



## Socialism Realised

Life in Communist Czechoslovakia, 1948-1989

### Good Ol' Days

**Mléko v pytlíku se vrátilo na pulty. I mýdlo s jelenem (iDNES.cz, 2015)/**

**Bagged milk is back in shops. So is the Jelen brand soap (iDNES.cz, 2015)**

- Reporter:** Milk in a bag, cookies, lilac soap or pitralon aftershave. Retro is fashionable in the Czech Republic now, and nearly everyone remembers the cult products. Some have their own memories, others just because returning to the past is in today. Apart from film-makers and market niche curators, producers and retailers have responded.
- Spokesperson for the store:** This offer contains over 50 products. We have cooperated on packaging and production with particular producers. When possible, the package and the ingredients are authentic, really coming from that period.
- Reporter:** We find out at one of the branches that these pearls in retro packaging have flown off the shelves, while grain soap and lip balm are sold out. What are Czechs most nostalgic for?
- 1<sup>st</sup> customer:** Eskimo popsicles, like when they were kids. Pedro chewing gums were there, right? I now how horrible that gum was, but we had no comparison.
- 2<sup>nd</sup> customer:** I've just spotted the bagged milk, that was awful. It got punctured instantly when you put something onto it.
- 3<sup>rd</sup> customer:** I really love those milk bags.
- 4<sup>th</sup> customer:** If the milkbag burst into your shopping, you were in trouble.
- 5<sup>th</sup> customer:** Once it burst into my handbag.
- 2<sup>nd</sup> customer:** These memories of it arouse some sort of nostalgia, the way it was back then. And you recall your youth and so on...
- Reporter:** People just aren't going to forget some products from the socialist times, for better or worse.