

# Contents

Acknowledgments xi

Contributors xiii

Introduction 3

*Paulina Bren and Mary Neuburger*

## Part I. Living Large

1. Tuzex and the Hustler: Living It Up in Czechoslovakia 27

*Paulina Bren*

2. Utopia Gone Terribly Right: Plutonium's "Gated Communities"  
in the Soviet Union and United States 49

*Kate Brown*

3. "Knife in the Water": The Struggle over Collective Consumption  
in Urbanizing Poland 68

*Kacper Pobłocki*

## Part II. Quality Control

4. The Taste of Smoke: Bulgartabak and the Manufacturing of  
Cigarettes and Satisfaction 91

*Mary Neuburger*

5. Risky Business: What Was Really Being Sold in the Department Stores of Socialist Eastern Europe? 116

*Patrick Hyder Patterson*

6. Material Harmony: The Quest for Quality in Socialist Bulgaria, 1960s–1980s 140

*Rossitza Guentcheva*

### Part III. Kitchen Talk

7. Eating Up Yugoslavia: Cookbooks and Consumption in Socialist Yugoslavia 169

*Wendy Bracewell*

8. Grounds for Discontent? Coffee from the Black Market to the *Kaffeeklatsch* in the GDR 197

*Katherine Pence*

9. From Black Caviar to Blackouts: Gender, Consumption, and Lifestyle in Ceaușescu's Romania 226

*Jill Massino*

### Part IV. To Market, to Market . . .

10. The Socialist Clearinghouse: Alcohol, Reputation, and Gender in Romania's Second Economy 255

*Narcis Tulbure*

11. The Extraordinary Career of *Feketevágó Úr*: Wood Theft, Pig Killing, and Entrepreneurship in Communist Hungary, 1948–1956 277

*Karl Brown*

12. Keeping It Close to Home: Resourcefulness and Scarcity in Late Socialist and Postsocialist Poland 298

*Małgorzata Mazurek*

### Part V. Constructive Criticism

13. Kids, Cars, or Cashews? Debating and Remembering Consumption in Socialist Hungary 325

*Tamas Dombos and Lena Pellandini-Simanyi*

14. The House That Socialism Built: Reform, Consumption, and Inequality in Postwar Yugoslavia 351

*Brigitte Le Normand*

15. Shop Around the Bloc: Trader Tourism and Its Discontents on the East German–Polish Border 374

*Mark Keck-Szajbel*

Index 393