by rapid growth in the initial years, has become a tense issue. Not to mention other types of food, in the early years it was sad to fully equip the townspeople with bread. The production capacity of the only bread factory in Kentau, built in 1946, was only 6 tons of bakery products per day. Considering that in these years one of the main food consumed by the population was bread, and about 40 thousand people live in the city, we can make sure that a difficult situation has developed in providing the population with bakery products.

In 1957, a plant for the production of bakery products with a production capacity of 25 tons per day, which was overhauled, was put into operation. The launch of a new bread factory made it possible to finally solve the problem of providing residents of the city with bakery products and get out of the existing crisis situation[4].

In addition bakery products, the provision of residents of Kentau with milk, meat, and horticultural products has become one of the social problems that must be solved immediately. After all, the production

capacity of the «Gornyak» and «Shakhtar» subsidiary farms, which previously provided only Workers of the Ashchysai mine and the processing plant with milk, meat, horticultural products, was not enough to provide the population of Kentau with a sharp increase.

While the work of State supply institutions was so lame, it was the city market that helped save the population from the food crisis. The people of the nearby village and the townspeople, who grew vegetables and livestock in the courtyard of their private house, came to the market and took out their products for sale and Exchange Trade.

Table 1– comparative prices for food in the Central Market of the city of Kentau for March 1957.

| Types of food | Unit | price in the store | Price on the market |
|---------------|-----------|----------------------|---------------------|
| Potatoes | kg | 1 ruble 40 kopecks | 4 ruble 50 kopecks |
| Onion | kg | 1 ruble 90 kopecks | 2 ruble 50 kopecks |
| Carrots | kg | 1 ruble 10 kopecks | 2 ruble 30 kopecks |
| Grapes | kg | 5 ruble 40 kopecks | 8 ruble |
| Driedfruit | kg | 12 rubles | 16 ruble |
| Tomato | kg | 1 ruble 80 kopecks | 2 ruble 30 kopecks |
| Eggplant | kg | 60 kopecks | - |
| Eggs | 10 pieces | 7 rubles | 12 ruble |
| Milk | liters | 2 rubles 50 kopecks | 7 ruble |
| Sourcream | liters | 12 rubles 40 kopecks | - |
| Cheese | liters | 9 rubles | - |

If we analyze the archive data, we can see that the price of food is higher in the market compared to the store. On the one hand, this is facilitated by cunning speculators who buy products from rural residents at a low price and bring them to the market and sell them for more expensive, and on the other hand, the state itself is interested in the fact that prices in stores under the central supply institution are cheaper than in the market. Through this, the goal seems to be to demonstrate the superiority and efficiency of state stores over a market-based market. Despite the high prices for goods, the city market has become an important public place, frequented by residents, where they exchange available items. In these years, an important role in providing the city with vegetable, horticultural and fruit products was played by the subsidiary Farm in the courtyard of the private houses of the townspeople, along with the population of nearby rural settlements. In these years, most of the population of Kentau lived in private houses built by their own forces, so they planted orchards in the yard, kept a small number of cows, chickens, pigs, etc. Thus, the population of the city provided itself with some horticultural and food products.

In 1957, in the Soviet Union, a law was adopted to prohibit the population of the city from keeping livestock in the yard of a residential building, as well as from engaging in personal subsidiary farming[5, p.333].

This was due to the erroneous conclusion that the main basis of economic policy is the occupation of the townspeople by domestic subsistence farming, which prevents them from carefree social labor in production. According to the law, residents of Kentau had to forcibly transfer their livestock to the state meat preparation departments. The Prohibition of ordinary residents of the city to engage in subsistence farming caused a shortage of agricultural products.

As a result of the monetary reform carried out on January 1, 1961, the size of the price was changed by removing one zero. That is, the old was equal to 10 rubles, according to the new monetary reform-1 ruble. The Old Money in circulation without restrictions was replaced by new denominations with a score of 10: 1 [6, p.148].

The result of this reform was a negative impact on the general subsistence level of the population, the cost of food products consumed daily increased, and imported goods from abroad became "scarce" goods that the general population could not afford. During these years, the family budget of the townspeople spent most of their income only on the purchase of food products.

Until the 1960s, although the subsistence level of the population gradually increased compared to the war years, the main consumer products of the population were bread, potatoes, cereals (rice, wheat, barley, etc.). The share of valuable products necessary for human health – meat, eggs, horticulture, fruits-in the diet was too small.

Table 2– the indicator of food consumption of the population in 1960 (in annual kg per person).

| Food products | Physiological normal consumption rate | Minimum physiological consumption rate | Collective farm worker | Industrial worker |
|-----------------|---------------------------------------|--|------------------------|-------------------|
| 1 | 2 | 3 | 4 | 5 |
| Bakery products | 115 | 146 | 171,8 | 125 |
| Potatoes | 110 | 124 | 168 | 118,8 |
| Garden | 130 | 91 | 84,5 | 88,8 |
| Meat | 82 | 31 | 35,9 | 56,8 |
| Milk | 405 | 211 | 252,8 | 307,4 |
| Eggs | 292 | 183 | 149 | 142 |
| Fish | 18,2 | 13,5 | 4,7 | 12 |
| Sugar | 40 | 20 | 12,9 | 23 |

As can be seen from the table data, in 1960, the population consumed bread, cereals, potato products per capita in excess of the physiological norm, and healthy products such as gardening, fish, eggs were used even below the minimum physiological norm. In comparison, we see that industrial workers had a higher food supply than collective farm workers.

Such a difficult situation in ensuring the food and socio-cultural needs of the general population was a common situation in the country, typical of industrial cities, which in the post-war years began to be rapidly built up in the vicinity of large raw material industries. The fact is that in the post-war years, under the influence of bare communist propaganda and Komsomol slogans, thousands of young people began to flock to the newly built industrial cities, where ordinary household problems were not solved. In such cities, the emphasis was placed primarily on the need for industrial development, and the socio-cultural needs and food supply of workers were postponed to a later stage. Such a policy of the country's leadership exacerbated economic problems in industrial cities and caused discontent among the population. One of the largest social protests that took place in the newly built industrial cities was in Temirtau in August 1959. This event, which shocked the entire Soviet Union, forced the country's leadership to quickly take up the solution of the social problems of the newly emerging industrial cities.

After this incident, in Kentau, special attention was paid to providing the population with food products, and for this purpose, they began to increase the volume of additional farms. For the city of

Kentau, where the weather is harsh, the land is desert, and there are few water sources, solving this problem had its own difficulties. The main obstacle to the organization of additional farming was the water supply. In addition, in the vicinity of the city, the amount of land suitable for agriculture was also limited. Therefore, it is planned to increase the volume of subsidiary farms that provide the population of Kentau with horticultural products at the expense of a number of State farms that are subordinate to the Turkestan district. By the decree of the Council of Ministers of the Kazakh SSR dated December 23, 1959, the State Farm Lenin's Way, located in the Turkestan district, was merged with additional meat and vegetable farms belonging to the institution "Achprodsnab" and reorganized into a new State Farm "Kentau", which provided the population of the city with agricultural products [7, p.63].

Since the middle of 1960, that is, the years of the "Brezhnev stagnation", the work of the food supply system of the population in Kentau began to improve. The city-forming ashchysai polymetallic plant in kentau has been transformed from a dototational enterprise into a "profitable" production facility. In this regard, the monthly salary of employees of the enterprise has been increased and social status has been improved.

In Kentau, there was a widespread public catering system – canteens. In 1966, there were 22 canteens at the ashchysai polymetallic plant. To ensure the normal operation of industries, canteens were located near or inside production facilities. Since the canteens were on the balance sheet of certain enterprises, only the workers of the same institution could eat there. During this period, in addition to working canteens, public catering centers in the form of cafes and restaurants began to open in the city. In 1964, the only restaurant "Cosmos", typical of the Soviet period of the city of Kentau, was opened [8].

Not so long ago, the cosmos restaurant managed to become a place of public catering, where residents of the city often come and get together and have fun. In addition, along Communist Street, the cafe "Karatau", along Lenin Avenue, cafes "Snowflake" and "Minutka" opened and began serving the population. To provide residents of the city with fish products, with the support of the management of the plant, a fishing farm was created on the banks of the Syrdarya River and Kyzylkol. In 1967, a store "fresh fish" was opened along Lenin Avenue, offering the products of this fishery to the public.

However, the work of the additional farm, which was supposed to provide the population of the city with food and horticultural products, as a result of lack of Finance and special equipment, did not fully meet the demand of the city's residents for food products. Among the horticultural products sold to the residents of the city in the period from 1970 to 1980, the share of the State Farm "Kentau" can be traced in the table below.

Table 31970 – 1980 the volume of horticultural products consumed by residents of the city over the years.

| Types of products | 1970 y. | | 1975 y. | | 1980 y. | |
|-------------------|-------------------------|-------------------------------------|-------------------------|-------------------------------------|-------------------------|-------------------------------------|
| | General volume products | Including "Kentau" State Farm share | General volume products | Including "Kentau" State Farm share | General volume products | Including "Kentau" State Farm share |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Vegetable | 1950 | 1344 | 2433 | 1363 | 2953 | 1631 |
| Potatoes | 1750 | 166 | 3760 | 118 | 3905 | 162 |
| Garden | 739 | 734 | 1009 | 327 | 1289 | 457 |
| Fruit | 226 | 72 | 469 | 65 | 555 | 145 |
| Grapes | 69 | 17 | 114 | - | 133 | 20 |

From the data of the table above, it can be seen that the share of local additional farms in the provision of horticultural products to the population of the city is too small. Most of the horticultural products were imported from the outskirts.

The institution "Achprodsnab" was engaged in providing residents of the city with daily household goods. It is noted that in most cases the demand of the resident population was not taken into account when importing everyday consumer household and industrial goods into the city. Some of the goods remained in the warehouses of the specified supply facility for years, while some items were very scarce. For example, in 1956, goods worth more than 34232 thousand rubles were not sold in the warehouse of the institution "Achprodsnab". In particular, it contained 8000 pairs of galoshes with 310 articles worth 250 thousand rubles, a women's bag that fell behind fashion for 185 thousand rubles, women's nylon stockings with 5, 55 and 102 articles, which were enough to cover the 3-year needs of the townspeople, did not pass [9].

On the contrary, there was a shortage of industrial goods, such as sewing and textile products necessary for the population, a sewing machine, women's shirts, men's suits, ties, buttons, underwear, etc. Due to the systematic disregard for consumer wishes, summer clothes came to the city's stores in the fall, winter shoes in the spring. Especially in these years, the lack of clothing was clearly felt in Kentau. Most of the respondents, in their memoirs, say that in the 1950s and 1960s, most often used products from the hands of local shoe Masters. Kazakh talent actor A. Ashimov, who spent his youth in Kentau, wrote in his memoirs: "in Kentau, where I had a passionate youth, there were many Greeks. They sewed shoes from leather in a perfect way. When my future wife, Myra, once invited me to her house for a new year's party to introduce me to her mother, I put on high-heeled shoes made of yellow, red-black leather, made by these Greek Masters. However, I later heard from Myra that the mother of my future spouse did not like my shoes, which I made specially for the Greeks. My future mother-in-law showed her daughter my shoes and said: "Look at the shoes of this guy, isn't it a disgrace? how are you going to marry such a" collective farm " guy who dresses like that?" it seemed to me that he did not like me through my shoes...»[10, p.55].

The shortage of goods that occurred in the city gave rise to speculative activities that used their roots to buy scarce goods in stores in advance and then sell them at a high price to the city market. Such a phenomenon has become commonplace, which often happens in city shops. Therefore, a large-scale struggle against speculation was waged in the city market. In order to prevent the expansion of private trade, the city authorities banned the sale of new industrial goods to individuals outside state stores, especially on the territory of the market - fabrics, shoes, suit pants, coats, curtains, sewing machines, radios, perfumes and cosmetics, medicines, books, notebooks, handicrafts and tea, etc.

Until mid-1960, the work of consumer services institutions for the population of Kentau was not at a satisfactory level. The city lacked a sewing workshop, places for washing clothes and dry cleaning, etc. To improve the provision of consumer services to the population, the operational opening of hairdressers, photo salons, shoe repair shops, and television and radio repair shops was carried out on the first floor of newly commissioned multi – storey residential buildings. In 1965, the volume of consumer services for each city dweller amounted to 4 rubles 67 kopecks. This was 2 times lower than the national average for that period[11].

As a result of the analysis carried out by the Kentau City Planning Commission in 1966, the expenses of the family budget of the city's population for a month were as follows: for food-41.6%, for the purchase of industrial and household goods – 29%, for rent and utility bills – 3%, cultural and leisure expenses – 2%, for communication and printed products (telephone, newspapers, books, etc.)-2.5%, for household services (hairdressing, photography, etc.) – 1.1%, for income tax – 5.2% [12].

From this information, we note that a significant part of the income of the townspeople began to spend, as in the years of the "Khrushchev Thaw", not only on food, but also on the purchase of household goods. After all, in comparison with the years of the city's Foundation, the social and living conditions of the population in these years have improved, and income has increased due to wages, which have steadily increased every year. Residents of the city, who lived in service dormitories for a long time, in these years began to have access to apartments for the first private families. The fact that residents have individual family housing has increased the demand for household appliances (TV, radio, clock, sewing machine, etc.), which are necessary for the home.

After the launch of the television repeater in Kentau in 1967, the population's demand for televisions increased sharply. In 1968, one of the first large-screen, high-sensitivity TV "Voskhod" was brought to Kentau, which is now spreading throughout the Union, and it was placed in the hostel of the Achpolimetal plant. This year, a telephone exchange was also put into operation in Kentau, and for the first time in stores began to sell telephones of the brands "BAGTA-50" and "Tesla". For the townspeople, access to a refrigerator, TV, washing machine or home headset was considered a sign of family well – being.

We see that even the most highly paid professionals in Kentau had little financial opportunity to purchase home furniture and appliances. Residents of the city, who did not have enough money to buy home furniture and household appliances at once, even if they wrote these goods on credit in the city's stores, argued. A consumer loan was issued to the population in the amount of 3-6 months, which was deducted monthly at the expense of wages paid from jobs.

In 1969, 550 million rubles were sold to the population of the city, an increase of 35% compared to 1959. At the same time, during this five-year period, the income of residents of the city also increased significantly, increasing by 16.4% compared to the previous five-year period. In 1970, goods worth 804 thousand rubles were sold on credit from the city's stores under the supply facility "Achprodsnab". In particular, 30 TVs, 550 radios, 82 motorcycles, 4 Zaporozhets cars, 242 bicycles, 334 sewing machines, 12 washing machines, 390 wall clocks, 2 Pianos, etc. As for the price of things, in 1978 imported furniture "Evina" produced in Poland in City stores – 2278 rubles, the price of the headset "Medeu" – 2586 rubles, the price of the home headset "Sherbon" (Romania) – 1940 rubles, The Color Tv "Rubin"-800 rubles, the price of a rug measuring 2x3 meters – 570 rubles[13].

The high demand for home furnishings and appliances caused a shortage of these items in the city's stores. Therefore, scarce goods with high demand from the population were put up for sale through a queue system at workplaces. This system was especially skillfully used by the management of production facilities in order to increase the motivation and reward for the work of their employees. Scarce goods were given in turn, first of all, to workers who strictly followed the production plan and achieved excellent success in work. In addition to the leaders of production, Party leaders and persons who participated in the Great Patriotic War had the opportunity to receive scarce goods allocated according to a special list without a queue.

The fact that during the years of the " Brezhnev stagnation " (1964-1985) the well-being of the inhabitants of the city began to improve can be convinced by the following information. In the IX-five-year plan from 1975 to 1980, 3 thousand refrigerators, 1.5 thousand tape recorders, 500 passenger cars were sold to the population in Kentau. This was 3 times higher than in the previous five-year plan.

In January 1976, a sewing and knitwear factory was launched in Kentau, producing 16 million pieces of underwear per year. However, the sewing and knitwear factory fulfilled not the needs of the townspeople, but orders from different regions of the Union. The sewing and knitwear goods of the factory were shipped through the central supply facility to 35 cities of the Union. In January 1984, a dairy plant was launched in

Kentau, producing 30 tons of dairy products per shift, 1.5 tons of ice cream. Thanks to the launch of the dairy plant, it was possible to fully satisfy the demand of the city's residents for dairy products.

The state supply system, which existed until the middle of 1980, gradually began to fall into a crisis due to the fact that it completely exhausted its capabilities and could not withstand the strain of market relations that had already entered the life of society during the period of reorganization. The tense social situation that manifested itself in the early stages of the city was repeated again, and a shortage of industrial goods and a food crisis began to occur. In 1990, food products were sold in Kentau for 29,090 thousand rubles less than in 1989[14].

Since this year, food supplies have been issued in the city's stores through special coupons, which are allocated by the fund and jobs. "I don't know," he said, " but I don't know." These industrial enterprises could not provide their workers with adequate wages for months and began to massively reduce jobs. This further exacerbated the already raging socio-economic problems in the city. In 1990, a collective letter of miners addressed to the president of the USSR, secretary general of the Central Committee of the CPSU S. Gorbachev, First Secretary of the Central Committee of the CPSU of the Kazakh SSR N. Nazarbayev, Minister of Metallurgy of the USSR V. Kolpakov, explaining the difficult situation in Kentau. The summary of that letter was as follows: "...The Ashchysaipolymetallic plant, which employs the population of the city, is in a deplorable state: the mining equipment is outdated, there are no spare parts. There is a problem with the supply of special workwear, food and industrial goods coming to the city, distributed from the center. The salary of workers is not provided on time. This is due to the fact that the enterprises that consume the products of the plant are unable to pay the debts of 21 million rubles..."[15, p. 286].

Conclusions.

At the initial stage of the formation of the city of Kentau (1948-1964) there were a number of difficulties in equipping the population of the city with food and industrial goods. During these years, urban supply facilities did not have the opportunity to fully meet the needs and needs of the population, characterized by rapid growth. After the social protests that took place in Temirtau in August 1959, the country's leadership began to pay attention to solving the social situation of cities located near production facilities, the needs of residents. In the period from 1970 to 1987, the production capacity of the main city – forming enterprise – the Ashchysai polymetallic plant increased, turning from a cost-effective enterprise into a "profitable" one. In this regard, the amount of funds allocated by the plant for the social sphere has increased, and the work of the food supply system of the population has begun to improve. Every year, the increase in wages and incomes of workers working in production facilities led to an increase in the well-being of the population. In this regard, the demand for household goods consumed daily by residents of the city has also increased. High-demand goods received by the institution "achprodsnab" (home furniture, household appliances, cars, etc.) were sold to the population in turn through trade union organizations belonging to industrial enterprises. High-demand goods were transferred primarily to the leaders of production, Party and engineering leadership, who oversaw the socialist plan. In the Soviet period, a multi-stage system of distribution of material goods among the urban population was formed, differentiated in the interests of various social groups.

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