



<https://www.collectrussia.com/DispitemWindow.htm?item=38836>

PDF Generated on: 04/30/2026

USSR, July 1959, English-language monthly Soviet propaganda magazine distributed in the USA; rare issue covering Khrushchev's unique 7-year plan of economic development, USSR Exhibition in New York and much more.

Size 14" x 10 ½", 64 pp. excluding the cover. Printed on heavy-stock semi-gloss coated paper. Contains a large number of color and b/w photos as well as textual information.

This is one of the early issues of the magazine when the month and year were not yet printed on the copy. It is clear however, that No. 7 means it's the July issue, and the material it presents points to 1959, the first year of the one and only 7-year plan of economic development, decreed by Nikita Khrushchev.

Khrushchev had a fertile mind unencumbered by much knowledge of science or economy. His voluntaristic approach to both created its fair share of ecological disasters but he did achieve some major accomplishments, specifically during this 7-year plan. The country doubled its energy production, advanced in high-tech industries and, somewhat unexpectedly, started working on the solution to the biggest problem of all: living quarters for the general population and mass production of household items. Cookie-cutter 5-story apartment buildings started popping up all over the country. The popular term for those was "Khrushchyoby" (Khrushchev's slums) but still, families started moving out of the "communalka" (slang for "communal dwelling") hellholes where a whole family occupied a single room and shared the kitchen and bathroom with 5-6 other families. After 10-15 years of waiting their turn, a family could get their own apartment, ranging from a studio to a 2-bedroom depending on the size of the family and/or the privileged status of the head of the family. Mass production of household appliances and furniture, again after a long time waiting for them in line, started trying to catch up with the demand and became gradually more available. It was crazy, not everyone lived long enough to partake of this paradise but it was something. As opposed to nothing.

The issue deals with many other propaganda items. Don't be surprised to see Khrushchev's photo at the head of the lineup of the winners of the International Lenin Peace Prize. Remember, this is 1959, before him banging on the UN podium stand with his shoe.

The list of the 1959 Lenin Prize winners (awarded internally within the USSR) is also interesting. Most of the winners were awarded the prize for their achievements in advancing the economy of the country, but among them was an actor who was awarded the Lenin Prize for "stage and screen impersonations of Lenin".

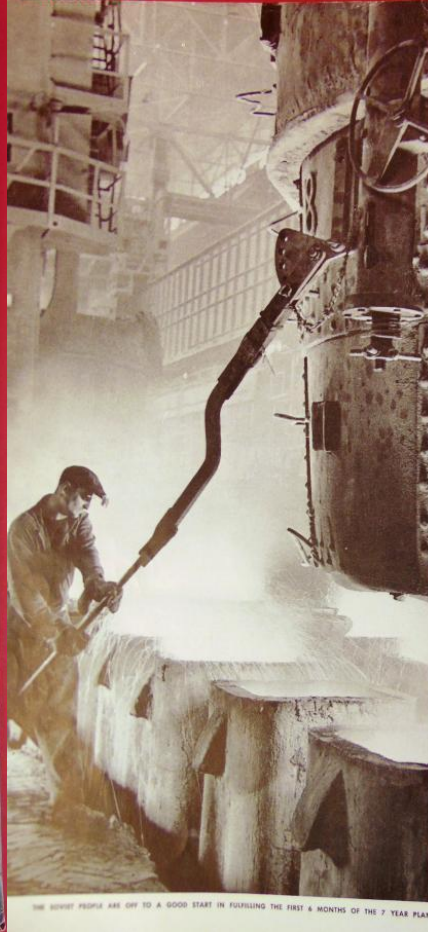
Several articles expand on various Soviet exhibits at the Soviet National Exhibition in New York. Voluminous material extolls the value of Soviet trade unions for the quality of life and labor of its members. For lovers of art there is an interesting illustrated article about the "Peredvizhniki", a group of Russian painters of the 19th century. The Soviet Exhibition in New York triggered interesting cultural and sports exchange events. Two of them - ice skating and Track and Field meet - are covered in this issue.

Overall in very good to excellent condition. Barely any shelf wear to the cover. Very minor bumps and creasing towards the top of the front cover. The internal pages are evenly and mildly age toned and free of any detriment. A piece of pp.9-10 has been cut out with scissors. The colors of photos and text are bright and clear. The magazine must have been stored in a damp place and has a whiff of a musty odor to it.

Please note that the pen in the last photo is for size reference.

Item# 38836

\$40.00



USSR
ILLUSTRATED MONTHLY
1706 Eighteenth Street, N.W.
Washington 5, D. C.
ADAMS 2-5426

The magazine U.S.S.R. is published by reciprocal agreement between the governments of the United States and the Soviet Union. The agreement provides for the publication and circulation of the magazine U.S.S.R. in the United States and the magazine America in the Soviet Union.

	Page
Progress Report on the Seven-Year Plan	1
1959 Winners of the International Lenin Peace Prize	4
New Census of Soviet Population	5
Tour the Soviet Union at the Coliseum Exhibition	6
Atoms for Peace and Sputniks	12
New Instruments for Healing	14
An Automation Story	15
200 Singers and Dancers from 15 Republics	16
Soviet Trade Unions by Boris Buzkov	20
Trade Union Local in the Moskvich Plant by Georgi Pavlov	24
Soviet Art on Display	30
Conversation with America by Yuri Grafsky	34
A Year after Graduation	39
Lenin Prize Winners Miner Vasilii Kochetov by Georgi Yaryev	44
Construction Boom in the Soviet Countryside by Andrei Ionov	48
The In-Betweens Build a Summer Camp by Galina Palanarchuk	52
American Ice Ballet in the Soviet Union	56
Philadelphia Track and Field Meet by Victor Kupriyov	60

Anything in this page may be reprinted or reproduced with due acknowledgment to the magazine U.S.S.R.

Subscription Rate:
6 Months \$1.00
1 Year 1.50
2 Years 3.00

Published by the Embassy of the Union of Soviet Socialist Republics in the U.S.A.
Second class postage paid at Washington, D.C., and at additional mailing offices.
Printed by The Colson Press, Inc.



PROGRESS
Report
On
The Seven-Year
Plan

A new automatic cooking unit for the expanding oil industry being built near the city of Gromy, one of many that will be going up in the next half dozen years.

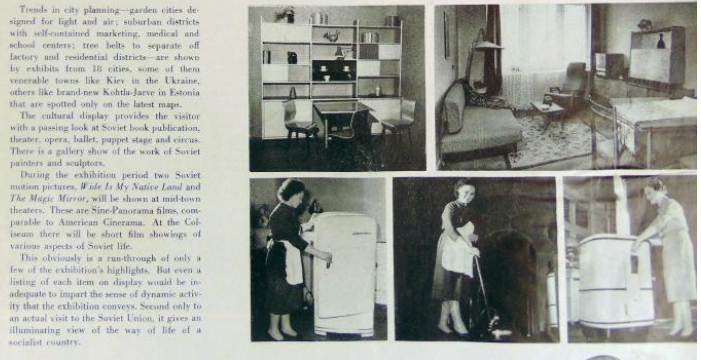
THE SEVEN-YEAR plan has gotten off to a flying start. It has taken only these few months since the January Congress of the Communist Party when the target figures were adopted to demonstrate that this

are given daily coverage by a great number of Soviet newspapers. They are themes for magazine articles, lectures and frequently whole books. Examples can be cited by the thousands. Engineering plant workers



A COMPLETELY FURNISHED APARTMENT, TYPICAL OF THOSE NOW BEING BUILT.

FURNITURE AND MODERN ELECTRICAL APPLIANCES ARE NOW MASS-PRODUCED.



Trends in city planning—garden cities designed for light and air; suburban districts with self-contained marketing, medical and school centers; tree belts to separate off factory and residential districts—are shown by exhibits from 15 cities, some of them venerable towns like Kiev in the Ukraine, others like brand-new Koshla-Jarve in Estonia that are spotted only on the latest maps.

The cultural display provides the visitor with a passing look at Soviet book publication, theater, opera, ballet, puppet stage and circus. There is a gallery show of the work of Soviet painters and sculptors.

During the exhibition period two Soviet motion pictures, *Wife Is My Valiant Land* and *The Magic Mirror*, will be shown at midtown theaters. These are Nine-Panorama films, comparable to American Cinemas. At the Coliseum there will be short film showings of various aspects of Soviet life.

This obviously is a run-through of only a few of the exhibition's highlights. But even a listing of such items on display would be inadequate to impart the sense of dynamic activity that the exhibition conveys. Second only to an actual visit to the Soviet Union, it gives an illuminating view of the way of life of a socialist country.



New Census of Soviet Population

THE POPULATION of the Soviet Union in 1959... The census was the first since 1926... It shows a steady increase in the number of people...



1959 WINNERS of the International Lenin Peace Prize

THE 1959 WINNERS of the Lenin Peace Prize... The award is given to individuals who have made significant contributions to the cause of peace...

LENIN PRIZE WINNERS



Portrait of a Lenin Prize winner with a short biography.

Portrait of a Lenin Prize winner with a short biography.

Portrait of a Lenin Prize winner with a short biography.

RECEIVED THE AWARD FOR HIS BRILLIANT STAGE AND SCREEN IMPERSONATIONS OF LENIN.



ATOMS for PEACE and SPUTNIKS



ATOMS for PEACE and SPUTNIKS... The development of atomic energy for peaceful purposes... The launch of the first satellite, Sputnik 1...



Diagram illustrating the structure and components of a satellite or rocket.

TRADE UNION LOCAL in the MOSKVICH PLANT



By Georgi Pavlov... AMERICAN engineers helped build the Moskvich Auto Plant some 30 years ago... The plant is now producing cars for the Soviet Union and other countries.



Soviet Art on Display



A HISTORY of the Soviet Exhibition in New York... The exhibition features a wide range of Soviet art, including paintings, sculptures, and architectural models.

