

The “New Course” Fills Shelves (July 25, 1953)

Abstract

The “New Course” [*Neuer Kurs*] – a new GDR government economic policy – was supposed to raise the standard of living by increasing the availability of consumer goods. It was announced in March 1953 and adopted in June 1953. Together with food deliveries from the Soviet Union, the reforms of the “New Course” resulted in well-stocked shelves in East German grocery stores. The photograph below, for example, shows the HO [*Handelsorganisation*] delicatessen on Dimitroffstraße in East Berlin on July 25, 1953. Although the “New Course” led to certain material improvements, it did not address the work quota increases that had been approved in May of that year.

Source



Source: Bursting shelves as a result of the “New Course” in the HO delicatessen on Dimitroffstrasse. In the upper left corner, a photo of Wilhelm Pieck. Photo: Gerhard Kiesling. bpk-Bildagentur, image number 30008081. For rights inquiries, please contact Art Resource at requests@artres.com (North America) or bpk-Bildagentur at kontakt@bpk-bildagentur.de (for all other countries).

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