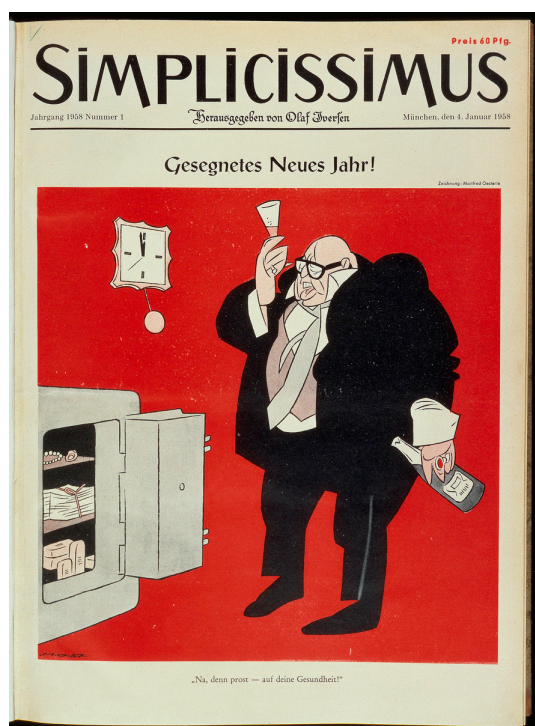


“Blessed New Year”: Cover Page of *Simplicissimus* (January 4, 1958)

Abstract

After the famine, disease, and hardship of the occupation period, Germans had an enormous, pent-up desire to enjoy life again, especially food and drink. Thanks to improved supplies and living standards in the 1950s, this desire was satisfied within a relatively short time in West Germany in what appeared to some in the populace as a *Freßwelle* (wave of gorging). While daily calorie intake often amounted to less than 1,000 per person in 1945/46, it rose dramatically to 3,000 calories per person by 1954/55. This caricature on the cover of the satirical magazine *Simplicissimus* comments on the unhealthy eating habits that were another result of the economic miracle.

Source



Source: Artist: Manfred Oesterle.

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