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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 1/2", 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**



THE SOVIET PEOPLE ARE OFF TO A GOOD START IN FULFILLING THE FIRST 6 MONTHS OF THE 7 YEAR PLAN.

## 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 *Zvezda* in the Soviet Union.

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Subscription Rates:  
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 Union Press, Inc.



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

## PROGRESS Report On The Seven-Year Plan

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

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, *Wade In My Native Land* and *The Magic Mirror*, will be shown at mid-town theaters. These are Sine-Panorama films, comparable to American Cinemascope. At the Coliseum there will be short film showings of various aspects of Soviet life.

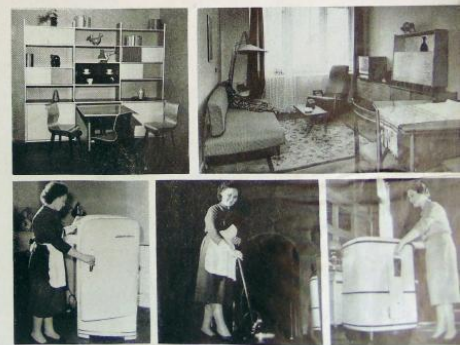
This obviously is a run-through of only a few of the exhibition's highlights. But even a listing of such items on display would be inadequate to impart the sense of dynamic activity that the exhibition conveys. Second only to an actual visit to the Soviet Union, it gives an illuminating view of the way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



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



FURNITURE AND MODERN ELECTRICAL APPLIANCES ARE NOW MASS-PRODUCED.







## New Census of Soviet Population

## 1959 WINNERS of the International Lenin Peace Prize

THE LENIN PEACE PRIZE is the highest honor in the Soviet Union for achievements in the field of international peace. It is awarded annually to individuals or organizations that have made significant contributions to the cause of world peace.

The International Lenin Peace Prize Committee, charged with choosing the winners, is based in Moscow. Its members include representatives from the Soviet Union, the United States, the United Kingdom, France, and other countries.

The prize is awarded to individuals or organizations that have made significant contributions to the cause of world peace. The winners are chosen from a list of nominees submitted by various international organizations and governments.



Portrait of a man, likely a Soviet official or scientist.



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The 1959 census of the Soviet Union is the first since 1926. It was conducted by the Soviet Statistical Bureau. The results show a significant increase in the population of the Soviet Union, particularly in the urban areas.

The census also revealed a high level of literacy and a significant increase in the number of people working in the service sector. These findings reflect the progress of the Soviet Union in the field of social and economic development.

## LENIN PRIZE WINNERS



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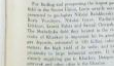
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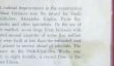
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RECEIVED THE AWARD FOR HIS BRILLIANT STAGE AND SCREEN IMPERSONATIONS OF LENIN.



## TRADE UNION LOCAL in the MOSKOVICH PLANT



By Georgi Pashov

AMERICAN engineers helped build the Moskvich Auto Plant some 30 years ago. At first the factory only assembled passenger cars from parts brought in the United States and other countries. Then it began to make its own cars and before the Second World War tested its production to standard models.

The Moskvich is no longer a foreign-made car. It is now made in the Soviet Union. It is a big success for the Soviet Union. It is a big success for the Soviet Union. It is a big success for the Soviet Union.

## ATOMS for PEACE and SPUTNIKS



## Soviet Art on Display





