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CENTRAL INTELLIGENCE AGENCY

REPORT

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[Redacted]

25X1 1. [Redacted] promotional material from the Chamber of Commerce of Czechoslovakia, U Obecniho domu 3, Prague I.

25X1 2. This [Redacted] was a copy of Czechoslovak Exporter 10, published in December 1950. The Exporter seems to be a quarterly publication of the Czechoslovakian Chamber. [Redacted]

25X1 [Redacted] The mission of the publication is to promote export of Czechoslovakian products.

25X1 3. Exporter 10 is a lavishly illustrated and colored book about the size of a US newsweekly magazine. It has some 60 pages showing all kinds of products -- sewing machines, clocks, rugs, food, paper articles, ceramics, etc. In color it is a much livelier issue than Exporter 9 and is as good if not better than similar promotional material put out by major US manufacturers.

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6. [redacted] table of content of Exporter 10:

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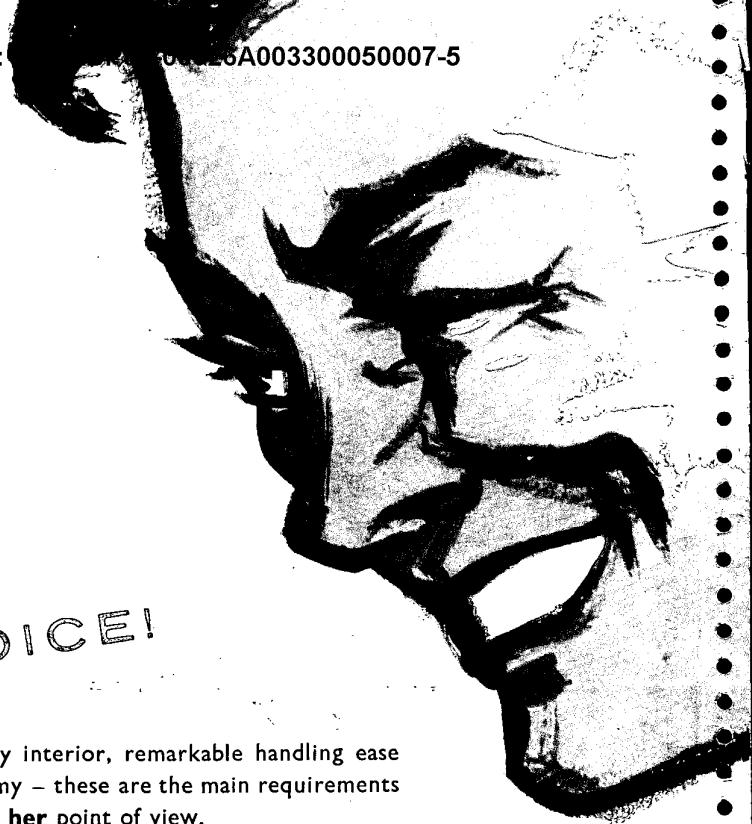
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# Czechoslovak Exporter 10





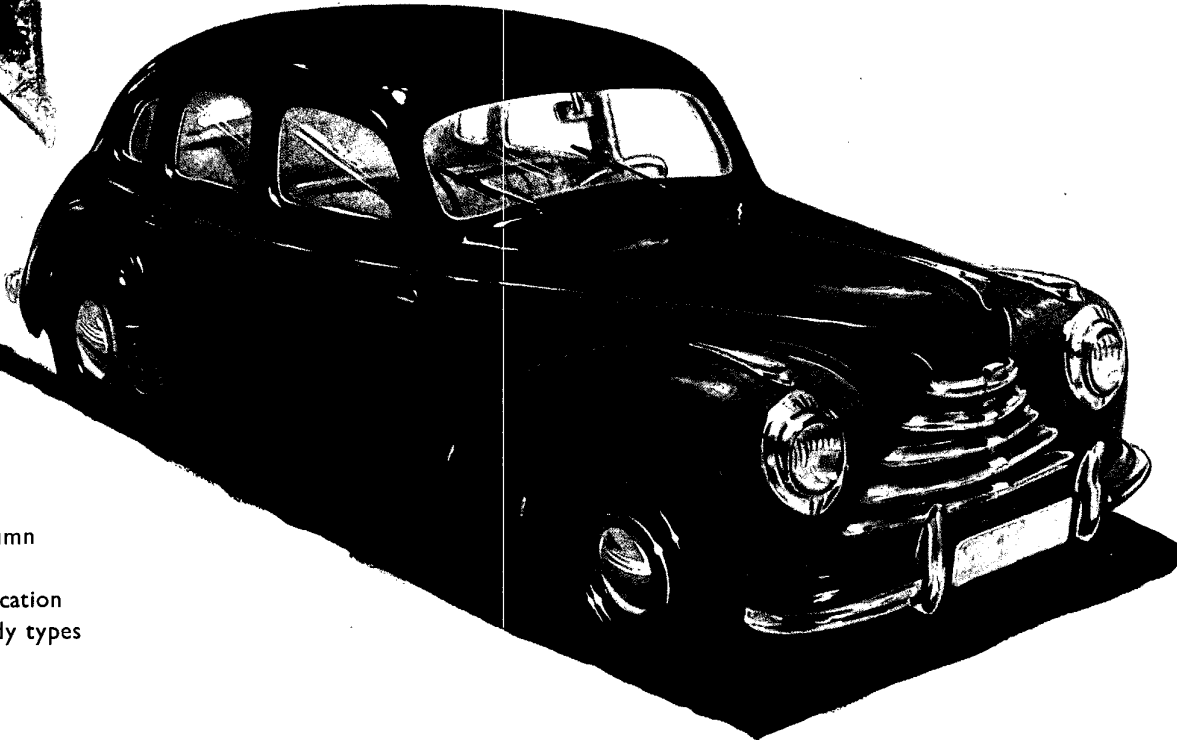
# OUR CHOICE!

Fine appearance, roomy interior, remarkable handling ease and operational economy – these are the main requirements from **her** point of view.

What **he** values most is high performance, lively acceleration, hundred per cent reliability and easy maintenance.

Small wonder that they have both agreed so quickly upon the

# ŠKODA 1102

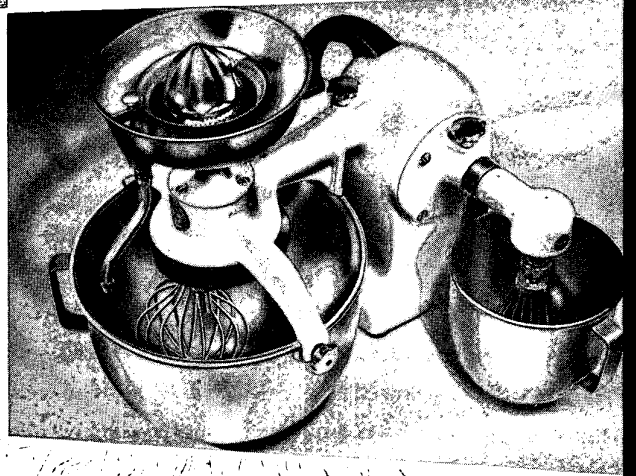
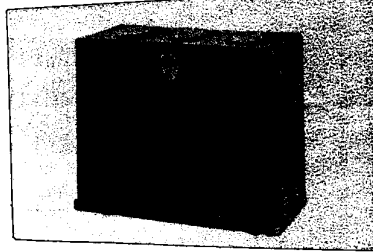


- 65 m. p. h.
- 35 m. p. g.
- Steering column
- Gear change
- Central lubrication
- Different body types

## **KOVO** *limited*

METAL & ENGINEERING PRODUCTS AND RAW MATERIALS  
TRADING COMPANY · PRAHA-CZECHOSLOVAKIA

The heater that looks after itself – the ELEKTRO-PRAGA electric full storage space heater. Can heat rooms from 20 to 150 cubic metres in size.



## 16 HELPING HANDS FOR A FEW PENCE A DAY

are embodied in the "Univerzet" kitchen robot. Its 16 attachments do for the housewife the jobs she doesn't like doing in the kitchen; the robot kneads dough, peels potatoes, whips whites of eggs, grates rolls, extracts juice from fruit, grinds coffee, etc. The "Univerzet" pays well even in small enterprises, where it accomplishes a tidy piece of work.

Information and full details regarding the electric household appliances may be had from

METAL AND ENGINEERING PRODUCTS AND RAW MATERIALS  
TRADING COMPANY, DIVISION VII, PRAHA II, CZECHOSLOVAKIA

the splendid finish and longevity of Czechoslovak carpets

This is a specimen example of an Argaman Carpet selected from the rich collection prepared by

Czechoslovak Carpet Manufacturers. A genuine Axminster type chenille carpet, glossy high pile.

Density: 45,000 knots to the square metre.

Pattern: Floral designs with green, pink, beige or blue backgrounds.

Sizes: 9 x 12 ft or 12 x 15 ft.



**CENTROTEX LTD.**

Department 670-Carpets, Tapestries and Blankets,  
Approved For Release 2004/02/19 : CIA-RDP80-00926A003300050007-5  
Bratislava n. Nisou, Czechoslovakia







# CZECHOSLOVAK EXPORTER

CZECHOSLOVAK EXPORT REVIEW  
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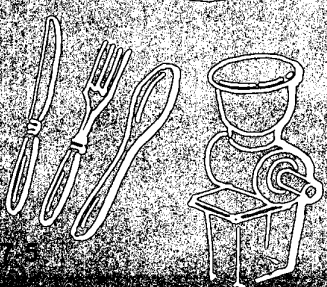
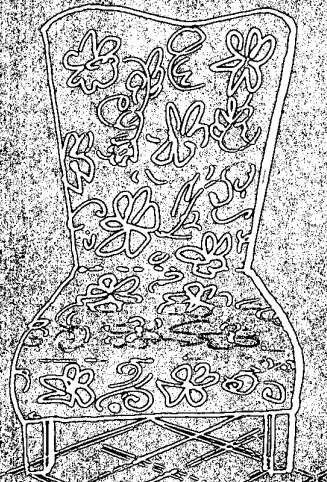
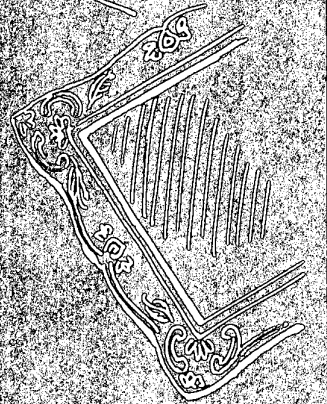
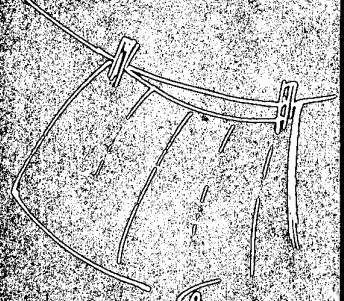
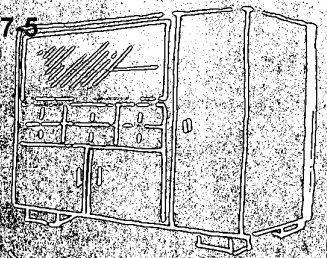
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# Everything for the Household

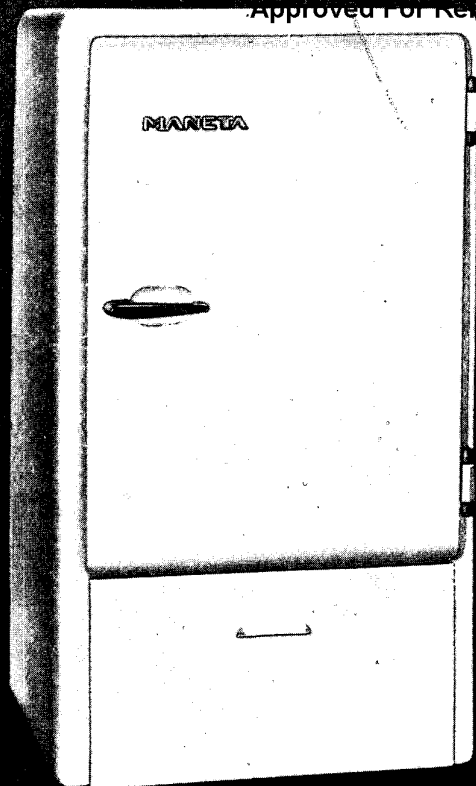
Articles for furnishing the home and for use in the household, represent an extensive sector of trade, and it is to them that this number of our review is mainly devoted. At the very outset it is necessary to say that the Czechoslovak industry and the Czechoslovak crafts produce practically every object essential for the complete furnishing of the home and for use in the household, quite irrespective of the material of which they may be made. The woodworking industry can offer you period style and modern furniture just as it can picture frames or clothes pegs. The textile industry supplies carpets, curtains and furnishing fabrics. Rubber flooring is turned out by the rubber industry, and the paper industry can offer you cardboard boxes, calendars, paper tablecloths and serviettes as well as other articles for the household. Glass and ceramic ware are naturally the pride of every housewife in her kitchen, and at the same time an adornment of the dining-room or drawing room, if they are suitably placed on the sideboard or in glass cases. This applies to glass and ceramic objects generally, but it applies with special force to Bohemian glassware and Karlovy Vary porcelain. The metalworking industry can offer for the household particularly enamelled pots and pans, and various kitchen machines and appliances, of which we may specially mention the kitchen "robot" that is made in Czechoslovakia and is arousing great interest in all parts of the world. Wherever it has been displayed at trade fairs abroad it has secured numerous orders, and descriptions of it have appeared everywhere in the world press.

When you come to look through the issue which we are submitting to you to-day, you will be sure to find many more such products that will attract your attention as a business man who is well acquainted with the fastidiousness and the desire for something better and new with which men and particularly women select articles for their homes. You will therefore certainly appreciate Czechoslovak products which by virtue of their original design or construction, and in most cases of their exclusive type, will secure for you the orders of the most exacting of customers. Czechoslovak objects for the household – and this applies particularly to glassware and porcelain – have a great tradition behind them, but simultaneously they march with the times, and accommodate themselves to the taste and demands of foreign buyers, of whose interests the Czechoslovak producers are ever mindful. Traditional service and refined taste are thus always combined with new ideas and practical features. If these goods are properly presented to the prospective buyer they cannot fail to be a business success. If you operate of course in another sector, you will find in this number of the Czechoslovak Exporter, even if it is devoted mainly to furnishing and objects for the household, a number of notable new features in the sphere of capital goods, fashion creations, as well as items from the chemical and foodstuffs branches which will be of interest to you. We have endeavoured to make the contents as attractive and manysided as possible. Should it happen, however, that you cannot find in our pages anything in which you have a business interest, do not fail to make your wishes known to our editorial offices. We will gladly take the matter up and through the Enquiry and Offer Service of the Chamber of Commerce of Czechoslovakia, put you in touch with a company that will send you samples, catalogues and complete offers. The Czechoslovak Exporter exists to aid Czechoslovak export trade by endeavouring to supply our customers abroad with the most reliable and up-to-date information concerning the whole scope of that export, new features and business opportunities. In this connection we offer you our services and we trust that you will not hesitate to avail yourselves of them.

Czechoslovak Exporter



## YOUR ELECTRIC HELPERS



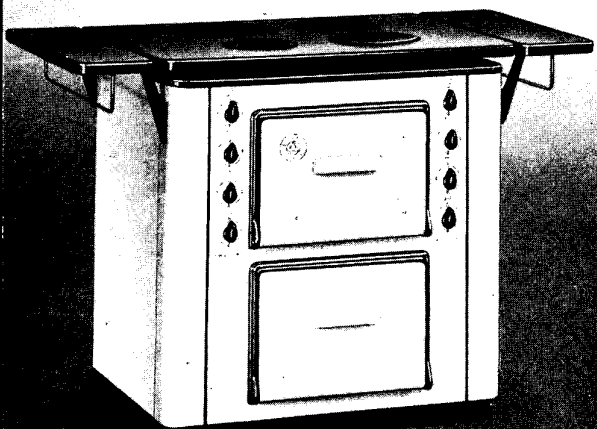
Electric Refrigerator

Czechoslovakia, richly endowed by Nature, possesses among other gifts, extensive deposits of kaolin, and with her highly developed electrical engineering industry is, so to say, practically predestined to turn out special quality electrical materials. Many households, particularly in the north of Europe appreciate the unique service rendered them by electric full storage space heaters. In the making of these heaters Czechoslovakia can look back upon a much longer experience than other countries that commenced to produce them several years later.

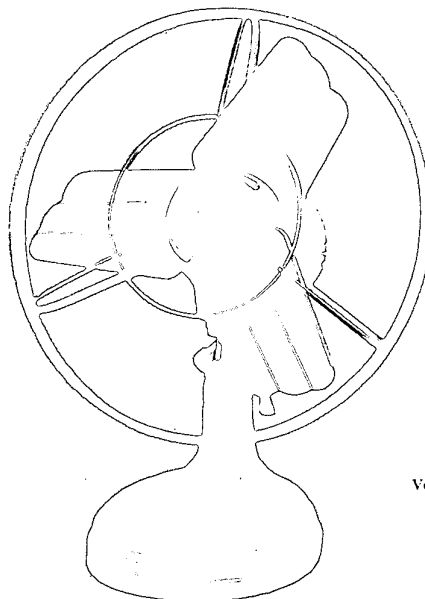
The name "Robot", a word of Czechoslovak origin, is again appearing in dictionaries of living languages all over the world, this time as the designation for a perfect electric apparatus which relieves the housewife of precisely all such work which has up to now cost her most time and labour - kneading, mixing, beating, grinding, grating, pressing, etc. With an incredible small consumption of current the robot works amazingly quickly, and it can even do two or three different jobs at once (such as kneading, beating and simultaneously squeezing lemons).

In every continent, refrigerators, washing machines, ventilators, irons and many other electric appliances, made in Czechoslovak factories by experienced and highly skilful workers, are proving their worth.

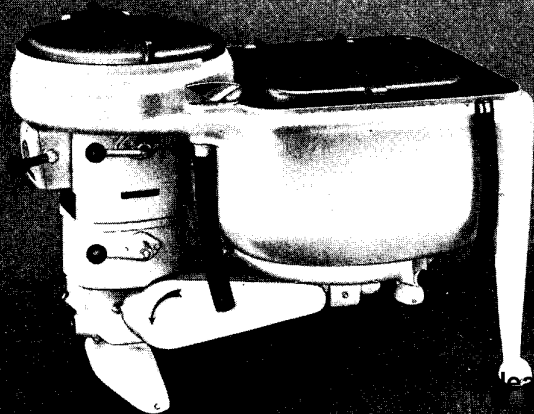
Your customers, too, will soon appreciate the thorough and careful workmanship, the excellent material, and the high and reliable performance which are typical features of Czechoslovak products destined to aid the housewife in her work.



Cooking-range



Ventilator



Washing machine

## Czechoslovak Enamelware

IS KNOWN ALL OVER THE  
WORLD FOR ITS FINE  
EXECUTION AS WELL AS  
FOR ITS ATTRACTIVE  
COLOURS AND DECORATIVE

Since the foundation of the first enamelworks in 1831 the Czechoslovak enamelware industry has made notable progress and its export trade has placed Czechoslovakia among the world's greatest producers of enamelware.

The majority of European and overseas enamelworks are mainly dealing with the production of the so-called standard articles which are more or less used by everybody.

Our enamelware industry many years ago, understood very well that although some articles are conservative in their form in every country of the world there is on the different markets specially in *Africa* and *Asia*, a demand for an assortment resulting from the specific requirements of the local population in each country. After many years of hard work and after many visits to the countries concerned we have built up for each country, in the different continents, special assortments of enamelware corresponding exactly to the taste and requirements of their population. Besides, we have taken good care of a very important factor, i. e. the colour assortment to be applied to decorations suitable for the customers.

Our very long experience in the supply of special enamelware, according to the markets, has definitively made the Czechoslovak enamelware industry a leader in the production of special enamelware. Czechoslovakia is not only holding firm this position but is continuously improving the quality and the assortment of her enamelware.

Since the last war the Czechoslovak enamelware industry is attaining every year better and more satisfactory results not only in the export figures as a whole but – and this is the main fact – has gained for its products quite an important number of new markets where Czechoslovak enamelware was previously unknown. *Czechoslovakia is supplying to-day more than 80 markets all over the world and serving thousands of customers who are continuously expressing their satisfaction with the quality and the perfect execution of their orders.*

The good quality of the Czechoslovak cast-iron porcelain enamelled *bath-tubs* and the quick deliveries even for large quantities are two features that appeal to foreign buyers and so the Czechoslovak export of this article gains a constant good reputation and gives satisfaction to all clients. The production of bath-tubs is concentrated in three large factories and there are

altogether three brands ALBA CYGNUS, ASTRA and DANUVIA which are popular on foreign markets. The export of Czechoslovak bath-tubs enjoys a very good tradition from pre-war days and almost immediately after the war-end deliveries of bath-tubs were re-newed with pre-war connections, but the well-known quality of Czechoslovak bath-tubs has also built up a new and steady business with various European and overseas markets.

*Sanitary enamelled goods* are also manufactured from cast-iron and include different items such as kitchen sinks, wash-hand-basins, lavatories, squatting pans, water flushing, cisterns and so on. These articles are mainly exported to European countries but smaller shipments for oversea have also been effected.

The gas appliances offer a good variety of articles, including different types of gas cooking ranges, gas cookers and gas water-heaters. All models have been planned in accordance with the requirements of a modern household and new models are still being planned.

Further, we are supplying all kinds of *Builders' Ironmongery* (e. g. Door Locks, Rim Locks, Door and Window Handles, Window Fasteners, Door Closers etc.), *Padlocks, Cabinet Locks and Fittings* (e. g. Handles, Knobs, Escutchions etc.), *Motor Car Fittings* (e. g. Window Regulators, Handles, Locks, Hinges etc.). We would like to mention especially our small and cheap types of Padlocks which are in demand everywhere and are being exported to all countries of the Far East, South America and Africa. Our types of Locks being constructed with regard to the claims placed on them by the technical progress of this branch, can easily compare with any other world-mark.

We can meet our customers' requests concerning the raw-material, which means that all our handles, knobs etc. can be supplied either in white metal or brass, or white bronze. Special requests concerning the surface or adjustment of any inner part of our products are always duly attended to.

Since 1945 the world famous Czechoslovakian made DAIMON Torch Cases Pocket Lamps, Batteries, Low-Voltage-Bulbs, are being produced and exported again. The execution of each type is just the same as before the war. There is, however, one thing to which we beg to draw the readers special attention: today a great number of factories are producing Torch Cases, the usual tube form, of course. But of the old and well-known firms the DAIMON works in *Podmokly*, Czechoslovakia, are the only ones manufacturing a variety of types suitable for each purpose. We mention e. g. only the Focus Torches in their different sizes and finishes with a light range up to 200 m, the Pocket Lamp Cases Focus for standard flat batteries with the well-known both side DAIMON contact, the Hand Lamps 3001 DAIMONA, the Signal Cases with signal contact and special shades for red, green and blue light, the Miniature Lamps for ladies and the flat Pocket Lamp Case for monocells with focus mechanism, especially suitable for sportsmen.

We are also suppliers of the well-known Kerosene Lamps and Burners of MARS brand, such as various Wall Lamps, Shell Lamps and Mural Lamps, suspended Lyre Lamps and masive Table Lamps. The MARS output includes all types which could be of use for any customer. All these articles are of attractive appearance and perfect execution.



## Czechoslovak Sewing Machines - Makes of Quality

The Czechoslovak sewing machine industry is backed by many years of tradition. The experience gained by Czechoslovak workers and technicians is to be thanked for the leading position of Czechoslovak sewing machines among other world's makes. The *Minerva*, *Lada* and *Zetina* are machines known in all parts of the world. Accurate workmanship, the ease and simplicity in handling, elegant shapes, and quality material are indisputable advantages of Czechoslovak sewing machines which differentiate them from competitive makes.

From the wide manufacturing programme we have to mention *family sewing machines* intended for the household. These are the M 16 E, M 21 E, and 121 types, which have attained wide popularity with customers abroad. These very modern and elegant machines are for sewing any sort of textile fabric in pearl stitch. The use of special pressure feet widens their working range for various special sorts of sewing such as hemming, ruffling, embroidering, patching, etc.

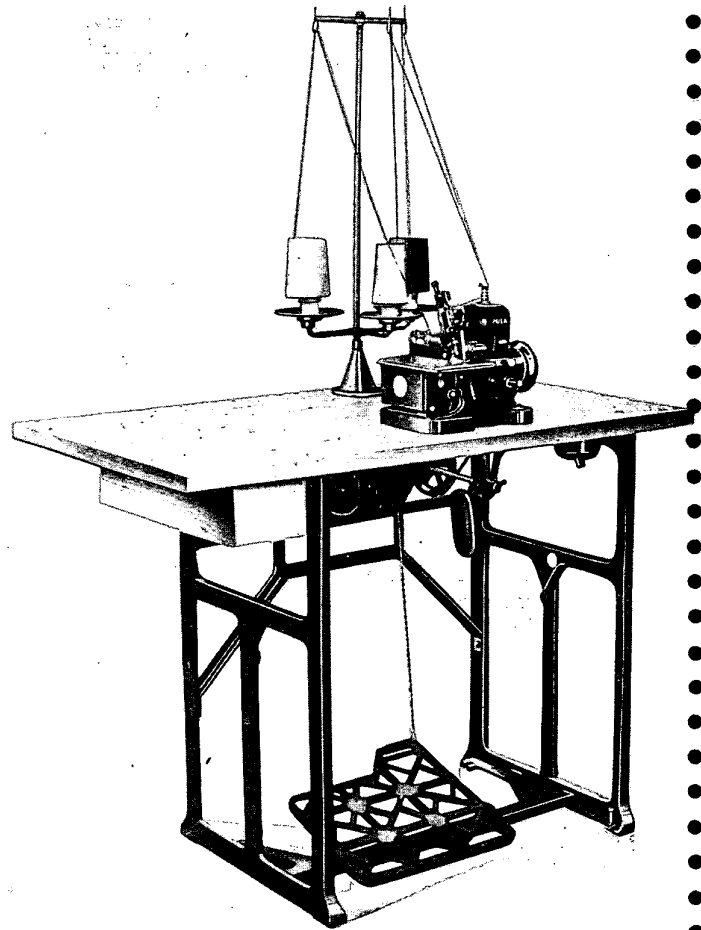
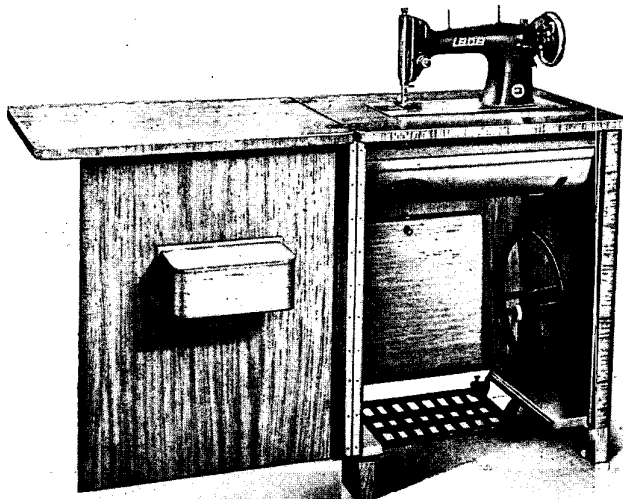
*Sewing machines for industry, dressmakers, and tailors*, are characterized by perfect design. Universal machines for sewing in both straight and zig-zag stitch are the M 18 and M 19 types, the former being a single-needle, the latter a two-needle machine. The range of work of both these types can also be widened by using special pressure feet. A high speed industrial sewing machine of great output is the 221 type. The *Overlock 661* type is a special model intended for oversteitching various fabrics particularly sparterie and hosiery or even leather. It is supplied as a two-thread or three-thread model. By an easy interchange of several parts the machine can be converted from the three-thread to a two-thread model or vice versa. It is of high output and affords a beautiful, elastic, and flexible stitch.

Also the other Czechoslovak sewing machines for the household and industry embody outstanding features

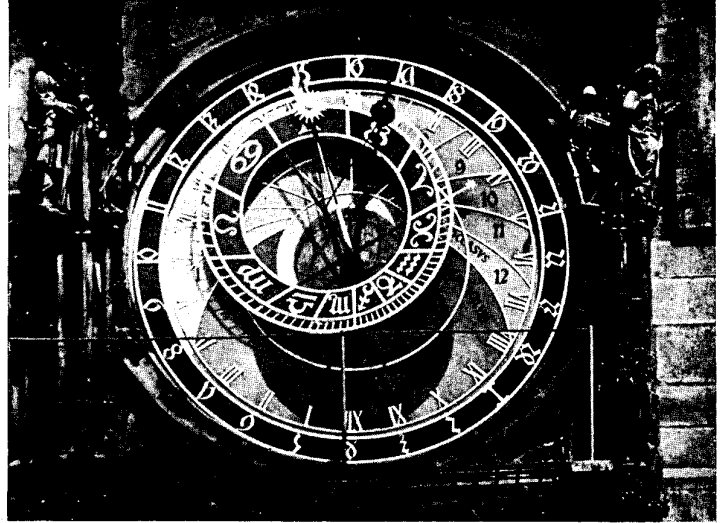
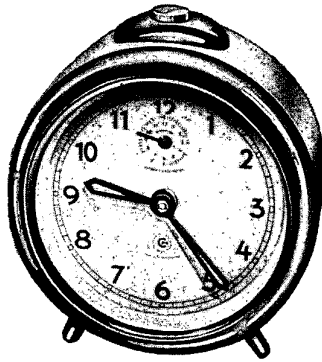
which will satisfy the most discriminating customer. All machines are distinguished by light and quiet running. All parts are made of quality material and those parts which would normally be subject to wear are heat-treated. The gears are of first class cemented steel and machined to fine tolerances to ensure smooth running even under most adverse conditions.

The *Czechoslovak electric portable sewing machine* of case type will be a surprise by reason of its elegant shape, light weight, and perfect finish. It is to be put on the market in the near future.

The skilful labour of the Czechoslovak workers and the excellent features of Czechoslovak sewing machines surpass those of world competitors. This is proved by the increasing interest displayed in them based on the experience of millions of satisfied customers abroad.



## Czechoslovak Clocks – Accurate Time



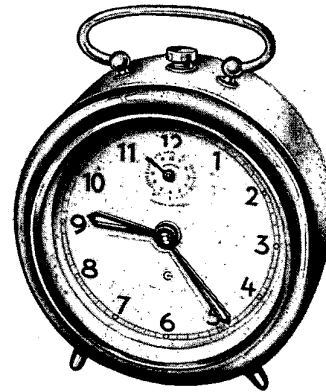
Astronomical Clock from the XVI  
Century, Prague Old Town Hall

Historical monuments such as the famous Clock of the Prague Old City Town Hall and the Clock in Olomouc (in Moravia) are proving that the tradition of the Czechoslovak clock industry is closely related to historical development. Even in the Middle Ages Czech mechanics manufactured clock movements which have been preserved up to our days.

The excellent work of Czechoslovak workers, mechanics, and technicians is to be thanked for the place that Czechoslovak clocks have already attained on the world market.

In 1945 the clock industry received a fresh impetus which has resulted in the design of a new alarm clock movement known as the *B-90 type* embodying a number of improvements and technical novelties particularly quiet winding and a *30 hour run*. This clock sells well in Europe, Australia, South America, and now also in Canada. A complete range of alarm clocks of various types, wall type kitchen clocks, desk and wall type style clocks, an indispensable feature of modern housing, are comprised in the wide manufacturing programme completed by an equally large manufacturing programme of various technical clocks up to complete master clock stations and special telephone clocks for determining lengths of telephone conversations.

All Czechoslovak clocks of the CHRONOR mark are characterized by accuracy, quality of workmanship and material. They are at the head of technical development. The world known "MADE IN CZECHOSLOVAKIA" is a guarantee of the high standard of the Czechoslovak industry and a guarantee that the clocks bearing this trade mark are, and will be bought by customers in preference to any others.

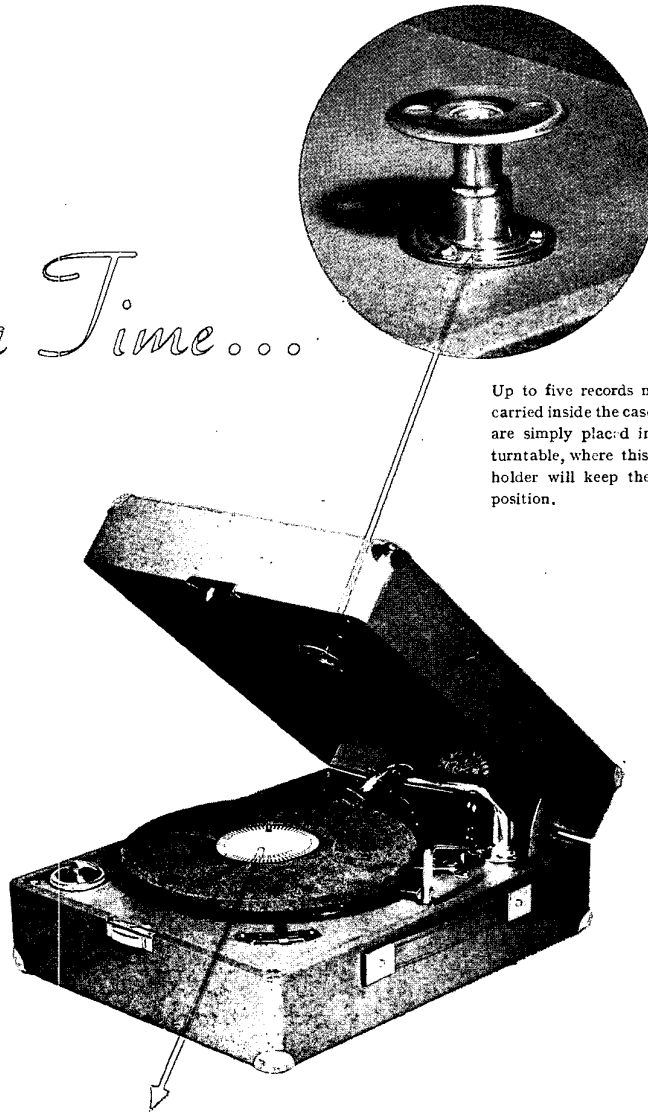


# Once upon a Time...

Stories of modern scientific inventions might all begin with these time-honored introductory words to old fairy tales. The mechanical gramophone player is no exception. Once upon a time, at the turn of the century, there was a queer looking, cumbersome mechanical contraption crowned by a protruding lily-shaped horn emitting sounds which soon became the haunting horror of all true music lovers and... a favorite pastime of young folks. Yes, the peace of many a household was wrecked by the new born giant of "mechanized" music. Yet, now after forty years it is a well-groomed, unobtrusive, efficient, true to the real thing dispenser of genuine enjoyment, whom we meet as a welcome member of every household, and of every social meeting.

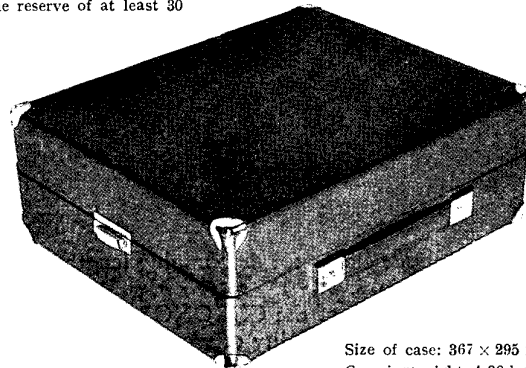
Great skill coupled with patient labour has finally brought a once derided device to admirable maturity.

The new SUPRALION GP 02 mechanical player is a modern, light-weight instrument of ingenious design with a surprising quality of reproduction to please even the connoisseur.



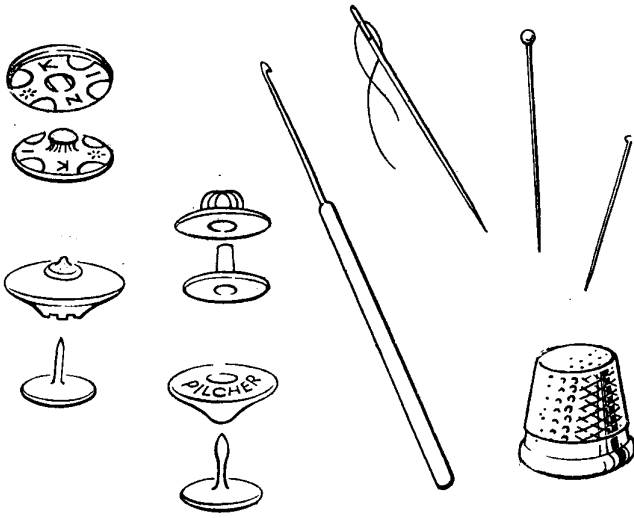
Up to five records may be carried inside the case. They are simply placed into the turntable, where this spring holder will keep them in position.

Fully wound the motor will run for five minutes and play a 12" record with a time reserve of at least 30 seconds.



Size of case: 367 x 295 x 136 mm.  
Carrying weight: 4.30 kg.

SUPRALION IS MANUFACTURED AND EXPORTED TO ALL PARTS OF THE WORLD BY  
SUPRAPHON - PRAGUE II, PALACKÉHO 1, CZECHOSLOVAKIA



ELECTROCOLOR



# KOH-I-NOOR

Ltd., Exporters & Importers  
of Smallware and Outfitting-Articles

HYBERNSKÁ 24, PRAHA II

Telephone: 259-74, 225-14, 212-54

Cables: KOHINOOR PRAHA Czechoslovakia

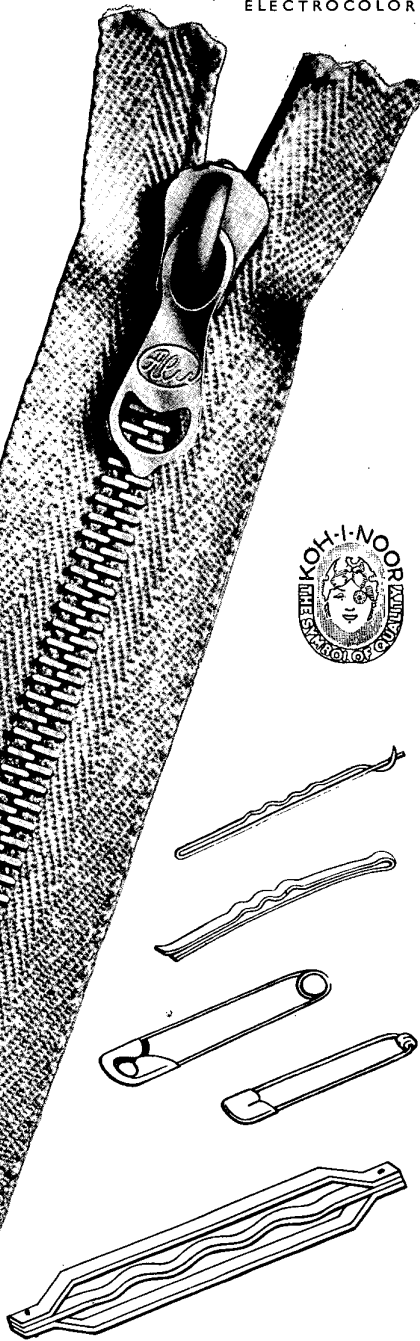
## JABLONEC GLASS BUTTONS

of crystal glass and coloured glass, all kinds and shapes, cheap finish as well as fine art finish, plain and decorated, combined with metal, provided with metal and glass shanks, linen buttons, cuff links, collar studs, buttons for dressmaking, buttons for gloves, and shoe-buttons. Glass buttons in novelty models, hand-painted artistic finish with beautiful combinations of gold and platinum.

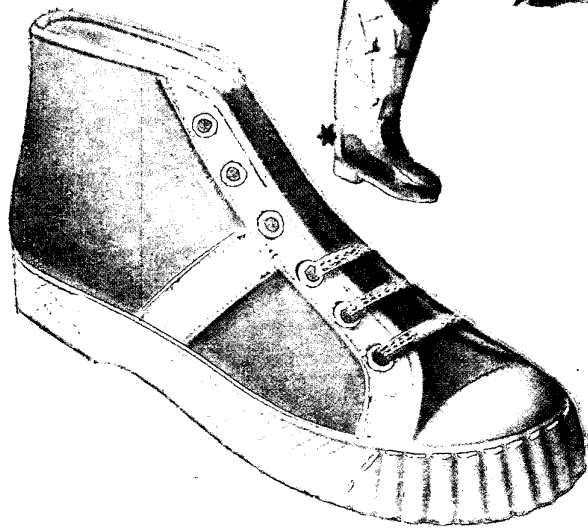
## PLASTICALLY PERFECT — TRADITIONAL HIGH-CLASS QUALITY

SNAPFASTENERS, BUTTONS for sewing on, riveting fasteners, fancy buttons, filigrees, uniform buttons, linen buttons, collar studs, cuff links, buttons for dressmaking, ivory nut buttons. SLIDE FASTENERS of metal and artificial material. PINS and SAFETY PINS, NEEDLEWARE. TROUSER BUCKLES, HOOKS, CROOKS and EYES. Metal parts for DRESSMAKING. Buttons and clasps for GLOVES. KNITTING Needles and CROCHET Hooks. Metal fittings for SUSPENDERS, BRACES and CORSETS. HAIRSLIDES, hair-pins and hair-wavers. METAL PARTS for LEATHER GOODS. Fittings and locks for TRUNKS and BAGS. UPHOLSTERY metal parts SHOEFASTENERS. CIGARETTE CASES, tobacco boxes, smoking-sets, caskets. POWDER-BOXES and lipstick-cases. UMBRELLA FITTINGS. CHAINLETS. HARNESS FITTINGS. SKI FITTINGS. FISHING REQUISITES.

MIRROR FANCY-GOODS SHOW-WINDOW-FIGURES




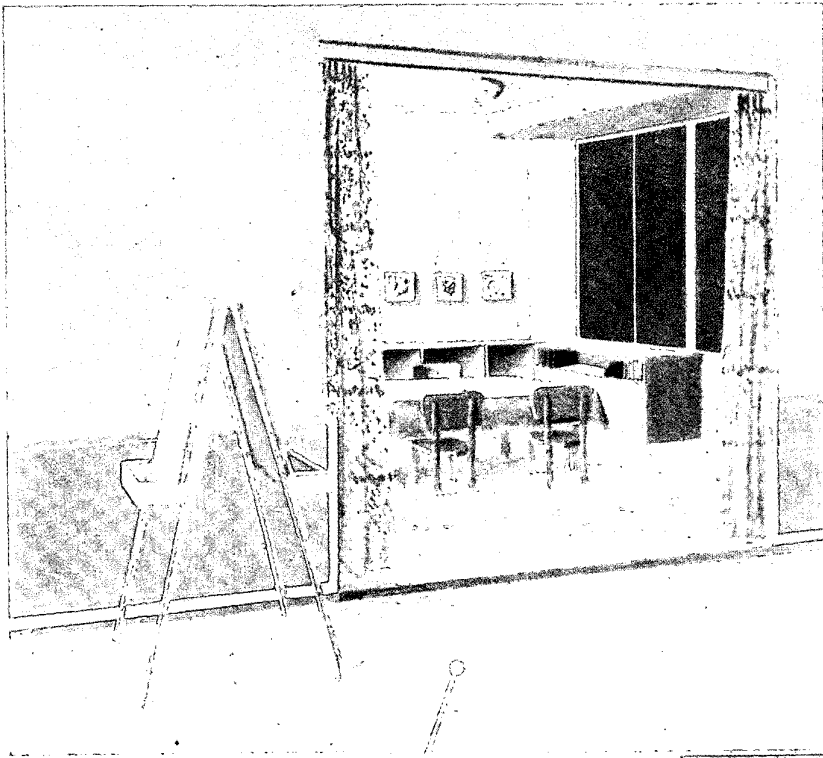




YOU WILL LIKE  SHOES!

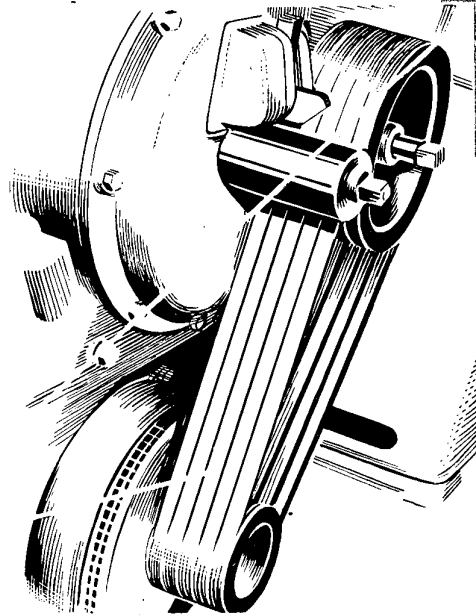
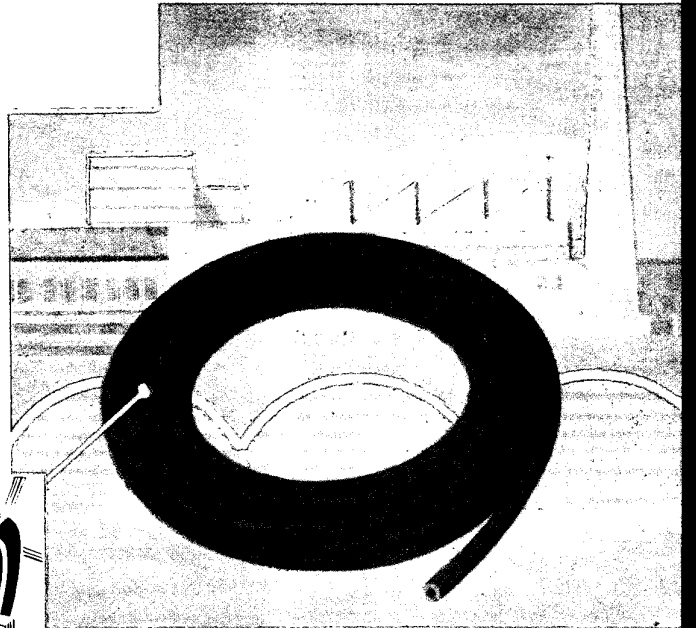
Original designs, workmanship and quality of material place Czechoslovak footwear in line with the world's best. Hundreds of customers and millions of satisfied wearers in all parts of the world represent an obligation requiring deliveries of footwear in latest designs and of highest quality.

 COMPANY LIMITED, BRATISLAVA, CZECHOSLOVAKIA  
Approved For Release 2004/02/19 : CIA-RDP80-00926A003300050007-5



Neat, durable BARUM rubber flooring absorbs sound, is comfortable to walk on, moisture proof and very easily kept clean

BARUM rubber hoses manufactured and tested under expert supervision, serve all industries.

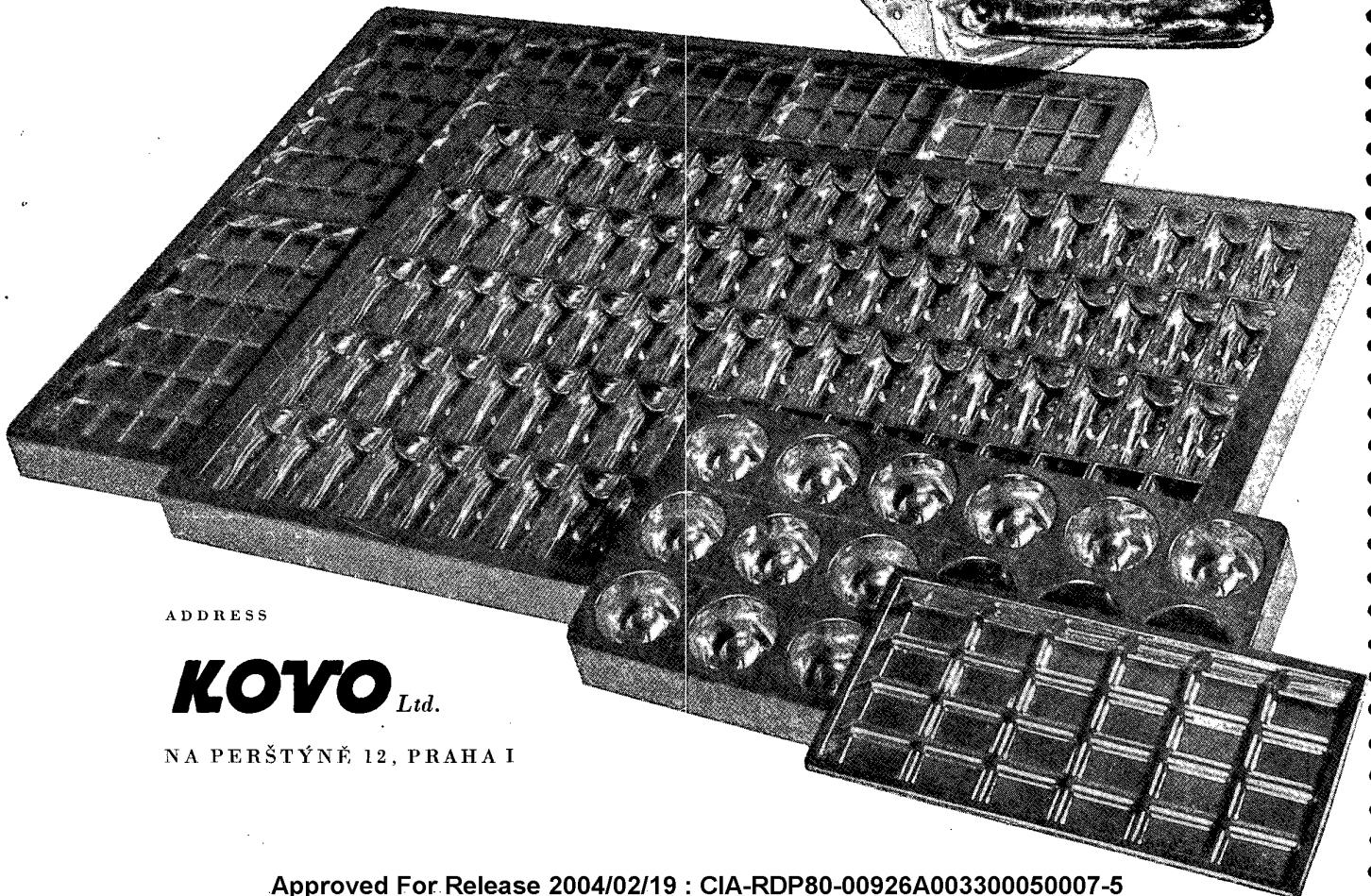


Top quality BARUM V-belts meet the highest technical requirements. Every lot out of production is laboratory tested, ensuring unrivalled performance.



## *Czechoslovak moulds for chocolate*

*tablet, figural, dessert  
are manufactured  
of the best nickel material  
and exported with success  
to all parts of the world*



ADDRESS

**KOVO** Ltd.

NA PERŠTÝNĚ 12, PRAHA I

COMPLETE LINE FOR THE PRODUCTION OF HARD CANDIES AND SOFT CENTRE PLASTICS "METEOR"



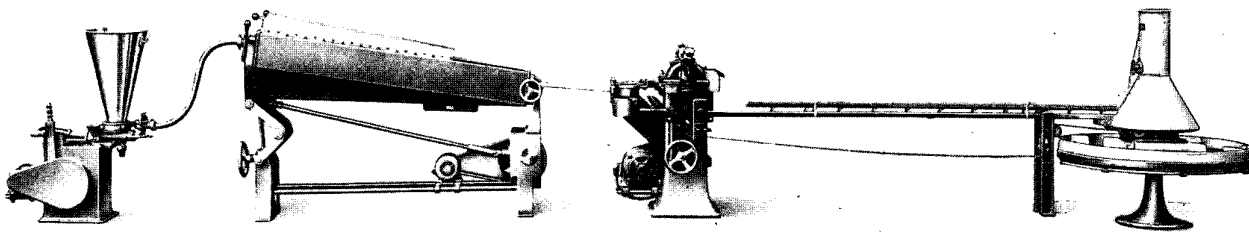
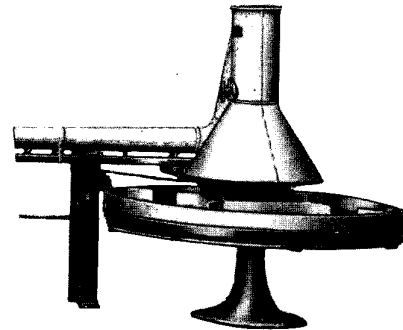
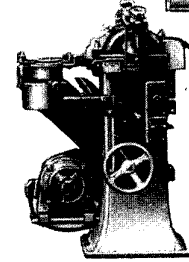
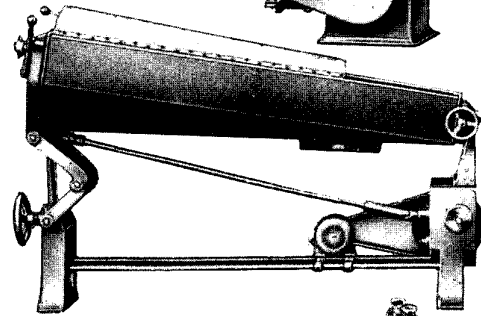
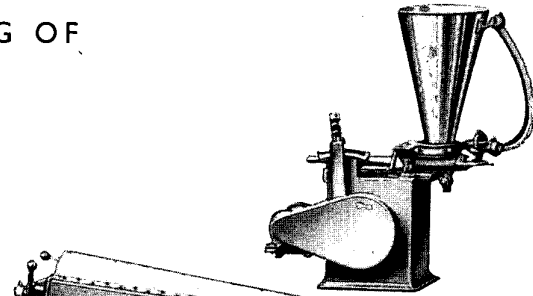
CONSISTING OF

FILLING MACHINE

BATCH ROLLER

SOFT CENTRE PLASTIC MACHINE

AND COOLER



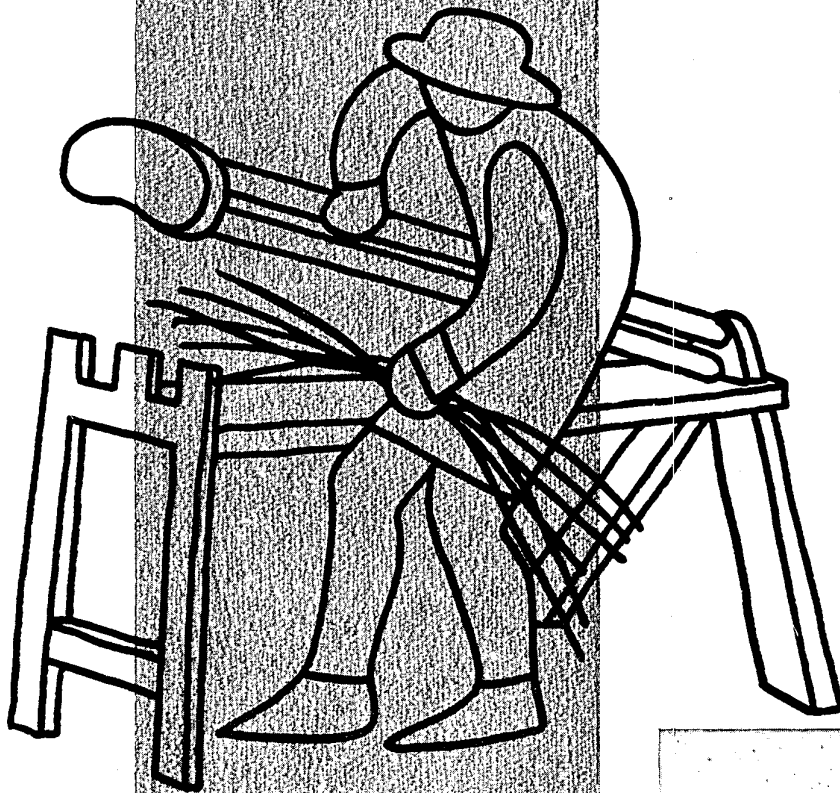
DAILY OUTPUT 2600 - 3500 LBS.

**KOVO** LIMITED

METAL & ENGINEERING PRODUCTS AND RAW MATERIALS TRADING COMPANY

PRAHA Approved For Release 2004/02/19 : CIA-RDP80-00926A003300050007-5





Linen table-cloths

are an ideal covering for any table.

They do not easily soil,

they are easy to wash

and always retain their fresh appearance.

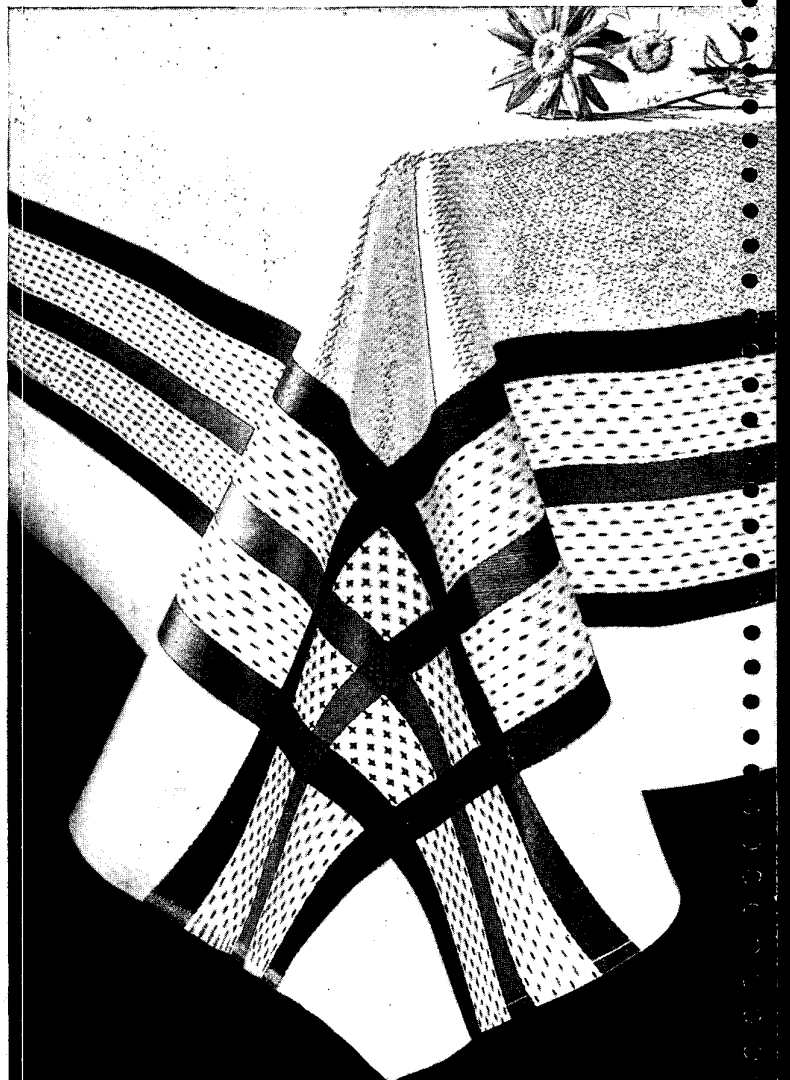
Czechoslovak linen table-cloths,

both white and coloured,

are manufactured of the finest raw-material

and satisfy the requirements of the most

exacting customer.



**CENTROTEX LTD.**



CENTROTEX CO., PRAGUE

LETTER ADDRESSED TO A BUSINESS FRIEND

*Dear Sir,*

We are happy to be able to supply you with detailed information regarding the export possibilities of Czechoslovak textiles.

We understand that your main interest lies in carpets, upholstering materials and furnishing fabrics as also for various other textile articles for use in the home. The raw materials employed in turning out these goods are most varied and the same may be said of the various manufacturing processes which come into consideration.

We are fully aware of the fact that you have a very wide circle of customers, some of them very exacting as regards quality and finish, whereas with others it is more a question of obtaining articles of sound quality at competitive prices. In bygone times it would have been necessary for us to send you an exhaustive list of various cotton and woollen weaving mills. Your task would have been to look through a vast number of sample collections and to compare the prices of the different firms. This would have entailed a lot of work and have wasted much of your valuable time, and even then it is more than doubtful whether you would at the end have obtained a really clear idea of the very extensive and varied production of the above-mentioned goods in Czechoslovakia.

A great simplification has been brought about by the re-organization of the export arrangements for Czechoslovak textile goods, and this circumstance now enables you without any of the above-mentioned difficulties to make a selection of just those goods you require or for which you have a particular interest. You have merely to address your enquiries to the *Centrotex company*, which undertaking has been entrusted with the exclusive import and export rights of the Czechoslovak Textile and Clothing Industries. The Central Offices are at Revoluční 3, Prague I. You may also, if you so desire, write direct to one or the other of their 24 export departments, each of which handles independently some special line of textile goods.

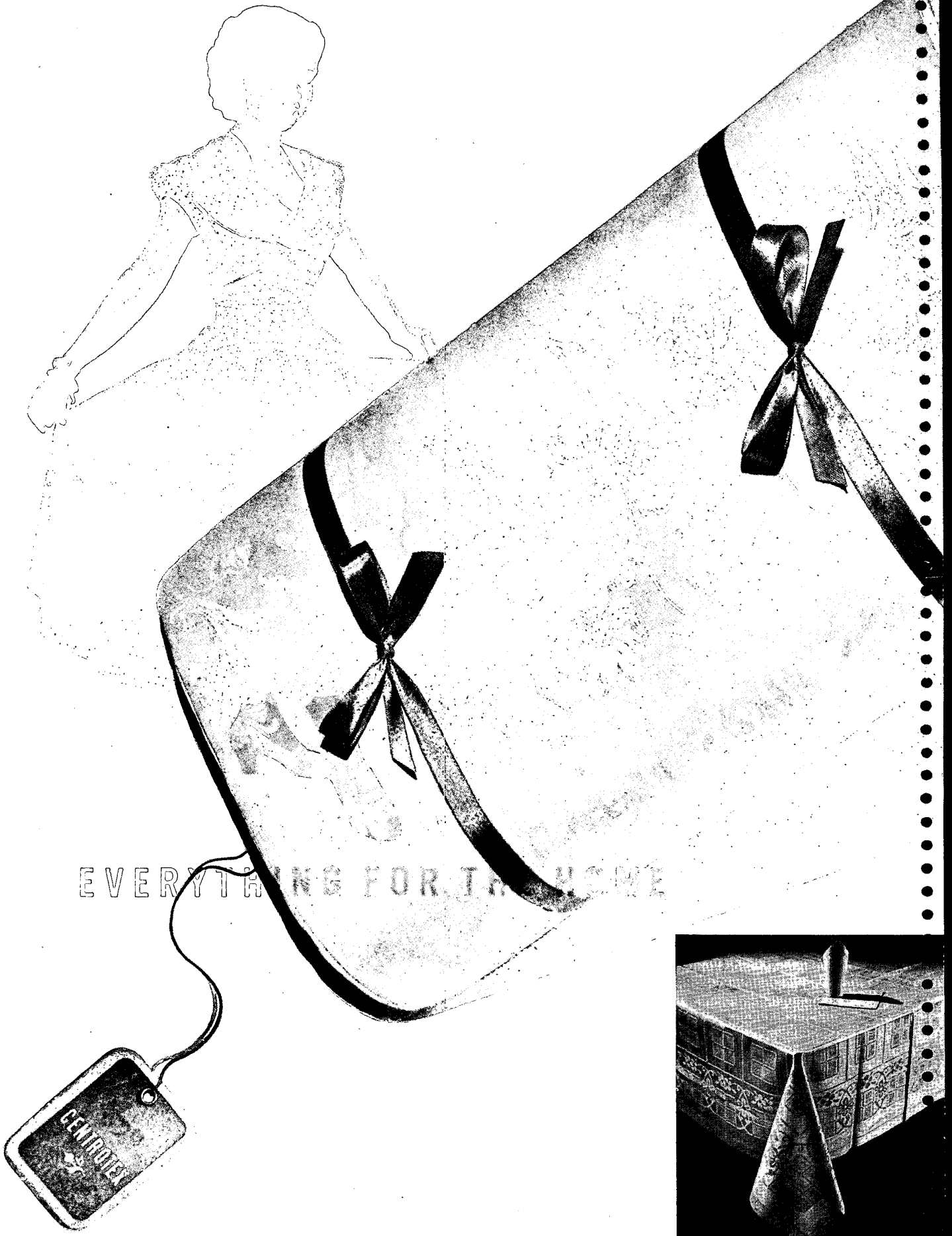
In their sample collections you will find everything imaginable – from the finest and most exclusive fabrics down to the simplest articles needed in daily life.

In your particular case we should advise you to apply as regards table, bed and kitchen linen to Department 510 (Cotton Fabrics) at *Náchod*, or to Department 530 (Linen Fabrics) at *Trutnov*. A complete collection of carpets, furnishing materials, covers and rugs will be found in Department 670 at *Vratislavice nad Nisou*. Department 680 at *Letovice* exports curtains of every kind, while delicate bed and table sets, hand-embroidered and ornamented with lace, fancy tablecloths and other art textiles may be obtained from Department 750 (ART) in Prague I, Ulice 28. října 3.

We trust that this information will enable you to find goods that will satisfy both yourself and your customers.

Faithfully yours

CENTROTEX  
LTD.  
PRAGUE



EVERYTHING FOR THE HOME

To see the housewife's kingdom from the inside – that is from behind the scenes – is not granted to everybody.

A good business-man should, however, seize such an opportunity whenever it is offered, for only thus can he gain an insight into the requirements of his prospective customers, who, experience teaches, are largely confined to the fair sex. Our great endeavour is to comply with the tastes and fancies of the thousands of people who purchase our goods. If this object is attained we are confident that excellent business will result.

We are convinced that these sentiments are identical with your own.

Let us start off with the kitchen where we shall find some of the most essential requirements of every household. Have a look at this dish-cloth. It is of linen which is without a shadow of doubt the most suitable material for this indispensable article. The long and smooth fibres ensure that there will be no fragments of fluff adhering to the pots and dishes after they have been wiped dry. Glassware polished with such a cloth will shine like a mirror. Linen rapidly absorbs all moisture and dries quickly in moderate heat. It is highly durable and comes out well in the wash. Now let us have a glance at the dining-room. A table without a table-cloth looks as bare as a desert. Every table, however, calls for a particular variety of table-cloth. May be it is an occasional table in the drawing-room, may be a mahogany table for the dining room or a plain deal table for the kitchen. For each class of table we can supply a suitable table-cloth. Let us specify a few. We have pure linen crash table-cloths, brightly coloured woven linen cloths with cotton colour-effects, semi-bleached sets and cotton-rayon table-cloths in all the usual pastel colours. We must not omit to stress the charm of damask table-sets which, besides being practical, brighten up dinner tables in high-class restaurants, hotel dining rooms as also in reception rooms.

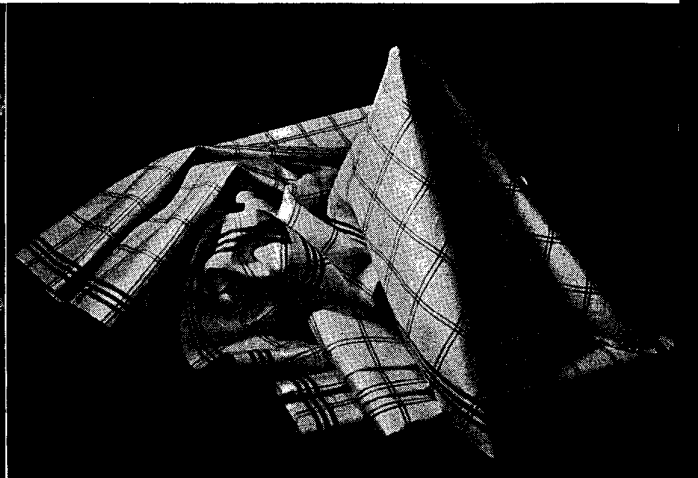
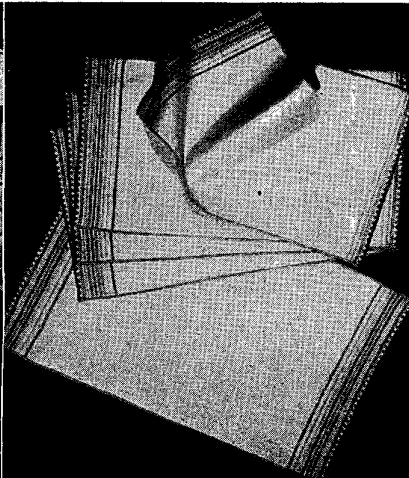
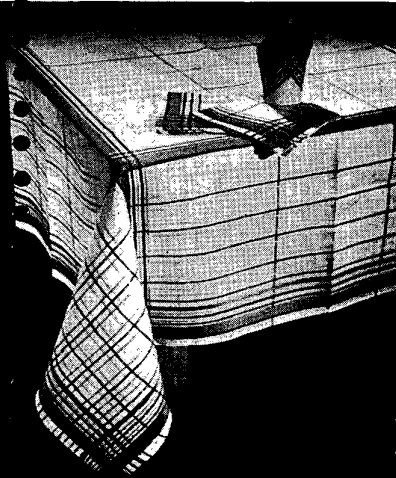
The Centrotex company can offer you a practically unlimited choice of all these varieties of table-linen in all the current sizes. You can select just the size, finish and weight which accords best with the import regulations in force in your country.

Cotton goods also play an important role in every household.

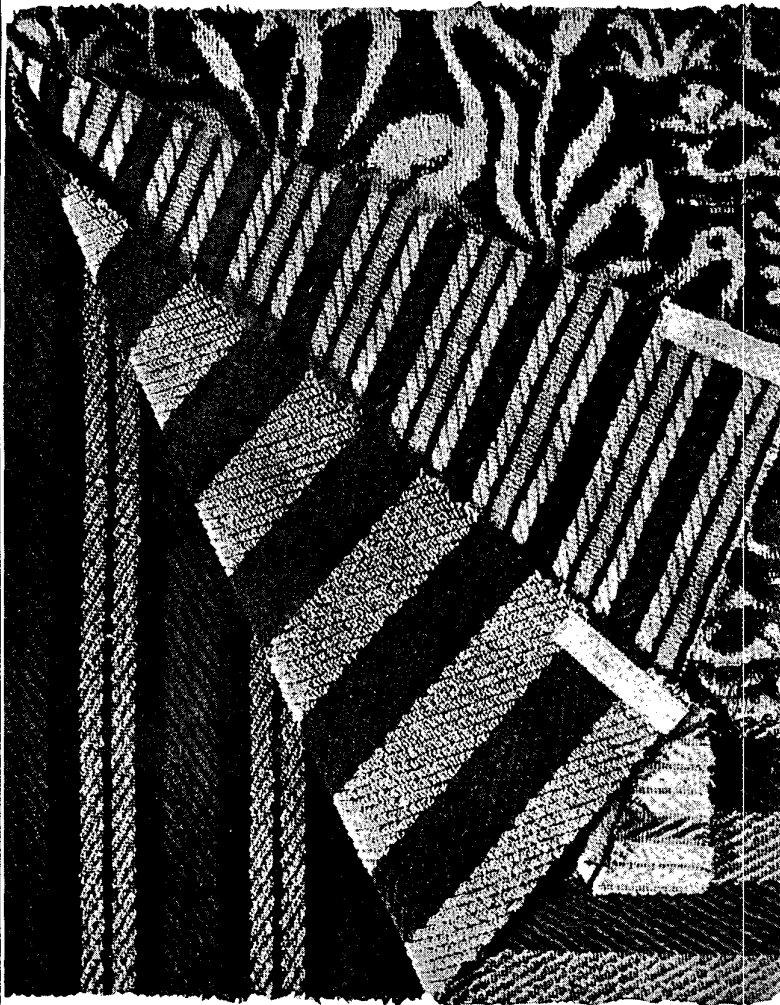
This strikes us at once when we set about making a choice of suitable materials for bed-linen. We discover at once that cotton-damasks are the very thing for this purpose. Cotton turkish towels, roller-towels and bath towels are indispensable in every home. We have not forgotten to please the kiddies. They scream with delight when they see for the

---

1. A damask tablecloth gives a distinguished appearance to a table. 2. Coloured woven linen tablecloth with striking pattern. 3. Hand-embroidered English tablecloth and table-napkins. 4. Our linen dish cloths have all the properties essential to this household requisite. 5. Terry towels with coloured, che-nille-woven patterns.







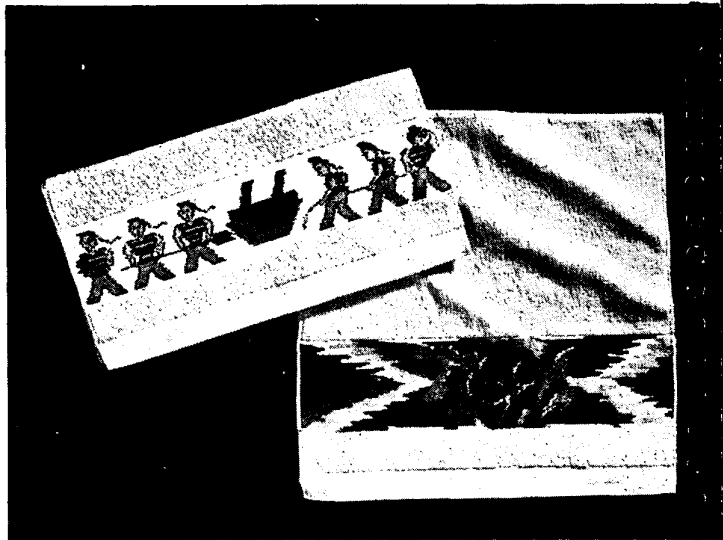
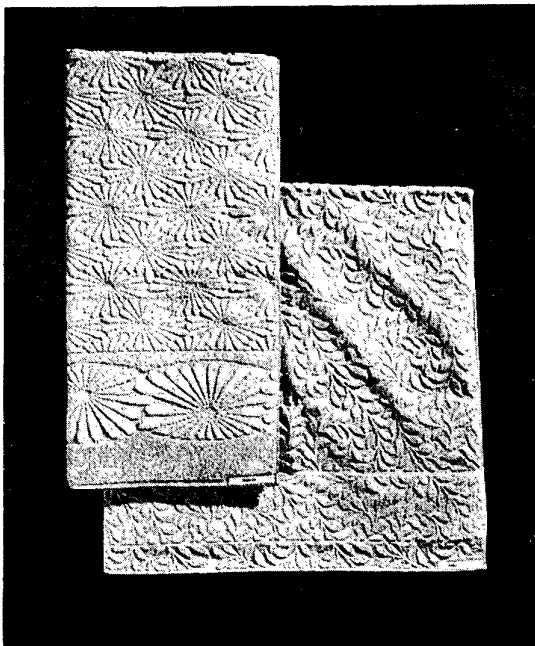
6. The Centrotex Company has a wide selection of colours and patterns in these terry towels. 7. High quality Turkish towelling for bathing gowns. It is distinguished by its long uniform looping, perfect patterns and colouring. 8. Fine Czechoslovak cotton damask fabrics are among the best in the world.

first time our towels with the charming pattern of a group of jolly sailors carried out in chenille work. Finally there are terry cloths and bathrobes, distinguished by their double-sided symmetrical looping and their tasty patterns.

A fundamental matter in the purchase and sale of textile goods is quality. You can easily convince yourself of the fine quality of the linen fabrics and finished articles exported by CENTROTEX LTD., Dept. 530 (Linen Fabrics), Trutnov, Slezská 14, Czechoslovakia. And note, too, our cotton fabrics. These are supplied by CENTROTEX LTD. Dept. 510 (Cotton Fabrics), Náchod, Czechoslovakia.



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8



Tabris Antique carpet from the sample collection of Centrotex, Dept. 670, Vratislavice nad Nisou

## House Interiors and Czechoslovak Carpets

Tradition, quality of material and the skill of the workers play a most important role in the making of carpets. This is not all, however. One of the elements of outstanding importance is the ingenuity, the talent, and the capacity of the designer to accommodate himself to circumstances. He must have the feeling for what is suitable in a modestly appointed home, as to what is appropriate in a style interior and be able to judge the correct style of carpet for let us say, the lounge of a hotel, the staircase of a theatre, or the hall of some representative building.

A designer must be an artist with a fine sense for interior decoration and all its fine points.

If we take a look at the Centrotex concern's collection of export carpets we see that nothing has been forgotten. At the very outset our attention is attracted by the exclusive models of carpets designed by foremost modern artists. They are something quite new and very attractive, but if we examine them closely we find that the art of

to-day in the textile world is reverting to the old, simple peasant art techniques which allow complete expression to the textile material and at the same time permit modern art to cover a wide range of ideas. The new designs have aroused great interest throughout the world.

When we speak in the first place of modern carpets, this does not mean that the famous tradition of Persian and style carpets has been abandoned. On the contrary! The production of these types has been supplemented and improved in accordance with the requirements of the individual markets, so that the choice to be had of carpets is truly comprehensive and capable of satisfying the most exacting of buyers. We meet with the high-quality output of the Czechoslovak carpet factories in the homes of people of all nations, in the reception rooms of hotels, spas and offices of great business firms, and in the vestibules of famous theatres. The furnishings of numerous Transatlantic liners have also been purchased from Centrotex, Dept. 670 at Vratislavice nad Nisou,



Section of a "broadloom" carpet,  
Centrotex, Dept. 670, Vratislavice  
nad Nisou

in the hands of which the entire export of all Czechoslovak carpets has been concentrated since the end of the war.

The Czechoslovak carpet factories devote great care to handmade carpets. They are equipped for turning out carpets of every size, whether squares or runners to a width of 18 metres. Czechoslovakia possesses the widest loom in existence for making handmade carpets. Exclusive orders are carried out in exemplary fashion and with the utmost precision and care.

Equally well equipped is the mechanical sector of carpet manufacture. One of the specialities of the Czechoslovak factories is the *Wilton* figured carpet. The quality of *Täbris Antique* with its high, soft and lustrous nap triumphs in all the world markets. The under side of the woven carpet brings it as near as possible to the Persian original. A tasteful selection of designs ensures that purchasers of these carpets get excellent imitations of Persian carpets, with the advantage over the originals not only of cheapness but also of various technical improvements.

To meet the demand for wide carpets to cover the entire floors of rooms, Centrotex produces several types of the so-called "broadlooms" with plastic designs. Broadlooms are made in several qualities to enable the requirements of all buyers to be met as regards price.

There has recently been a big demand for a plain good quality type of Axminster carpet which is deserving of mention. One type of *Wilton* carpet is supplied in measured 12/4 pieces with plain centre and plastic pattern edges, and is known as a "mirror" carpet. Another kind of plastic-patterned carpet is the so-called "Maple Leaf" which, especially in green, produces the soothing effect of a thick, well-kept lawn.

Very interesting articles are woven carpets which can be made singly of any desired length and of a width up to 6 metres. This type is specially in favour where a carpet of abnormal dimensions, but at the same time durable and cheap, is desired.

These brief items of information by no means exhaust the Centrotex company's export capacity in carpets. If you wish to supply your customers with good quality, attractive and at the same time reasonably priced carpets ask for further details from *Centrotex Ltd.*, Dept. 670 (Export of carpets, furnishing materials and woollen rugs), Vratislavice nad Nisou, Czechoslovakia.



High-quality upholstery material  
from the sample collection of Centrotex,  
Dept. 670, Vratislavice nad Nisou



# THE CHARM OF CURTAINS IN THE HOME



Comparatively little has been published regarding the function of curtains in every well-appointed room, be it a sitting-room, bedroom or kitchen. They are a most interesting textile requisite, whose interest is not confined to their appearance, but extends also to the manufacturing processes of the many different varieties. It has become somewhat of a common-place in England to remark that "my house is my castle", but the remark has more in it than appears at first sight. It is the curtain which turns the house into a veritable castle, for it defends the home from the publicity of the street and preserves its intimacy for the inmates of the room. In addition curtains give an air of intimacy and warmth to every interior.

In every case it bestows character on a home and

reveals the taste of the owner. We have only to look at the windows of a single house to see what a range of choice there is in curtains. Whether they are the finest net type with fringes and tassels, bright coloured or thickly woven and heavy, they are a finished article for the making of which the skilled and agile fingers of textile workers are required. It is therefore essential to present the widest possible choice to customers. In Czechoslovakia, the first machine-made curtains were produced at *Letovice* in the year 1833. In the course of time they found that favour with foreign customers in all parts of the world which they have retained to the present day. If we take a closer look at their manufacture we see that it consists of a whole chain of nicely connected processes which under the skilled hands of



the workers culminate in a perfect product – the curtain. The skill of the *Letovice* workers helped largely to expand this industrial sector which now supplies the world with a wide range of curtains of every description. For making curtains cotton yarns from the coarsest to the very finest are used. The yarns are of high quality, a feature which is reflected in the finished article, and they are specially prepared for mechanical processing. To-day, artists cooperate closely with the workers, making designs in accordance with the taste and wishes of foreign customers. From these designs the finished curtains are made. Curtains are woven on delicate machines which work up tens of thousands of threads in warp and woof. The mechanical process does not, however, complete the operation. Each piece of curtain material

is adjusted and subjected to close inspection, it must be starched, dyed, stretched, divided into the requisite widths and finally packed. Only goods which have passed through all these stages are sent out to customers in all parts of the world. In Czechoslovakia curtains are made on Levers machines, on bobbin machines, embroidered curtains on Schiffli automatic machines, the most delicate Marquissettes on normal and dobbie machines, in addition to which all other kinds including the heaviest Madras are turned out. Net curtain material is made on Levers and burling machines. All these categories of curtains are offered to foreign customers by Centrotex LTD., Czechoslovak Importers and Exporters of Textiles and Clothing, Dept. 680, *Letovice*, Czechoslovakia.



The Jablonec export industry supplies not only its famous bijouterie and imitation jewellery but also objects of fine artistic finish for the home. This mirror and brushes, executed in the style known as "Antique" are distinguished by the personal touch of their delicate finish. The quality of these products is guaranteed by the fact that they are the hand-work of the highly-skilled Jablonec craftsmen using excellent material. Don't delay getting in these exceptional goods while they are still in stock.

The export of Jablonec goods is concentrated in the hands of

**GLASSEXP**ORT CZECHOSLOVAK GLASS EXPORT CO., LTD.

PRAGUE II, VÁCLAVSKÉ NÁM. 1, PALACE "KORUNA"

Approved For Release 2004/02/19 : CIA-RDP80-00926A003300050007-5





Here is typical Bohemian glass. A magnificent coffee and tea set that gives grace and charm to any social environment. The tasteful style design has been most delicately worked by hand. On the rich gilt ground, the painted, enamelled or other floral ornamentation stands out in plastic relief.



Don't let us misunderstand one another! It is not a matter merely of beauty, nor of fragility. A woman of course is a danger to all by virtue of her beauty, but to business men she is doubly dangerous - by reason of her beauty, and as a buyer.

There exist learned statistics to show us that women buy 93.999% of this and 98.888% of that, but the experienced business man knows without statistics to what extent woman is the decisive factor in purchases of all kinds, and more particularly in cases where taste and beauty are involved. All women think that the majority of men have no taste at all. We are magnanimous and leave it at that, without asking how it comes about that we marry them.

Be careful of women and of glass! Not because of that fragility but because of beauty. The beauty of woman! What a role it has played and continues to play in the history of nations and in the fortunes of individuals - from Cleopatra of ancient Egypt down to that unhappy acquaintance of yours. The beauty of glass! How often it decides whether the glass we have stocked will sell or not, whether

*Be Careful!*



# *of Women and Glass*

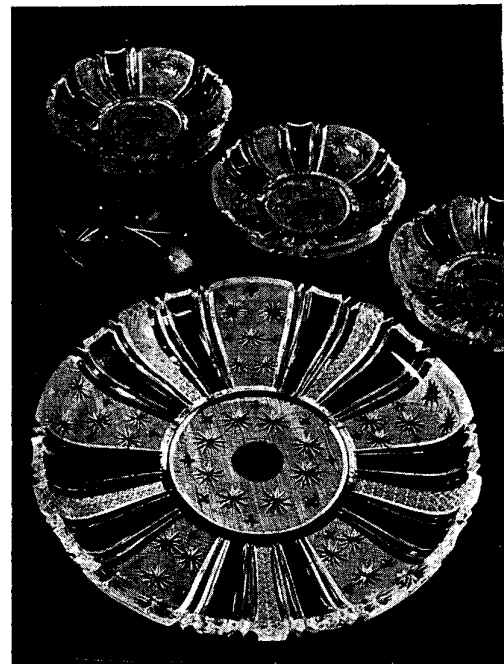
women will take it lovingly in their hands and buy it, or whether they will merely glance at it and say with a shrug of their shoulders, "That's nothing for me".

Well, we will not discuss in what the beauty of woman lies. Others more competent than ourselves have already described it or expressed it in painting or in carving. We can, however, say a few words about the beauty of glass which may interest you.

In the first place it is the molten metal or raw glass- which is decisive for the beauty of the finished glass ware. The beauty of glass lies substantially in its immaculate purity, in its capacity to absorb light and "play" with it. There are many kinds of raw glass, but few of them are so perfect as Bohemian crystal. To produce a good raw glass demands knowledge and experience. Czech glassmakers have been making glass for some 600 years, and so they are well acquainted with all the demands which are placed on high-quality and finely finished glass articles.

Another important factor in the beauty of glass is its form as adapted to architectonic laws, and also the manner in which it is worked up. The most beautiful glassware is thus produced in those countries where the people possess an inborn artistic taste. But once again, beware of woman! No woman will buy the same sort of hat as her friend wears. Women demand something different, something that displays variety, something special and new, and they are therefore never keen on machine-made glass with its millions of articles one piece just like another. Women prefer to buy blown and hand-worked, cut, painted and gilt glass which has individuality and a distinctive character of its own. Bohemian glass, therefore, best meets their preference for the great bulk of it is produced by hand.

Cut glass was always regarded as an article of luxury. The technique of cutting real Bohemian crystal depends on the unique skill of the Czech cutters, a skill which has for ages been highly prized by all experts. Of course even the technique of the Czechoslovak cut has passed through various stages of development; in its latest phase it has been completely accommodated to the demands of modern taste. Such a piece as this serves not only its original purpose as an object of utility, but is of itself an independent artistic ornament for an interior.



What does an exacting customer demand? He seeks an exclusive product capable of giving a touch of real distinction and elegance to hospitality. Don't you think he would be quite satisfied with this set which brings taste and bright charm to any table? You customers will assuredly fall in love with the beauty and gracefulness of this complete set of Bohemian glass.





Do you know what "JADE" glass is? It is a special non-transparent glass of a shade of green. When it is cut it sparkles in rainbow fashion exactly like real agate. Services made of this glass are of exceptional charm; they are of most artistic finish and at the same time practical. Their price, compared with the value of natural semi-precious stones, is remarkably low.

These services are exported by

**GLASSEXP***ORT* CZECHOSLOVAK GLASS EXPORT CO., LTD.

PRAGUE II, VÁCLAVSKÉ NÁM. 1, PALACE "KORUNA"

Approved For Release 2004/02/19 : CIA-RDP80-00926A003300050007-5

Crystal glassware alone can fully satisfy the demands of your customers in the form of real Bohemian crystal ware! That bearing the trade-mark "Karlovy Vary Glass" represents the most distinguished quality ever attained by the Czech glassmaking industry. Magnificent services of this crystal adorn the tables of diplomats, princes, maharajahs, governors and kings.



Order at once while stocks last!

**GLASS EXPORT**

CZECHOSLOVAK GLASS EXPORT CO., LTD.

PRAGUE II, VÁCLAVSKÉ NÁM. 1, PALACE "KORUNA"

*Are you anxious  
for novelties?*



There's no need for anxiety. Czechoslovak glassworks are producing a great quantity of new types and shapes of artistic, luxury and gift articles made of glass. The vase you are looking at is a completely new and acceptable gift. The exquisite decoration with flower and insect motifs, the fine polish and the high quality of the material, are all factors which have made this vase much sought after. Order at once, while supplies of this beautifully made, exquisite and striking hand work are still available.



**GLASSEXP****ORT**

CZECHOSLOVAK GLASS EXPORT Co. LTD., PRAHA II, VÁCLAVSKÉ NÁM. 1, PALACE »KORUNA«



HIGH CLASS BLACKLEAD-, COPYING- AND  
COLOURED PENCILS OF CZECHOSLOVAK MAKE

Represented in England by  
THE BURSİK TRADING COMPANY LTD.  
27, Great Pulteney Street,  
LONDON W. 1.

Represented by  
LIGNA LTD., Dept. KOH-I-NOOR  
L. & C. HARDTMUTH  
České Budějovice, Czechoslovakia



# LIGNA

Ltd.

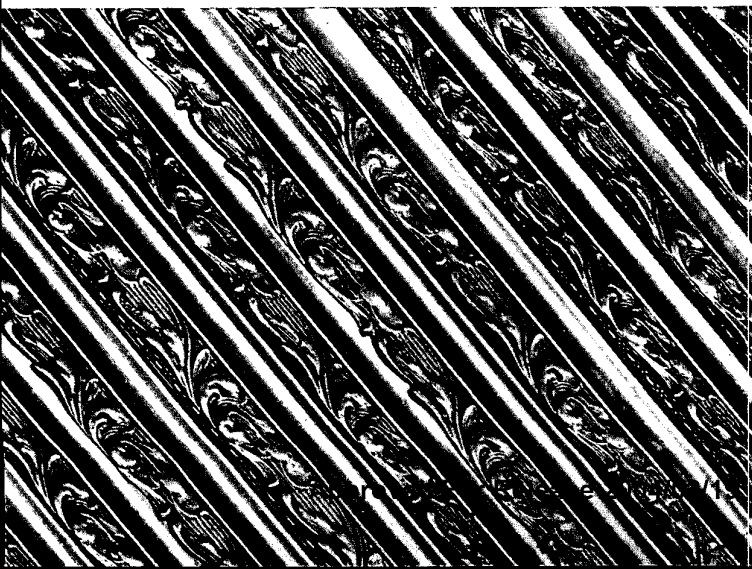
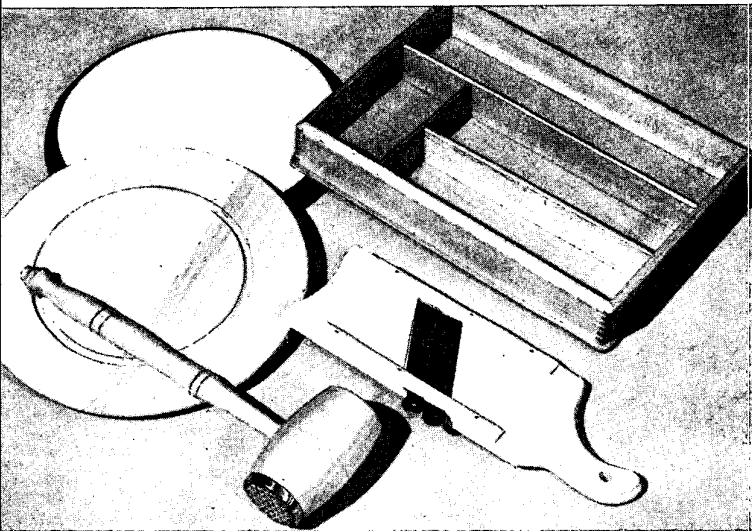
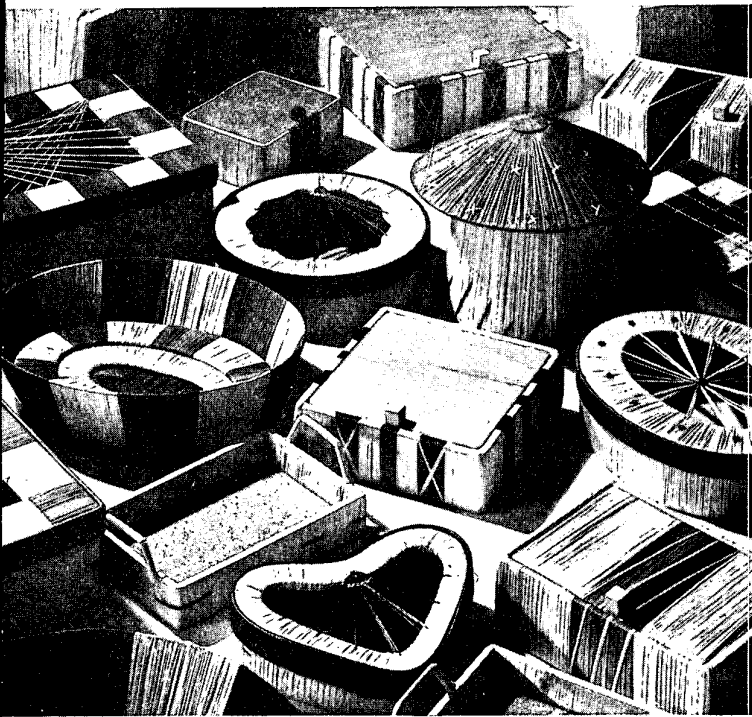
Whether your customers are motor manufacturers or housewives, public corporations or the catering trade, some or other products of the woodworking industry are needed by everyone. And they are all exported to the whole world by LIGNA Ltd., sole exporter of timber and all products of the woodworking industries of Czechoslovakia. The address of the company's head office is Praha II, Vodičkova 41.

You may already be familiar with some of our trademarks, – the world-famous SOLO match, the MELODIA Accordion or the PETROF, FÖRSTER or RÖSLER piano, bentwood furniture from the THONET works, or the products of the KOH-I-NOOR factories, pencils known to school-children the world over.

And there are many other *small wooden items* of which this article will inform you. They are all manufactured with the same attention to detail and sold at the same advantageous prices. Equally important are articles which are of daily use, yet escape the notice of the customer, – *baskets* of all sizes and descriptions, wireless cabinets, *sports articles* for summer and winter sports, *smokers, utensils* – pipes and cigar-holders for men and dainty cigarette holders for the ladies, *boxes and chests* used for fruit and tea, and then, there are prefabricated houses for whole families, windows, doors, parquet flooring, frames and so on.

## Goods for the housewife, the most important customer of all

Lack of space prevents us from describing the infinite variety of *wooden articles* we produce for *domestic use*. Where shall we begin? With broom-handles and dowels, tool-handles and skewers, walking sticks, embroidery rings and darning hoops? Or with blinds and selfwinding shutters, clothes pegs and clothes hangers, frames and mouldings? A speciality are our raffia and bast mats, indispensable for picnics and meals in the garden, and an original ornament to the dining table; liqueur mats, too, of the same material, add distinction to your hospitality. Bast handbags, too, by the way, are the most practicable to be had.



## HOME SWEET HOME WITH LIGNA FURNITURE

We have exported *bentwood furniture* for over 100 years, ever since the famous Thonet system was devised for the processing and bending of beech wood in Bohemia. Its production has undergone many improvements since, and our present-day furniture satisfies the most exacting customers. Bentwood furniture is handsomer, stronger and lighter—by about 20%—than the traditional type, and can be sent overseas in separate components easily assembled even by non-experts. We export hundreds of different kinds of chairs, for example, — and these are sure to find a customer in your country.

Besides bentwood furniture we also supply whole suites of furniture for dining rooms, lounges, studies, nurseries, bedrooms and kitchens in modern styles and various finishes. And we handle not only mass-produced articles, but handsome specialities made to order according to any specifications the customer may send us. We do not claim that our furniture is the cheapest on the

market, nor do we make that our aim. We have but one ambition, that the trademark "*Made in Czechoslovakia*" shall continue to be a guarantee of the highest quality available.

*LIGNA metal furniture*, a combination of chromium-plated or laquered steel tubing and the finest selected wood and upholstery in any desired finish is the pride of any modern home. Its craftsmanship, comfort and beauty are unsurpassed.

*Wireless cabinets* of the finest wood, and soundly constructed sewing machine tables, will be of interest to manufactureres of radio sets and sewing machines in your country.

The effectiveness of a picture depends on the right choice of *frame*. LIGNA produce mouldings and picture-frames designed for every style, classical and modern, light and serious. They are decorative without gaudiness, affording discrete backgrounds to every work of art.





THE FAMOUS CZECHOSLOVAK NONET PLAYS OUR INSTRUMENTS

#### PIANOS FOR THE HOME AND THE CONCERT HALL

The Czech lands are amongst the oldest seats of piano manufacture. *Petrof*, *Förster* and *Rösler* grands and uprights are still made according to the old craft principles; every instrument has its own personality. The brilliant tone and beautiful finish of these instruments make every one a favourite with the connoisseur, in artistic homes and concert halls.

#### FOR THOSE WHO TAKE BOTH LIGHT AND CLASSICAL MUSIC SERIOUSLY

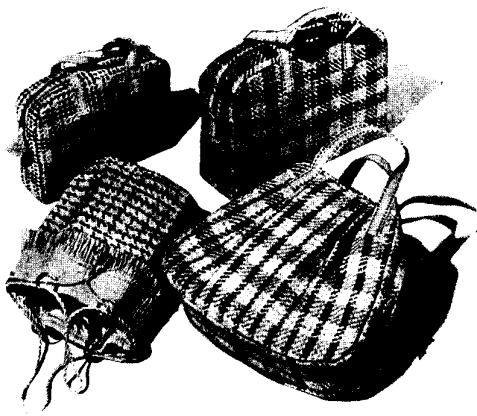
The manufacture of woodwind and brass instruments has a tradition of over 400 years standing in Czechoslovakia. We have a wide choice of horns, cornets, trumpets, saxophones, clarinets, flutes, bassoons and so forth.

The famous *Cremona* violin, renowned for its lovely tone, has been exported for several centuries. We can send you not only orchestral and magnificent solo concert instruments, but also "master violins", exact replicas of famous Italian makes. Our violas, celli and double basses are made of select, seasoned and tested wood.

A speciality of ours are "junior violins" for learners, cheap but peerless in quality. They are made by the same expert hands as the other types, and this combination of quality and price enables them to be handled by non-specialist firms with great advantage.

*Melodia* guitars in various types, such as the Spanish, Hawaiian or concert models, are sure to be popular with your customers now as before. *Melodia* mandolines, flat or round (Portuguese), ukuleles, banjos, banjo-ukuleles and balalajkas are made in this country by men imbued with its ancient musical tradition, and are equally beloved by the professional and the "music-lover".

*Melodia* accordions are gems of instrument-making which have brought happiness to thousands in the home, the countryside, on rambles, at the seaside and in concert halls. We supply all types of accordions, from the smallest instruments to the largest concert models with registers.



A great speciality of ours are sewing-baskets, but we also export shopping, bread, waste paper and other baskets in all sizes, shapes and colours, also carpet-beaters and wicker doll's prams.

It is no surprise that KOH-I-NOOR and COSMOS brushes are in such demand on the world market. They are famous for their beautiful finish, superior quality and durability. The toothbrushes are made of bristle or other material in different grades of hardness, with cellu-

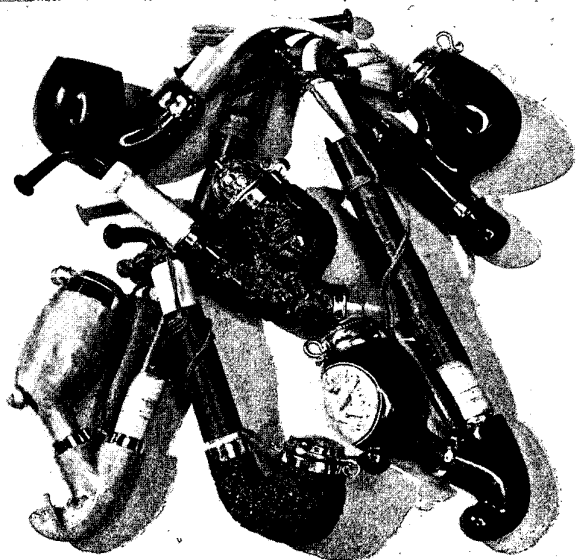
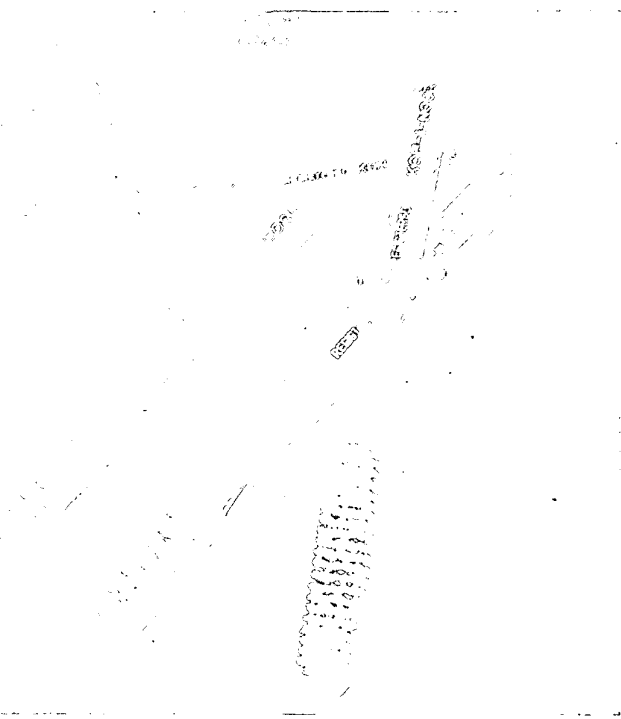
*Prospective buyers are invited to direct their enquiries to*

**LIGNA** Ltd.

*Head Office,*

*Prague II, Vodičkova ulice 41.*

*Your cables address, please, to:*  
*LIGNA, PRAHA*



loid handles in all colours. We manufacture over 300 kinds, in various colours, sizes and qualities. A speciality of ours are brushes for false teeth. CROWN shaving brushes are also made in an assortment of finishes and grades, with badger, Chinese or Canadian bristle. The handles are of artificial resin or wood.

Nobody smokes two pipes at a time, but many connoisseurs are eager to possess whole sets of our peasant-pipes, designed by rustic craftsmen according to immemorial folklore traditions. Each pipe is a work of original creation. Our cigarette holders are made in all different sizes, shapes and finishes, – or to any specification the customer cares to send.



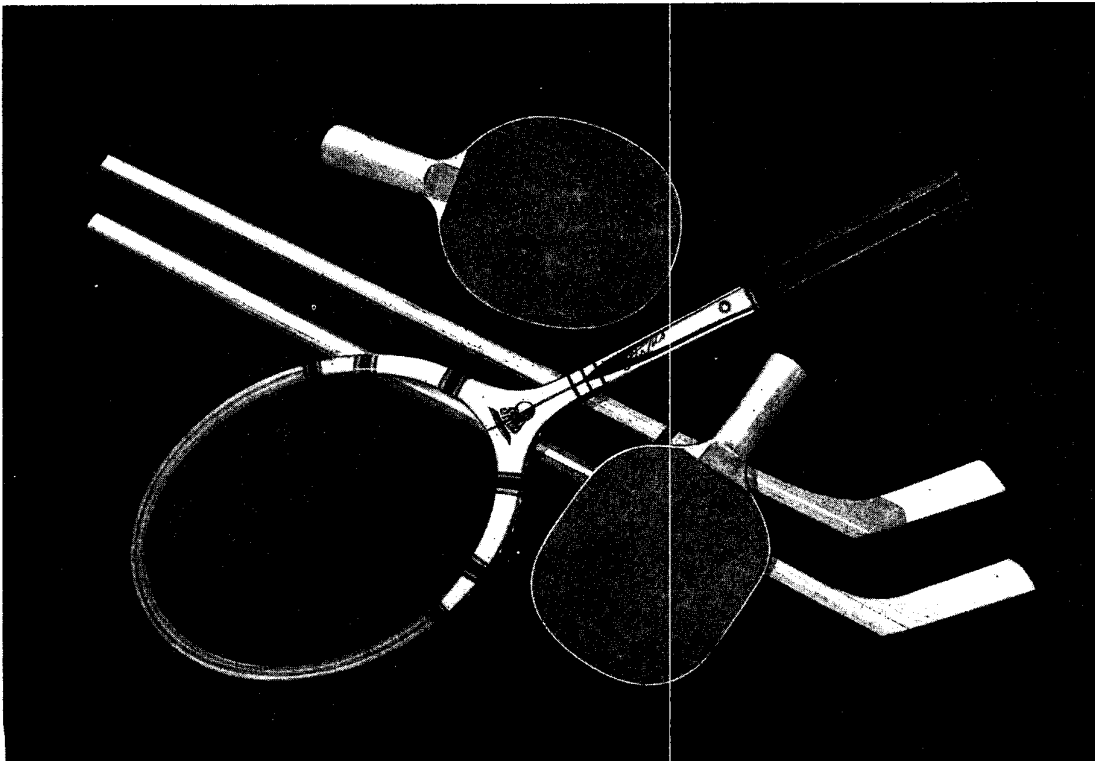
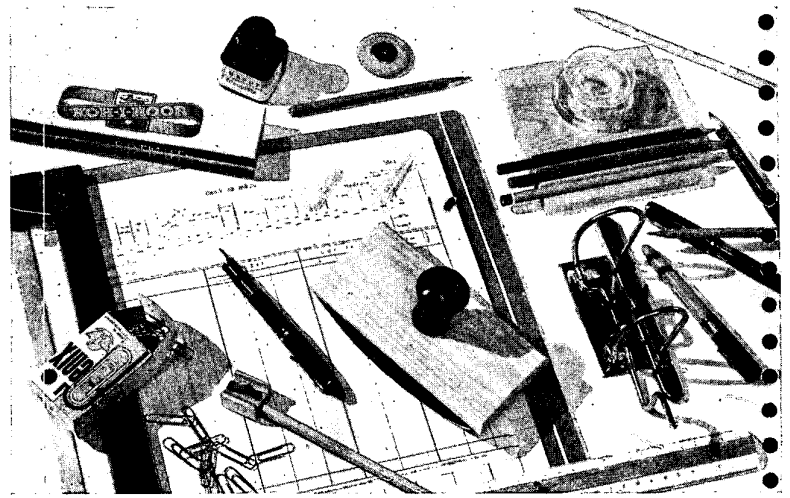
### PENCILS FOR ALL CUSTOMERS

KOH-I-NOOR pencils have been known everywhere since 1890. They are favoured for the excellent quality of their wood, as well as for the leads, which do not break and are guaranteed in 17 different grades of hardness. We also handle other makes of pencils, *Mephisto*, *Studio*, *Scala*, *Astra*, *Atlantic*, *Iber*, *Marold* etc., in various colours, finishes and prices, for school use and for artists. Among many special types of pencils we export are note-book, copying and checking pencils, and talcum and cosmetic pencils. We sell coloured pencils, singly or in sets, the best known makes being *Technicolor* - in 24 shades - Polycolor and Artist, and chalks, bare or wood-covered, spare leads and oil-chalks singly or in sets. We are sure that every article from our rich assortment will find a new and permanent customer in you; our goods have the familiar finish and renowned trade marks which in every customer's mind are associated with warranted quality.

We can offer you twenty kinds of beautiful fountain-pens, in perfect finish, filling by the piston, lever or vacuum system, with nibs of 14 ct. gold or stainless steel, plain or marbled body, in every price range. Also pen and pencil holders, pencil caps, plain or ball tip pens, pens for ornamental writing etc., - all these are specialities of ours.

### CZECHOSLOVAK VICTORIES IN WORLD CHAMPIONSHIP EVENTS ENHANCE THE SALES VALUE OF CZECHOSLOVAK SPORTSEQUIPMENT

Every day more and more kinds of sports gain in popularity. Good equipment helps us, and you, to get better results. We offer you tennis rackets, hockey-sticks, canoes and skis, sledges, kayaks and table-tennis bats bought by all good sportsmen.



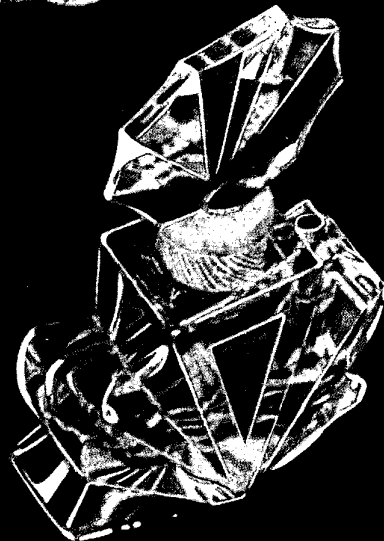
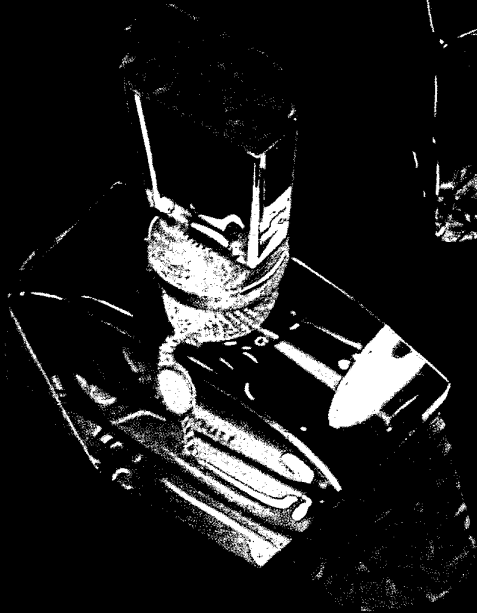
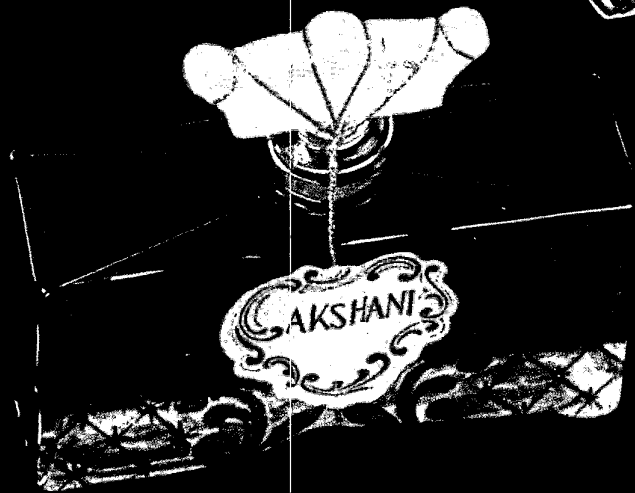


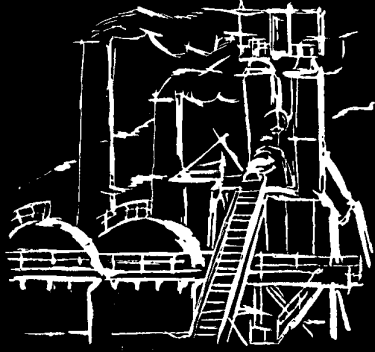
*All for the scholars*

**LIGNA Ltd**  
**KOH-I-NOOR L. & C. HARDTMUTH**  
CZECHOSLOVAKIA

# CHEMAPOL LTD

COMPANY FOR THE IMPORT AND EXPORT OF  
CHEMICAL PRODUCTS AND RAW MATERIALS  
PANSKÁ 9 PRAGUE II CZECHOSLOVAKIA  
CABLES: CHEMAPOL PRAHA





EXPORT  
PROGRAMME



# HOPMALT



DEPT. HOPS:

PŘÍKOPY 3, PRAHA I

TELEPHONES: 20973, 23608

CABLES: BOHEMIAHOP PRAHA

CZECHOSLOVAK MALT  
AND HOPS EXPORT  
COMPANY LTD.

DEPT. MALT:

TROJANOVA 7, PRAHA II

TELEPHONES: 45241, 41173

CABLES: TCHÉCOMALT PRAHA

SOLE EXPORTERS OF CZECHOSLOVAKIAN HOPS AND MALT

HOPS:

ŽATEC (SAAZ)

ÚSTĚK (AUSCHA)

ROUDNICE



MALT:

PILSEN • MUNICH

CARAMEL • COLOUR

PORTER



material, and in many cases indeed surpass them by virtue of their lightness, resilience and unbreakableness.

What has been said above about specimens of Czechoslovak ornamental cardboard boxes is equally applicable to photo-albums, which are most popular with amateur photographers in all parts of the world. The Czechoslovak paper factories turn them out in the most varied kinds of finish, and their bindings – mostly of imitation leather with rich ornamentation – are executed in really artistic fashion. Photo-fixers, too, of Czechoslovak origin enjoy much popularity abroad.

Among articles that sell well are albums and birthday books for teen-agers. These books are also bound in artistic covers. Then there are book covers to protect books from harm while being read, and these, too, by reason of their artistic finish are really ornamental. They are an article much in demand by readers.

At the 51<sup>st</sup> Prague International Trade Fair the attention of all visitors was attracted by a new type of lamp shade. It gives the impression of a girl's fluttering skirt ornamented at the edges in imitation of embroidery or by real pressed flowers which under their diaphane covering have kept their original colours in all their beauty. From the interest shown in this new feature

## Czechoslovak Paper Articles an

In the February issue of the English trade journal *The Packaging Review*, Major C. W. Cousland, Printing and Packaging Officer of the Industrial Division of the Council of Industrial Design, writes in very laudatory terms of samples of Czechoslovak ornamental cardboard boxes. A carton with oriental design, in appearance reminiscent of a metal jewellery casket makes a tasteful ornament on every toilet table. Such cartons are supplied to chocolate factories. Czechoslovakia, however, also exports them as boxes containing high quality notepaper and envelopes, and made according to the wishes and tastes of customers in any particular country.

Similarly as regards Czechoslovak waxed cups, ointment pots and cups for coffee and other hot drinks, Major Cousland is not sparing with his praise of the quality of the material used in making these articles, of the workmanship put into them and the printed matter on them. Czechoslovak paper containers, cups, pots, etc. are suitably impregnated in a manner that meets all the requirements of hygiene. The treatment is absolutely uninjurious to health, and without taste or smell. As regards the use which can be made of these paper containers they are the equal of filling lines of other



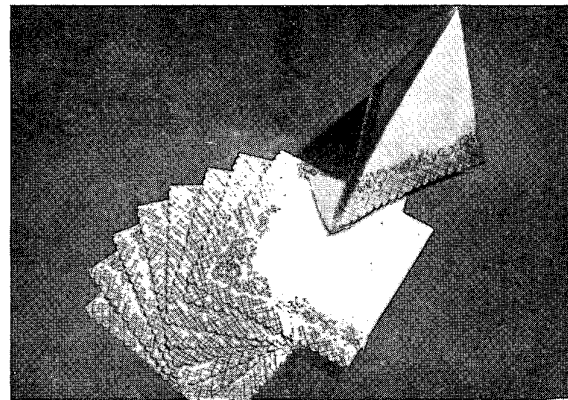
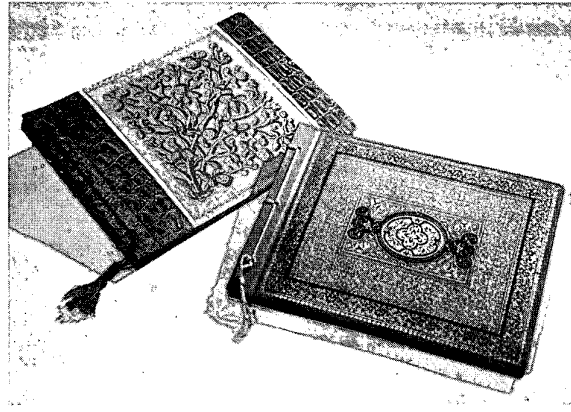
by the visitors to the Fair it can be assumed that it will become a popular article in the market.

We also meet with Czechoslovak paper articles in our kitchens where paper lace, a perfect imitation of the real thing in all manner of charming designs, paper-lace covers and other similar decorations add to the cosiness and cleanliness of the room, especially if we add to them a wall calendar depicting a background of Czechoslovak landscape with its sentimental appeal. For well-set tables paper serviettes are turned out in the most delicate pastel colours and in the neat designs distinctive of Czechoslovak taste.

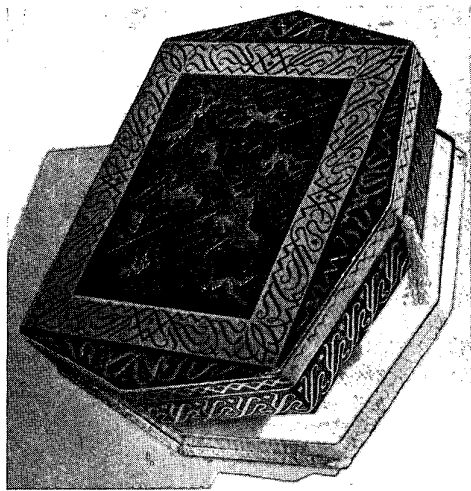
Collapsible egg stands which can be quite simply fixed by means of a rubber band and enable eggs to be carried in safety from the shop, on the occasion of excursions, and the like, are also made in Czechoslovakia.

Last year the products of the Czechoslovak paper industry were exported in all to 90 different countries, where they decorate the homes in various continents carrying thither some typical feature of the artistic temperament and skill of the Czechoslovak designer and worker.

The export of all the products of the Czechoslovak paper industry, from the finest types of paper to roof-



## Cardboard for the Household



ing material, and of all paper and cardboard articles is entrusted to the PAPCO Czechoslovak Paper Trading Company, Limited, Prague II, Třída politických vězňů 10, P. O. Box 822, which thanks to its close connections and its delivery contracts with the producing concerns, can supply to any country goods that in their finish fully answer to the wishes and tastes of the customers in each particular market.

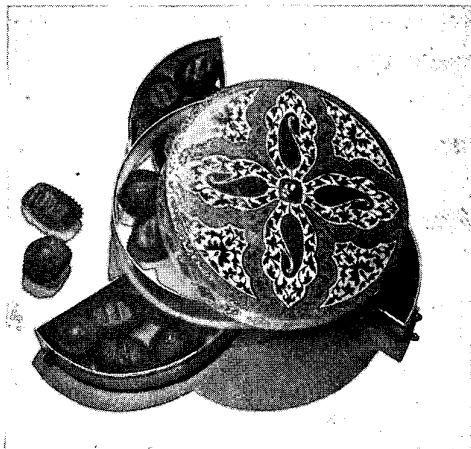
Further information may be had of the PAPCO Company's representatives for Great Britain:

OISERMAN (Agencies) Ltd., 34/40 Ludgate Hill, London E. C. 4 for wrapping papers, coated papers, writing and printing papers and cardboard,

THE MACPHERSON TRADING CO., LTD., West Bridgford, Nottingham, for tubes and spools for the textile industry,

F. MACKAY & Co., 64 Fountain Street, Manchester 2, for handmade cardboard,

WINTECO LTD., 24, Northumberland Avenue, London, for waxed cups, creped paper, photo-fixers, photo albums, writing paper sets, carnival articles, napkins, Christmas decorations and other articles made of converted papers.



Tours and excursions are the more enjoyable if you are contented in mind, if no cares afflicts you and if you are not hungry on the way. For care there is a fine medicine — rest and quiet. To deal with hunger you can take in your knapsack some tinned meat or good cheese of Czechoslovak origine. Scene succeeds scene: meadows, forests, fields and ponds — all breathing calm and peace. And at a turn of the road, somewhere on a smooth stone or in a meadow full of busy bees, or again in the courtyard of some proud old castle, you enjoy the meat you have brought with you, you eat a slice of bread and cheese, and you feel that all's well with you and the world.



Czechoslovak preserved meats, sausages, luncheon meat, Prague ham, Italian-type sausages, and Czechoslovak cheeses go forth from big, up-to-date factories into every part of the world. Before they do so, however, they are subjected to very strict supervision by food inspectors, trade experts, and of course epicures with the most discriminating tongues. Czechoslovak tinned and preserved meats are therefore a real speciality. The export of these commodities from Czechoslovakia is the exclusive privilege of the KOOSPOL Company which is in the closest contact with the producers, and is able to take every measure to ensure that Czechoslovak conserved meats and Czechoslovak cheeses meet your requirements in every way.



# Pilsner Urquell

Sole Representatives for Great Britain:

**PILSNER URQUELL COMPANY LTD.**

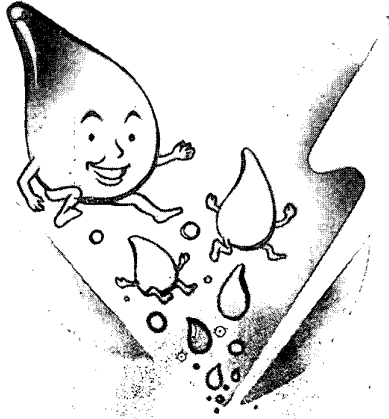
77-79, St. Thomas Street,

LONDON S. E. 1.





# A Drop of Precious Water is Being Born



*It is in the very depths of the earth, in the immediate vicinity of the so-called magma centres that the drop of precious water is born. Its origin, however, is veiled in mystery. By enormous pressure and heat, the conditions have been created for unknown physical and chemical processes. Molten rocks are moving forward, boiling and bubbling in an atmosphere of highly condensed gases that seek for an outlet. In this inferno, the drop of precious water is formed together with a countless number of its equals as the gasification product of the white-hot matter. Already in the course of its formation it has become entirely interfused with the strongly predominant carbonic acid, which gave it the quality to absorb substances that otherwise would only dissolve with difficulty in pure water. Of this property the drop made extensive use. The absorption of mineral matter is, furthermore, supported by the strong pressure and the high temperature. Through crevices, reaching many thousands of feet into the earth and formed millions and millions of years ago by tensions in its crust, the drops are then driven*

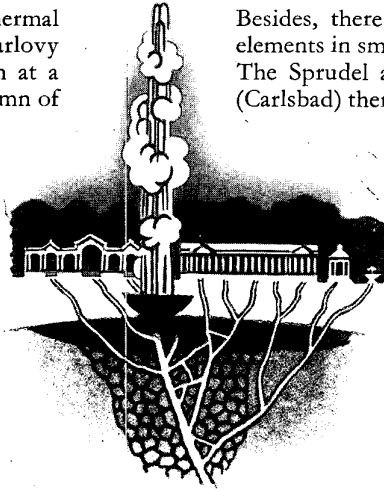
*upwards until, at an incredible speed and roaring and hissing, they erupt to enormous height. Falling back to the ground the drops are collected in cups or filled in bottles, others are piped to evaporation machines for the production of salt. Thus the drop sacrifices itself for the good of science, but in doing so it pays for a great deal of important knowledge.*



## The Results of an Analysis of Karlovy Vary (Carlsbad) Salt:

The "Sprudel" spring is the most powerful thermal spring of the world-renowned spa of Karlovy Vary (Carlsbad). It emerges from the earth at a temperature of 162° F as an effervescent column of water, which shoots up to a height of 30 feet. Together with the other springs it produces daily the immense quantity of approximately 650,000 gallons of thermal water, carrying with it in solution almost 40,000 lbs of solids (mineral components). As may be seen from the analysis, the following minerals are the main constituents of the Sprudel:

Sodium	Iron	Fluorine
Calcium	Manganese	Iodine
Potassium	Aluminium	Hydrophosphate
Magnesium	Hydrocarbonate	Hydroarsenate
Lithium	Sulphate	Meta-boric acid
Ammonia	Chlorine	Meta-silicic acid
Strontium	Bromine	Carbonic acid



Besides, there may be found a great many rare elements in small quantities or, as we say, in traces. The Sprudel as well as the other Karlovy Vary (Carlsbad) thermal springs, which are almost equal to it by their content of mineral matter, distinguish themselves by some special properties:

1. the natural proportion of the main components; which is most favourable for their therapeutic effect;
2. the extraordinary importance of their large content of numerous elements "in traces";
3. the high temperature, a sign of volcanic origin;
4. the "juvency" of the water\*), which determines its independence from external influences and thus its permanent and uniform quality.

**It is for the co-operation of all these factors that the Karlovy Vary (Carlsbad) thermal waters are quite unique in their kind.**



Now, all these precious drops, those that have been put into bottles as well as those transformed into salt by evaporation and packed in packages, start for their journey to the wide world. The bottles bear the name "Karlovy Vary (Carlsbad) Muehlbrunn", the packages the label "Genuine Natural Sprudel Salt of Karlovy Vary (Carlsbad)" which, unique in its kind and surpassing all artificial imitations, contains all the effective and soluble main ingredients as well as the other elements of the Sprudel spring. Thus the drop of precious water has become the carrier and mediator of the unimpaired forces of the earth, the emissary of a world-renowned spa, who brings its invaluable curatives to all sick people who are unable to visit Karlovy Vary (Carlsbad) themselves.

\*) juvenile - pertaining to, characteristic of youth. Juvenile water as contrasted with that from the atmosphere is of volcanic origin, and is therefore water emerging to the surface of the earth for the first time.

# PIEŠŤANY EXPORTS HEALING POWER

Piešťany Spa was famed as early as the year 1171 for its already mud treatment of affections of the locomotor organs. The hot mud springs issuing from the earth at Piešťany in the valley of the Váh, Slovakia's largest river, are relics of the volcanic activities of the Early Tertiary period. The results of centuries of experience and scientific research have ascertained that Piešťany mud is effective in the treatment of **Rheumatism, Rheumatoid complaints, Neuralgia, Sciatica, Gout, Thrombosis, Women's ailments, Skin diseases**, etc.

Piešťany mud is a black, soft substance. Its *physical properties* render it particularly good for packings and poultices. The high degree of plasticity of the mud causes it to adhere well to the skin without leaving any spaces between the skin and the layer of mud. The result is a uniform and intensive permeation by warmth of the skin tissues and the organs located under them. Of the *chemical components* of Piešťany mud we may stress its contents of sulphur which on heating penetrates into the interior of the body. Of considerable importance is also the circumstance that the sulphur contained in the healing mud is never quiescent. The sulphur bacteria are continually at work, and undergoing change, thus forming new and effective sulphur compounds. In order to enable the curative effects of Piešťany mud to be availed of as quickly as possible, it has for ages been the custom to apply **treatment at home**. Especially in the case of obstinate affections of the locomotor organs, when travelling is very difficult for the afflicted persons, so that they cannot be at once conveyed to the spa, **there are many methods of home treatment that are most invaluable**. From the time of the first consignments of mud from Piešťany, that is, some 130 years ago, the method of sending it out has frequently been changed until the latest forms have been arrived at, forms which are very simple and very easy of application in every household:

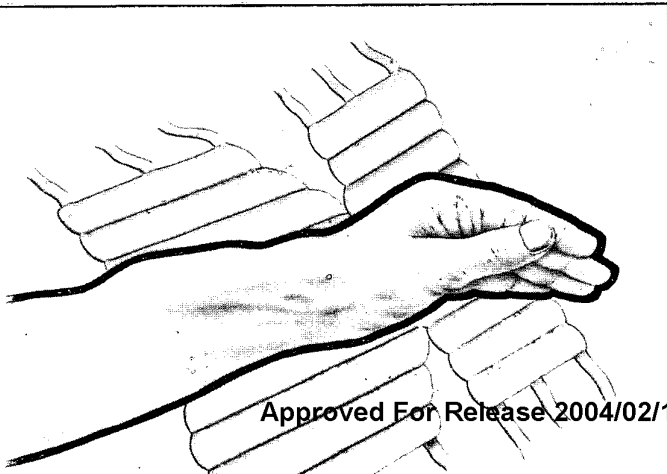
**Piešťany Mud Cubes** known to the trade under the designation of PiQa (abbreviation for Piešťany Quadrate). These blocks are made of the original mineral mud. The compressing and preserving of the original mud of the warm springs is carried out by a special patented process with the result that the mud squares can be kept for years without their curative properties being affected in the slightest. The original mud is not to be confused with other preparations (such as peat and others).

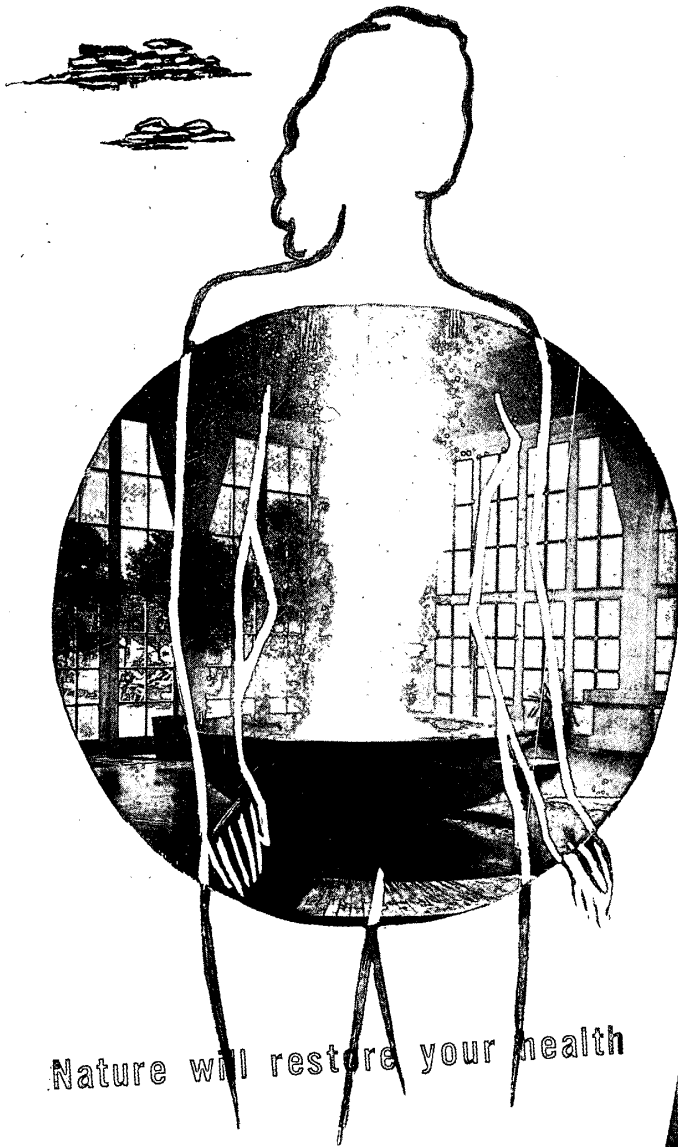
**Piešťany Gamma-Compresses:** In the making of Gamma compresses the original mud is converted by special process into a powder in such a manner that the original curative elements are fully preserved. This powder is packed in a finely woven, close linen bag, quilted in ribbed fashion. Dipped into hot water the mud powder assumes the form of the original mud and can be used at once.



PRODUCER:  
CZECHOSLOVAK STATE SPAS AND SPRINGS, PIEŠŤANY

SOLE EXPORTERS:  
**CENTROKOMISE** Ltd.,





Nature will restore your health

### WHEN YOU FEEL FAGGED OUT

- If your stomach or liver cause you trouble...
- If your digestion is out of order...
- If your intestines or gall-bladder cause you pain...
- If your organism suffers from the effects of a sedentary life, wrong diet, or more serious injury owing to the excessive use of alcohol or nicotine...
- If the tension of modern life exhausts you...



Ask your doctor about the indication of a treatment with the famous Sprudel Water or Sprudel Salt of Karlovy Vary (Carlsbad). He will certainly prescribe and recommend this treatment for you, which, if well-indicated, carefully performed and combined with a properly balanced diet will bring alleviation of your ailment and restore your health.

Every imitation salt mixture, many of which are in the trade under the name of Carlsbad Salt or artificial Carlsbad Salt - has proved to be far inferior to the natural salt itself. This natural salt owes its unique medicinal values to its volcanic origin and unimitable composition of chemical ingredients, being formed under conditions which so far cannot be reproduced in the laboratory.

Producer: Czechoslovak State Spas and Springs, Karlovy Vary (Carlsbad)  
 Sole exporters:

**CENTROKOMISE** LTD., 5, Na Florenci, Prague II.



# SPICES FROM SUNBATHED FORESTS

## **CARPATHIA** DRIED MUSHROOMS

The secret of the "costly" flavour of soups and sauces...

The secret which wins fame to reputed "chefs de cuisine"...

The secret of spicy, fragrant, attractive meals...

## SPELLS

## **CARPATHIA**

"Carpathia" dried mushrooms are a reputed Czechoslovak brand -- the choicest mushrooms of the Slovakian forests, carefully selected, handpicked and dried under constantly supervised conditions.

**FULL-BODIED, WHITE, HEALTHY LARGE SLICES WITH A SPICY AROMA:**

## **CARPATHIA** DRIED MUSHROOMS

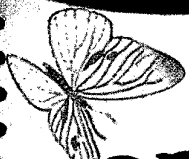
They Keep All Their Fragrance and Spiciness

Sole Exporters:

**CENTROKOMISE**

Czechoslovak Import and Export of Foodstuffs Ltd.  
PRAHA II, Na Florenci 5, P. O. B. 815

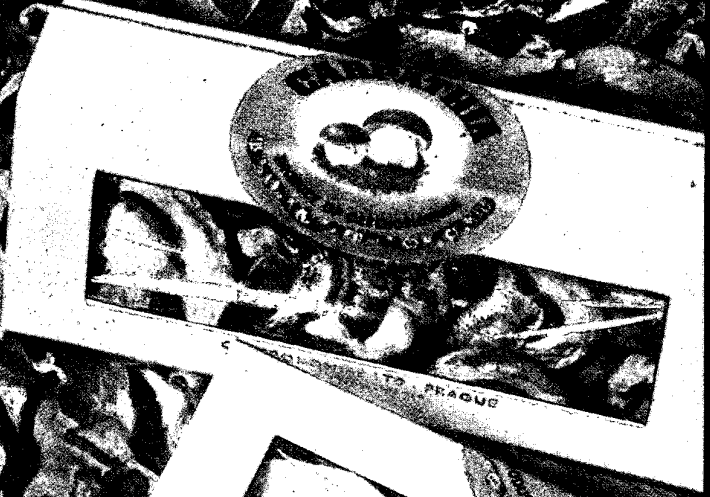
General Representatives for Great Britain:  
**MINERAL PRODUCE CO. LTD.**  
110, Cannon Street,  
LONDON, E. C. 4

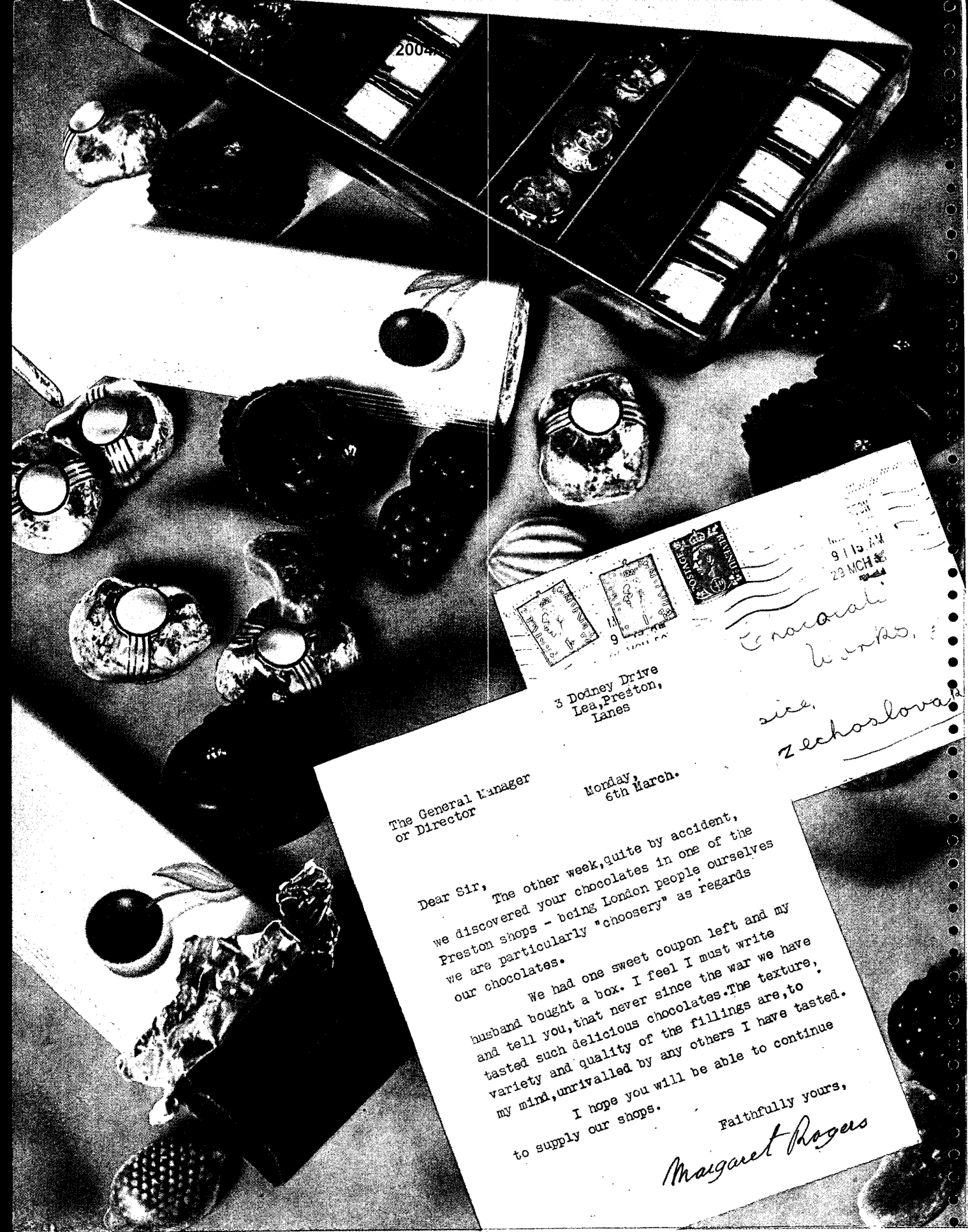


# CARPATHIA



DRIED SLICED  
MUSHROOMS





The General Manager  
or Director

Monday,  
6th March.

Dear Sir,

The other week, quite by accident,  
we discovered your chocolates in one of the  
Preston shops - being London people ourselves  
we are particularly "choosery" as regards  
our chocolates.

We had one sweet coupon left and my  
husband bought a box. I feel I must write  
and tell you, that never since the war we have  
tasted such delicious chocolates. The texture,  
variety and quality of the fillings are, to  
my mind, unrivalled by any others I have tasted.  
I hope you will be able to continue  
to supply our shops.

Faithfully yours,

*Margaret Proger*

9  
LONDON  
9 MARCH 1945  
Czechoslovakia  
Zechoslovakia

Sole Exporters of the Czechoslovak Chocolate Works:  
**CENTROKOMISE** CZECHOSLOVAK IMPORT AND EXPORT  
OF FOODSTUFFS LTD. PRAHA II, NA FLORENCI 5

General Representatives for Great Britain:  
**LYON MANUFACTURING & TRADING CO. LTD.**  
109 KINGSWAY • LONDON W.C.2

Approved For Release 2004/02/19 : CIA-RDP80-00926A003300050007-5

ONCE MY PRODUCTS YOU HAVE TRIED

Approved For Release 2004/02/19 : CIA-RDP80-00926A003300050007-5



— YOU'LL BE ALWAYS SATISFIED!

Approved For Release 2004/02/19 : CIA-RDP80-00926A003300050007-5

The fruit or vegetable preserves which are presented today under the name of

**FRUTA • MARILA • CARPATHIA**

come from **CZECHOSLOVAKIA.**

Maybe this is not the first time you hear about these preserves and you already know their excellent quality.

The following information may serve to confirm your satisfaction at having been informed well. Fruit and vegetable preserves with the trade mark **FRUTA, MARILA** or **CARPATHIA** are made from fresh, carefully selected produce. Fruit and vegetable growing in Czechoslovakia is of a high standard and the preserving industry makes use of all the scientific experience and most modern methods which ensure high quality and long conservation. Only pure beet sugar is used which has high calorific value and which together with the fruit juice forms an ideal addition to the nourishment of the human organism during the winter months. Always remember that a good fruit compote or vegetable dish will brighten the family menu and build up health.

Sole Exporter

**CENTROKOMISE** Ltd.

5, NA FLORENCI • PRAGUE II

Approved For Release 2004/02/19 : CIA-RDP80-00926A003300050007-5



# SLOVAK MAGNESITE WORKS

NAT. CORP, BRATISLAVA, GAJOVA 9, CZECHOSLOVAKIA  
MONOPOLIZED EXPORT & IMPORT: PRAGUE II, U PŮJČOVNY 9.

## WE PRODUCE

all kinds of refractory materials for metallurgical and cement industries

## MAGNESITE

dead burnt as well as caustic

## QUICKSET

special quality of dead burnt magnesite which is the result of latest scientific and technological investigations; used for open hearth furnaces and electric furnaces to economise operation

## MAGNESITE BRICKS

squares well as shapes for all kinds of furnaces in metallurgical industries and for special furnaces of basic operation

## SPECIAL BRICKS OF WORLD - FAMED BRAND :

### LOVINIT I

basic bricks resistant to temperature variations and to corrosiveness of cement-clinker; used for brick lining of burning zone of rotary or shaft furnaces in cement industries and also for calcining zone of lime kilns

### LOVINIT II

magnesite bricks of special density, made without foreign ingredients and resistant to temperature variations as well as to corrosiveness of fluxes and slags. Used for brick lining of some parts of open hearth furnaces such as well of vertical air - and gas - up takes for brick lining of arc electric furnaces and also of regenerative chambers of soda-lye in paper factories

### LOVINIT III

chrome-magnesite bricks distinguished by excellent resistance to corrosiveness of basic and iron slags. Used for construction of main vaults of open hearth furnaces: in general the vaults are suspended which solution has given the best results in many steel works of the world

## FERMACO

material for cleaning drinking- and industry - water of oxygen and iron

## WE DELIVER

to all industrial countries of Europe and Overseas

## INQUIRIES .

HEAD OFFICE IN BRATISLAVA, GAJOVA 9, CZECHOSLOVAKIA  
TELEPHONE 256-48. CABLE: MAGNEZIT BRATISLAVA. MONOPOLIZED EXPORT  
& IMPORT: PRAGUE II, U PŮJČOVNY 9, TELEPHONE 298-41. CABLE: LOVINIT PRAHA

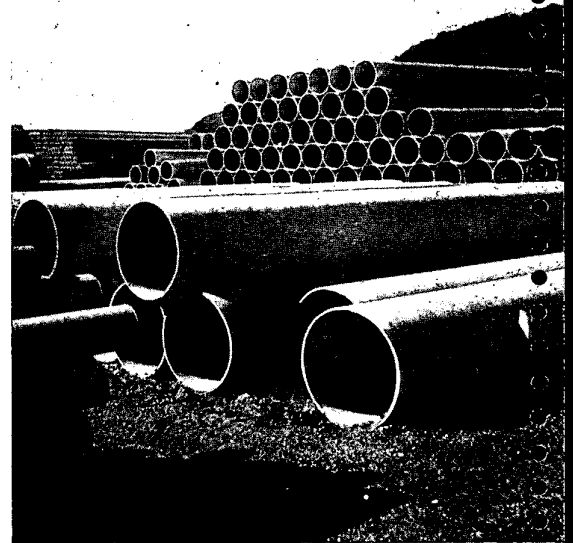


# CZECHOSLOVAK CERAMICS IN MODERN BUILDING OPERATIONS

Modern trends in architecture have placed increased demands on postwar building activities. The demand is above all for utility combined with handsome appearance both as regards industrial premises and dwellinghouses, and for hygienic facilities as perfect as possible.

If all these aims are to be achieved it is necessary to choose such material for buildings as is resistant to climatic changes and to mechanical and chemical influences, and to ensure that not only the façades and outer walls but also the entire structure be durable.

The Czechoslovak ceramics industry has been able to accommodate itself to these requirements, and is supplying the whole world not only with roofing material but also all other material necessary for façades, for facing the interior walls and for floors.



Ceramic tiles and facing material can be used wherever it is desired that the surface of walls should remain smooth, clean, and easy to wash. It is therefore admirable for facing the walls of operation rooms, toilet rooms, bathrooms and corridors. For these purposes the HOB and RAKO tiles have proved perfect. Proof of this is to be seen in the satisfaction of our customers of many years standing, and in the steady demand from abroad for this material.

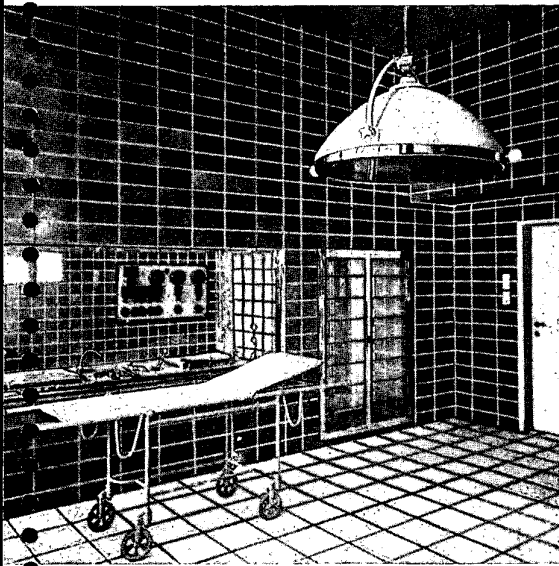
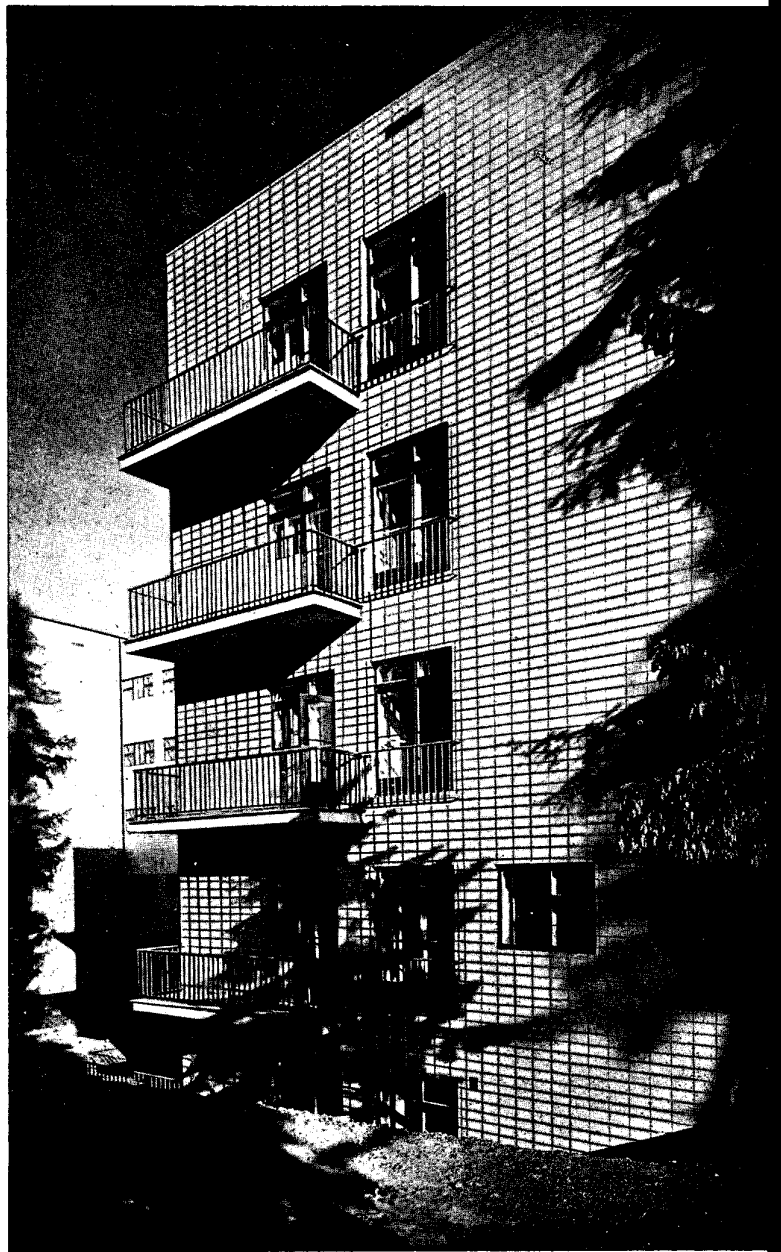
In façade material we export ALIT and RAKODUR tiles, the toughness of which and their resistance to the influences of weather and to mechanical shock is universally known. Their use lengthens the life of buildings, and the need for repairs is minimum.



For breweries, cold storages, dairies and chemical laboratories the most suitable facing materials are the frostproof and acidproof TUNELIA and SIMPLON tiles which are equally perfect for their hygienic qualities as for their resistance to mechanical, atmospheric and chemical influences.

Among the roofing materials the greatest popularity has been acquired in practical use by asbestos-cement slabs, first and foremost as a light and durable roofing agent, and then as most satisfactory facing for factory walls, warehouses, railway station buildings, garages, hangars and cooling towers. Asbestos-cement slabs, both flat and corrugated enjoy particular popularity by reason of a whole series of unique qualities, of which the most outstanding are: light weight in big sizes, great power of insulation and resistance to heat and frost, the circumstance that they do not corrode, and that simplicity of laying facilitates a rapid tempo of work.

Very economical, too, are asbestos-cement slate tiles which protect walls from getting soaked and from suffering mechanical damage. They are an equally good insulation against heat and frost. At a very small upkeep cost they will last a long time, and give buildings a clean and attractive appearance.



For the installation of water-supply piping, asbestos-cement pressure pipes have proved the best medium. They are light, rustless, their surface both inside and out is smooth and therefore does not get coated, and they are hygienic. The jointing is done by cast or asbestos-cement joints. In addition to these pipes we also manu-

facture exhaust pipes which are used where there is no pressure, and pipes for conducting smoky gases. Both these kinds are very reliable and durable in operation.

The best recommendation for all Czechoslovak ceramic building products is the fact that in the construction of many important buildings in different parts of the world use has been made of our materials, which answer perfectly to the increased demands put forward to-day in the sphere of architecture, housing technique and hygiene.

*All information may be had from Czechoslovak Ceramics, Export and Import Ltd., V jámě 5, Prague II.*



# An Echo

## OF THE CZECHOSLOVAK CERAMICS EXHIBIT AT THE 51<sup>ST</sup> PRAGUE INTERNATIONAL TRADE FAIR

The 51<sup>st</sup> Prague International Fair held last May brought together our customers from all parts of the world. They not only expressed their appreciation of the progress which we had made in production in the course of the past year, but they were also unanimous in declaring that our organisation and our prompt service fully answered to the wishes of the most exacting of customers.

Before they left many of them wrote their impressions in our Visitors Book, and we have pleasure in reproducing here some extracts from it:

*On the occasion of my visit to this year's 51<sup>st</sup> Prague International Fair I noted that the Czechoslovak ceramics industry was leading in Europe.*

K. L. VIENNA, AUSTRIA

*I was charmed with the development of Czechoslovak ceramics.*

P. L. FRANCE

*I was very happy to pay a visit to this beautiful city after an interval of 10 years, and I found the industry equally dynamic as before, and in the forefront as regards special products.*

E. T. TUNIS

*The cordial reception and above all the excellent organisation of the PORCELA section encourage us to renew our trade contacts which were so extensive before the war.*

I. K. FRANCE

*It was a great pleasure for me to do business with Mrs. W., and I hope that the deliveries of our orders will be made as soon as possible. I look forward to being able to visit your beautiful Prague again, and that there will be no difficulties. The results of your production are excellent and we shall not fail to report to our New York office on the Trade Fair as well as on life in your country. We can recommend everyone to come to you and convince himself with his own eyes.*

J. K. NEW YORK

*We thank you for a very kind reception and friendly atmosphere. Your organisation is unique, and Prague is a wonderfully beautiful city.*

L. G. SWITZERLAND

*Business became a holiday, thanks to the outstanding attention which was devoted to me.*

A. A. R. EDINBURGH

*During my latest visit to Prague... so much obligingness and so many magnificent things! I hope to come again soon.*

T. M. HOLLAND

*It is really a great pleasure to work with Mr. K. who knows his sector so well. I hope that we shall do good business with big orders. The stay in Prague is interesting, and I look forward to being able to return soon to this beautiful country.*

J. K. NEW YORK

*On this occasion, too, we were most cordially received, and the greatest attention was paid to us. We admire your handsome exhibit.*

W. L. VIENNA K. L. AUSTRIA

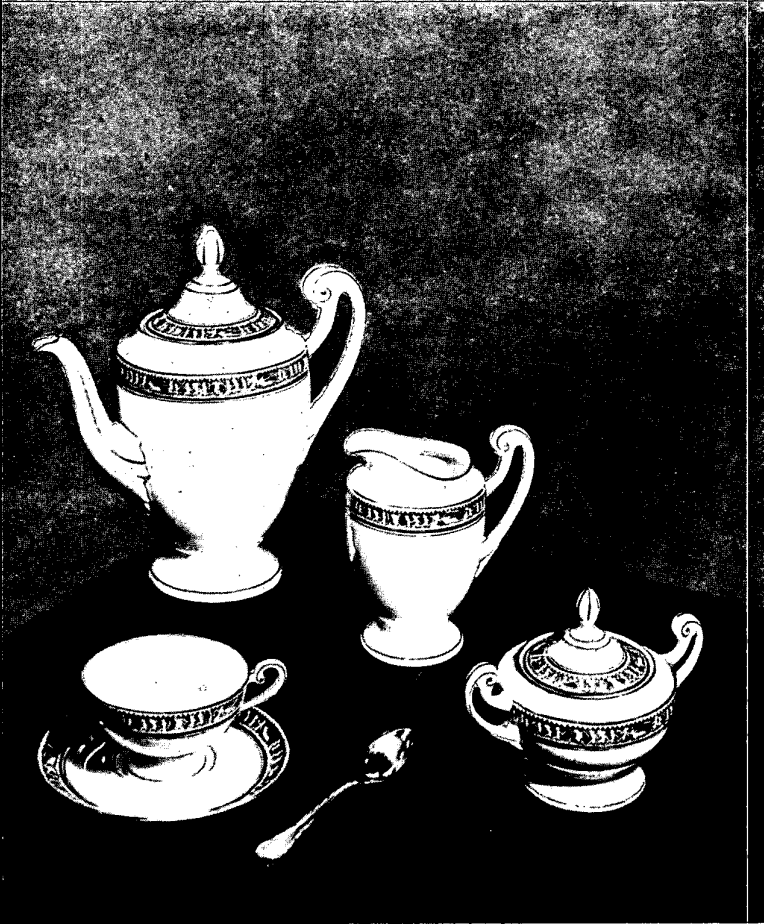
*I should like to express my appreciation of this handsome exhibit, so practical for a business man and so agreeably set out. After a short stay in Prague, the beautiful Fair city, I return home with the pleasantest memories.*

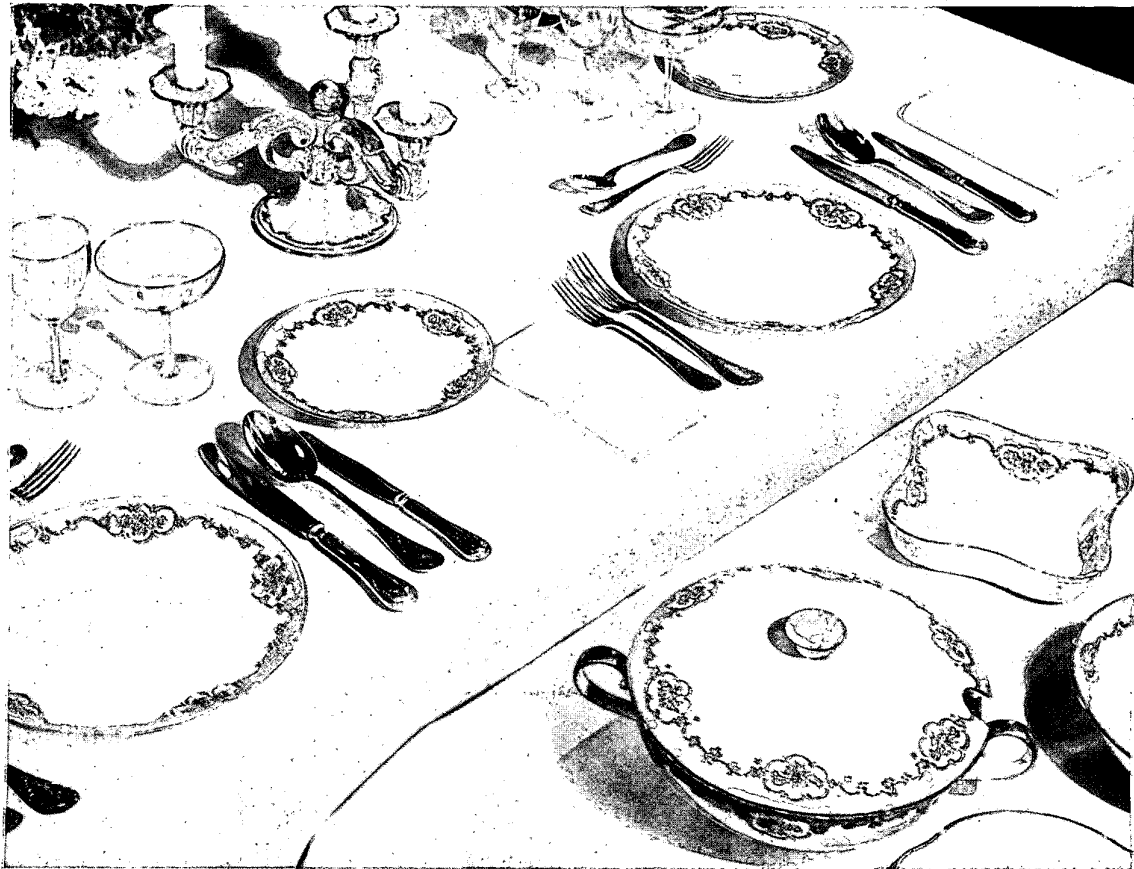
F. R. SWEDEN

*We are very pleased with our visit to your exhibit, and appreciate your kindness, particularly the services of Mr. B. We look forward to visiting Prague again, and we feel sure that the ties between our country and yours will become ever closer.*

A. A., H. B. ARABIA

We hope we shall soon not only have an opportunity of welcoming you again as customers, but that you will favour us with your visit on the occasion of the 52<sup>nd</sup> Prague International Trade Fair.

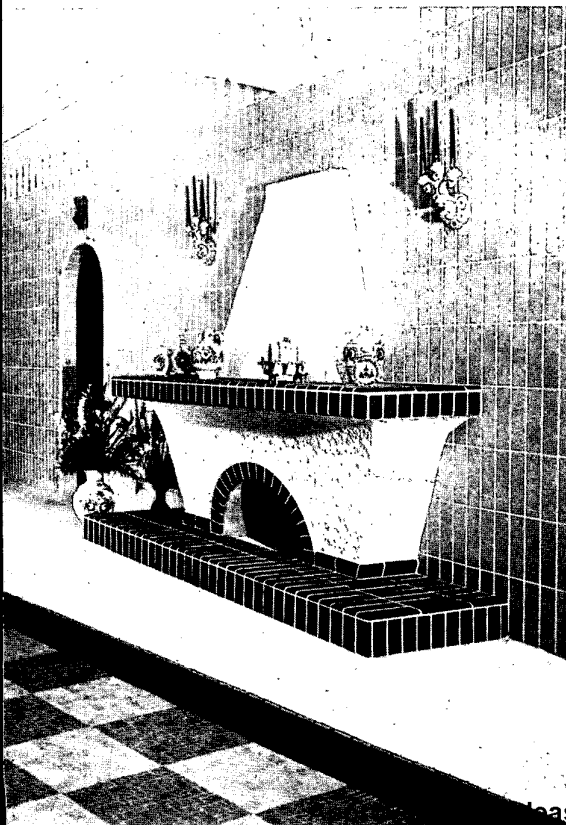
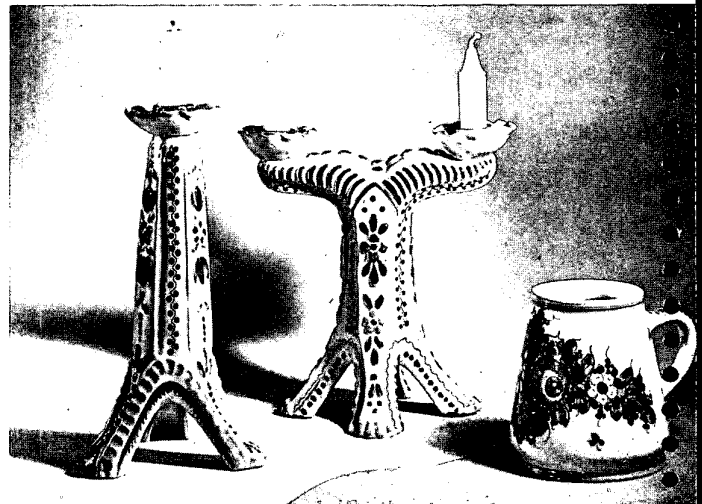
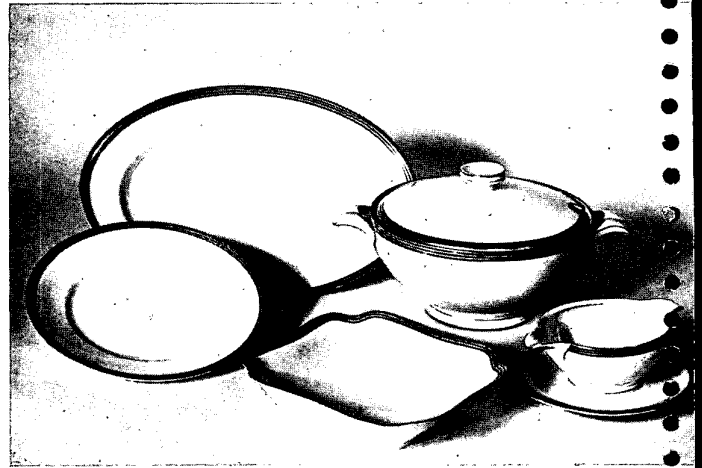




## Czechoslovak Ceramics

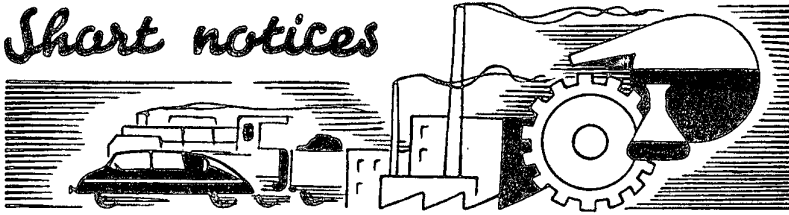
Carlsbad porcelain holds the leading position in world production because it has the best prerequisites: deposits of top-quality China clay, rich specialist experience, a highly-skilled labour force and well-equipped research laboratories. Our porcelain is characterized by two most important qualities: the fineness of its material and the perfect harmony between design, colour and decorative motifs which it achieves, both in China for domestic use, with its white or ivory glaze and its most varied shapes and in artistic porcelain figures.

A speciality of our ceramics production is distinctive ornamental ceramics, which draws its contours and its decorative elements from pure folk art. Produced from the very best raw materials with the cooperation of artists and plastics sculptors, it is outstanding for its beauty of design and richness of colour. The most varied and useful objects – tea and coffee sets, dishes, vases, candlesticks and ash-trays – are the fruit of the work of our best artists just as much as the beautiful statuettes and the dainty grotesques. Thanks to tasteful execution our ornamental ceramics are an adornment to any dwelling and an inexpensive gift for any occasion.



CZECHOSLOVAK CERAMICS  
EXPORT & IMPORT LTD., PRAHA

## Short notices



### New Chairman of the Chamber of Commerce of Czechoslovak

Mr. Jaroslav Kobout, Central Manager of the *Oleáspol* Co. was elected as the new chairman of the Chamber of Commerce of Czechoslovak at the annual general meeting of that body. The retiring chairman, Dr. Vilém Šáda, was elected vice-chairman.

### Czechoslovak Agreement with Great Britain for 1950-51

On 22nd June 1950, negotiations were concluded in Prague, between representatives of the Governments of Czechoslovakia and Great Britain, for the purpose of discussing details for the second trade year of the Five-Year Czechoslovak-British trade agreement, which was signed in London in 1949.

The agreement envisages trade between Czechoslovakia and Great Britain, commencing on 1st July 1950, to a greater extent than was the case for the first year of the agreement.

Great Britain will import from Czechoslovakia, in particular *soft timber, sugar, numerous industrial products and foodstuffs*. Great Britain's total imports are envisaged to reach a value of 1890 million Kčs.

Czechoslovakia will import from Great Britain and the Sterling area, in particular, raw materials, chemicals, and special industrial products.

### Hand-made Carpet for the Sudan

The Czechoslovak *Centrotex* Company has supplied from its Toko factory a large hand-made carpet for the Palace at *Khartoum*, in the Sudan. It measures 7 by 12 metres, weighs 260 kilograms, and contains over 2 million loops.

### Letters from British Customers

Typical testimonials to the quality of Czechoslovak products are the unsolicited expressions of appreciation that Czechoslovak export companies are receiving from customers in Great Britain. Most of these letters are in praise of the appetising qualities of Czechoslovak chocolates. One of

the British customers again writes to recommend Czechoslovak matches.

### Exhibition of Železný Brod Glass

The annual Summer Exhibition of Glass at *Železný Brod* in North Bohemia this year attracted 15,000 visitors, double the number who saw it last year. Among them were buyers from the Soviet Union and the people's democratic countries, and from France, Switzerland, Austria, England, U. S. A. Africa, Australia and the Far East. This big attendance is a proof of the attractive features of luxury glass and the original *Železný Brod* glass figures.

### Popularity of Czechoslovak Sewing Machines

The *Kovo* Company has received a report from a customer at Secunderabad, India, to the effect that the sewing machines he ordered have arrived in good condition and are much liked. Similar news comes from a different part of the world - from Brazil. In this case, too, the customer reports the safe arrival of the machines and says they are giving every satisfaction.

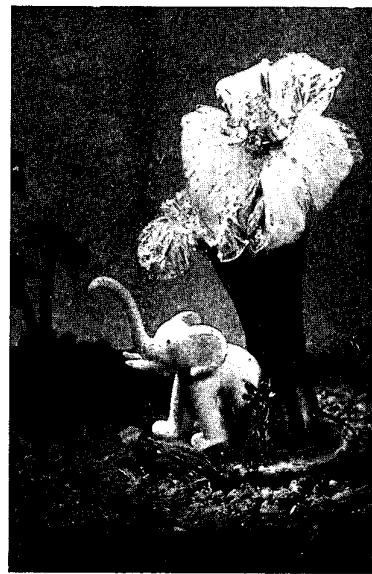


### New Export Item: Flints for Lighters

The *Kob-i-noor* Co. has introduced a new item to its export programme - flints for lighters. The first trial consignments proved of considerable interest, and have been at once followed by further orders.

### New Trends in the Czechoslovak Glass Industry

At the present time the Czechoslovak glass industry is laying great stress upon the production of technical and laboratory glass. The advance made in this direction is not only a notable one, but has great importance for industrial and technical development. In the front rank stand new species of quality glass for *laboratory* purposes. This glass in its quality surpasses all similar kinds; when violently heated or sharply cooled when in a glowing state it does not crack or break. Among other types are *synthetic stones*, the pride of this country's technical skill, for their production depends largely upon the ingenuity and precision of highly qualified workers. Synthetic stones rank among the most important factors in modern technical progress. With their aid it is possible to weigh within hundredths of a milligramme, to measure time within hundredths of a second, to transfer sound to records with the utmost perfection, to draw tungsten fibres finer than a spider's web, to produce artificial fibres, and to develop the finest electrical precision measuring instruments, navigation and steering apparatus, etc. *Technical glass* has made its mark in industry. This glass with



EXAMPLES OF ŽELEZNÝ BROD GLASS

# Ten Points of Czechoslovak Commercial Arbitration

1. *For settling commercial disputes in cases where at least one of the parties is a foreigner, an Arbitration Court has been established at the Chamber of Commerce of Czechoslovakia.* To this Court may be submitted for decision any trade dispute if the parties agree to accept its competence. The competence of the Court may be based on an arbitration clause in the contract between the parties.

2. *Settlement of a dispute by arbitration is in the interests of both parties.* It ensures both of them the like simple, informal, speedy, inexpensive, confidential and absolutely objective hearing of the dispute out of court.

3. *The procedure is simple, informal and speedy.* An application to institute proceedings may be submitted to the Court of Arbitration by either of the parties to a contract. The application must be sent in by registered letter and in duplicate, and to it must be annexed duplicate copies of the relevant documents (orders, invoices, correspondence, and the like), the parties signing these copies to confirm their accuracy. All communications between the Court of Arbitration and the parties are valid if made by registered letter to the address which the respective party has indicated. Proceedings are, as a rule, to conclude within two months.

4. *The proceedings are inexpensive.* The parties may of course be represented by duly accredited agents or may call in to the hearing a professional or other adviser, but such a course is rather the exception. The employment of this person or the calling in of an adviser must be notified to the Court of Arbitration at least 10 days in advance in order to enable the Court to inform the other party. The remuneration of the arbitrators and experts, and other outlay connected with the arbitration proceedings are included in the costs of the proceedings as fixed by the arbitrators' decision. The parties have no claim to be refunded outlay due to their participation in the proceedings.

5. *The confidential character of the proceedings is guaranteed.* All persons taking part in the proceedings are in duty bound to maintain silence about them and about facts that come to light in the course thereof.

6. *The absolute unbiased and impartial character of the proceedings are guaranteed.* The arbitrators may not be connected in any way with either of the parties, and the Court of Arbitration itself, that is, a committee of five outstanding expert in international commercial law, all of them high school teachers whose names and whose reputations abroad are a guaranty of absolutely correct and just procedure, see to unbiased and impartial conduct on the part of the arbitrators in each particular case. In carrying out their duties the arbitrators are entirely independent, and each party has the right to nominate one arbitrator out of the list of numerous names of prominent experts in economic matters. Foreign nationality is no obstacle to nomination as arbitrator.

7. Proceedings before a Court of Arbitration do not in principle presuppose a knowledge of the required rules of law. Nor are the arbitrators bound by them - with the exception of those quite rare legal prescriptions which cannot be excluded by contract - on the contrary they make their decision in accordance with the principles of commercial usage, practice and common sense, paying due regard to the wishes and the reasonable point of view of the two parties.

8. *The proceedings are conducted in a friendly and conciliatory spirit.* It is required of the arbitrators that for the whole duration of the proceedings they should see to the maintenance of a friendly atmosphere among the parties, their representatives and advisers.

9. *The acceptance of an arbitration clause does not always mean that in case of dispute arbitration should necessarily be resorted to.* Acceptance of the arbitration clause in practice has just the opposite effect, that is, it leads to agreement between the parties. But even when proceedings have already been opened, settlement is not impossible. On the contrary, it is the right of the arbitrators at any moment to reconcile the parties and effect a settlement.

10. *Every decision of the Court of Arbitration of the Chamber of Commerce of Czechoslovakia will comply with all the requirements for the enforceability of arbitration judgments under the Geneva Convention of 1927.* Such a decision, however, will as a rule be enforceable in quite a number of countries that are not parties to the above - named Convention, too.

its special heat-resisting properties is now taking the place of metal parts in numerous apparatuses used in industry; it has a high chemical resistance, far surpassing that of almost all metals, and is used as a structural material which is specifically resistant to mechanical and thermal shock and friction. Recently, glass has been increasingly used in medicine and in the scientific sector of public health. The foodstuffs industry has gained much by adopting hygienic glass piping in flour-mills and dairies in place of the old wooden and metal piping. The primacy of

Czechoslovak glass in the manufacture of television valves is acknowledged by world experts. Finally, there is a whole range of other sectors (transport, safety precautions, the building trade) where Czechoslovak glass as a new raw material has become the leader of progress.

#### **Technopol- Company for Scientific and Technical Assistance.**

A new company operating in foreign trade has been established in Prague in the

form of the Technopol Company for scientific and technical aid mediation.

From the 1st July 1950 the Company has the exclusive right to conduct foreign trade in the following sectors:

1. Purchase of patents, licences to exploit patents, trade marks and samples from foreign owners, to enable them to be acquired for Czechoslovak economy. The sale of patents, patent licences, trade-marks and samples which are in Czechoslovak ownership to foreign countries.

2. The transfer and acceptance of techn-



ical designs, etc. in relations with abroad.

3. The transfer and acceptance of manufacturing processes and building projects in relations with abroad.

4. To act as intermediary in the carrying out of technological tests in connection with the above named tasks.

5. To conclude negotiations on mutual obligations arising from scientific and technical cooperation with abroad and compiling accounts of outlay by the relevant organs on services thus agreed upon between Czechoslovak and foreign parties.

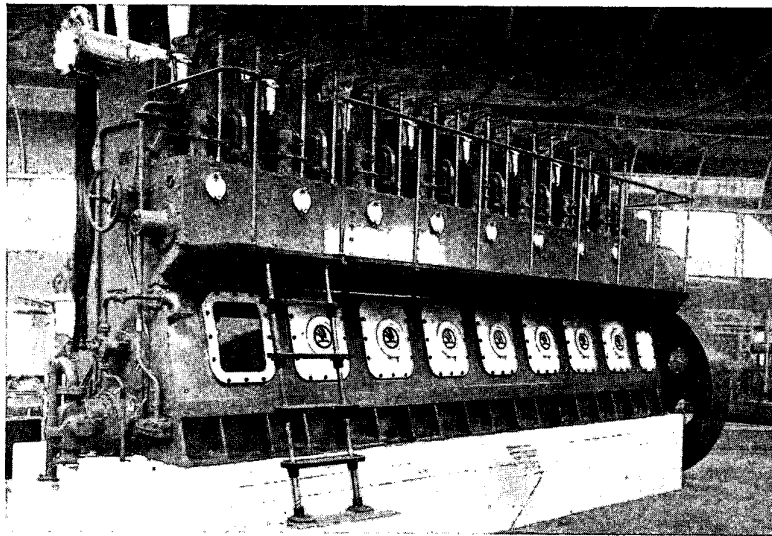
In connection with this, the Company is authorised in its relations with foreign countries to arrange for the inspection of manufacturing and commercial concerns, can study the experiences acquired in works and factories, in research institutes, and the like, can arrange exchanges of scientific and technical personnel, and the sending out of scientific and technical specialists.

The Company's head offices are in Prague, and the share capital is Kčs 2,000,000.

#### **Czechoslovak Ceramics Machinery**

The widespread traditional porcelain and ceramics industry in Czechoslovakia gave rise to an industry turning out machines for the production of ceramics and brick goods. Study of the newest methods and long practical experience in the ceramic industry have resulted in the production of efficient ceramics making machines which are able to compete successfully in world markets.

Czechoslovak designers devote special attention to the construction of universal and automatic machines. They have constructed one brick press, for example, which turns out as many as 6000 bricks per hour. Introduction of automatic brick making machinery considerably reduces the number of labourers employed in the brick



Diesel Engine, output 900 H. P., 375 r. p. m. Weight 35,000 kilos. Displayed at the 51st Prague International Trade Fair.

making industry. A factory for instance, which formerly employed 100 men, after erection of new machinery required only 6 skilled workers and 17 auxiliary labourers.

Counterflow chamber type drying kilns are heated by the waste flue gases from the kilns. The new design of the tunnel kilns has fully automatic truck travel and automatic temperature control.

The machines described have aroused interest abroad. Numerous orders for them have already been executed, of which mention should be made, in particular, of those delivered to Argentina and Holland. Turkey, too, has equipped several ceramic works with Czechoslovak machines.

#### **Export of Diesel Engines**

*Kovo Ltd.* recently received a report from a Turkish customer which stated: "I have

pleasure in reporting that the *Škoda 390 HP Diesel* installed in our power station has given complete satisfaction since 1949. The consumption of fuel does not exceed the guaranteed figure; indeed, the engine frequently operates more economically."

Specially great interest in Czechoslovak Diesel engines is now being shown in Latin America, where Diesel engines are exported for both agricultural and industrial purposes.

#### **Koospol Ltd. to Import Tobacco**

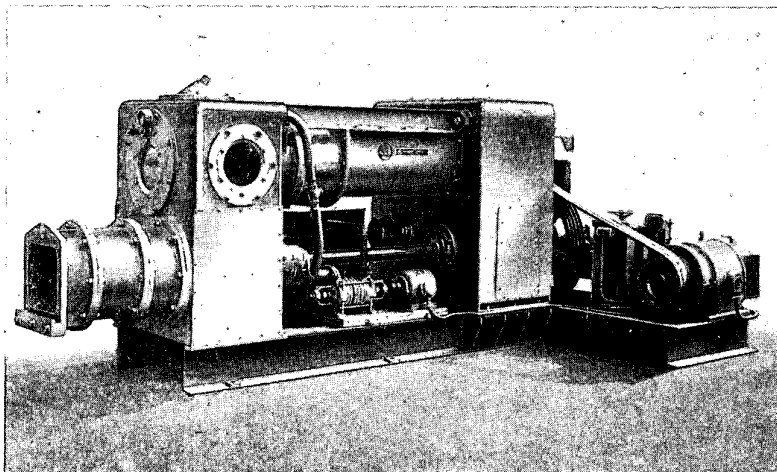
An ordinance issued by the Minister of Foreign Trade on 10th August 1950 grants the right to import tobacco and export tobacco goods to the *Koospol, Ltd.*

#### **Czechoslovak Industry Equipping Theatre Stages Abroad**

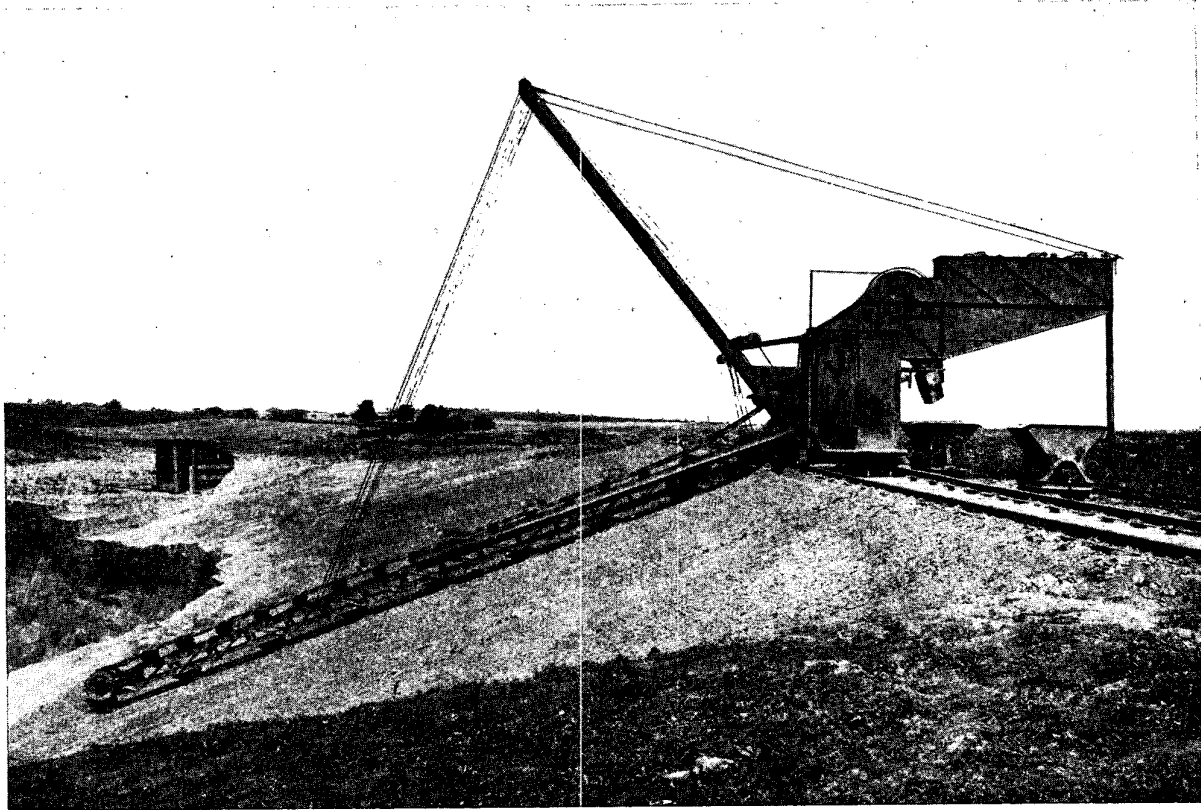
*KOVO Ltd.* has recently supplied stage switchboards and theatre floodlights to a number of foreign countries. These orders go hand in hand with orders for Czechoslovak chandeliers, fluorescent lamps and other new products in the lighting technique. Wooden seats and other wooden equipment for theatres and public buildings are supplied by the *Ligna Company*.

#### **Success of Precision Engineering Products**

As an example of foreign interest in Czechoslovak precision engineering we may cite the regular orders from Egypt for air guns. In North Africa the interest in Czechoslovak ice-boxes is such that a number of consignments have had to be sent by air.



Highly efficient Brick Making Vacuum Extrusion Press, output 6,000 bricks per hour.



BUCKET DREDGER FOR SURFACE LEVELLING AND FOR SCOOPING UP LIGHT SOIL

### Bucket Dredgers

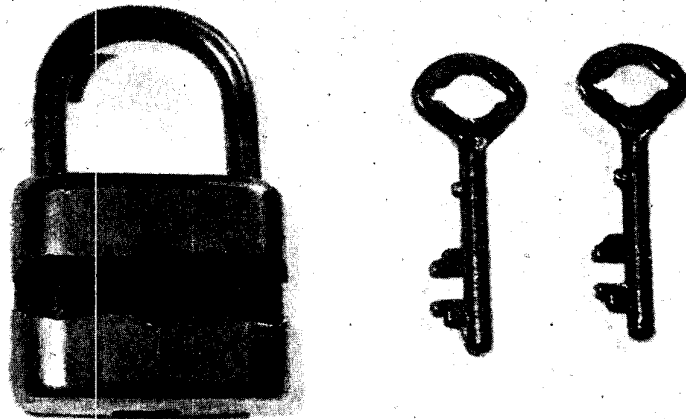
The list of machinery exported by the Czechoslovak heavy engineering industry include bucket dredgers for ground levelling. These dredgers are a big success, and interest in them is shown in numerous overseas countries.



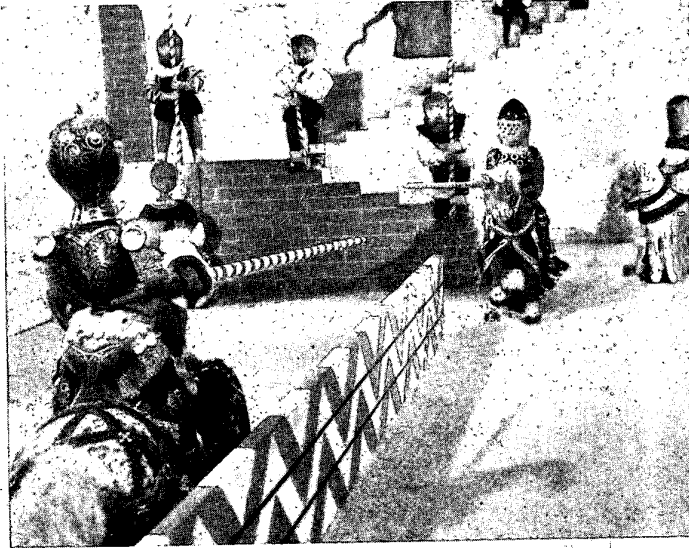
### Curiosities in Czechoslovak Metalwork Exports

The export programme of the Czechoslovak metalworking industry is a very comprehensive one, ranging from pins to locomotives and complete plants for factories. It also includes numerous curiosities. For example, Czechoslovak *hurricane lamps* are proving their worth not only in Northern storms but also in tropical hurricanes, and

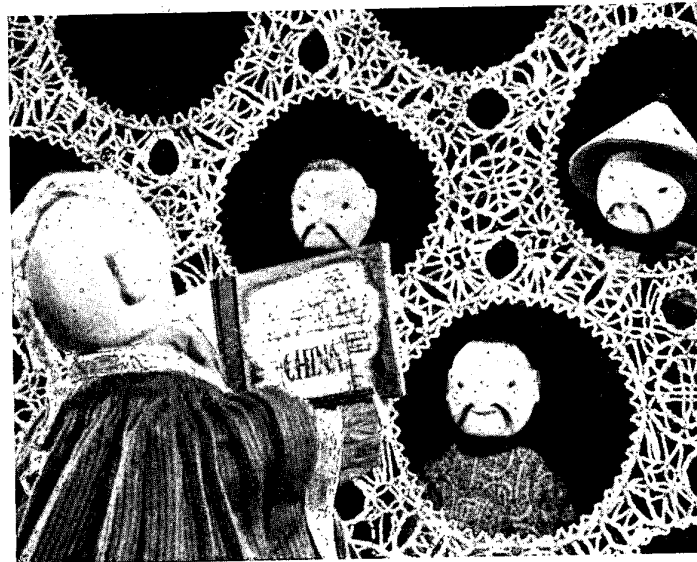
they are therefore exported in large numbers to Norway, and to Honduras and other countries in the tropical zone. In places where oil lamps are still a luxury Czechoslovak "*Mars*" lamps are very popular. Another item, the *Duplo* padlock, is used not only for locking trunks, but in the depths of Africa some primitive tribes wear them as jewellery! Czechoslovak piano frames, too, are an item in demand by the world's leading piano makers.



# CZECHOSLOVAK PUPPET FILMS



A scene from the feature-length colour puppet film "Bayaya" directed by Trnka



A scene from Trnka's full-length puppet film "The Emperor's Nightingale"



The history of Czechoslovak puppet films production is brief but very comprehensive. The young artists who entered this field only after the Second World War brought to their work a complete freshness of viewpoint and technique which had no connection with the established traditions of other national productions in these film categories.

Nowadays there are four working units in our country. The Prague unit headed by the well-known artist George Trnka produced its first feature-length puppet film in 1947. It was "*The Czech Year*" (*Špalíček*) which was a real success at the Festival in Venice, 1948, where it was awarded the International Prize in its category. The second feature-length puppet film produced by Trnka is a film transcription of the famous Andersen fairy-tale, "*The Emperor's Nightingale*", making rich use of the exotic Chinese settings and costumes of the Imperial court. After this film the unit produced last year three short films: "*Song of the Prairie*", a gay parody on the "Westerns", "*The Story of the Bass-Cello*", an anecdotic adventure based on a Chekhov short story and "*The Devil's Mill*", drawing its theme from a popular old fairy-tale. Today, George Trnka and his group are about to complete another full-length film, "*Bayaya*", which also has a fairy-tale theme.

The other two groups are working at Gottwaldov. One specialises in children's puppet films and has produced such works of international reputation as "*Lullaby*" and "*The Revolt of Toys*". The second Gottwaldov group has among its productions a series of short films dealing in a witty style with various contemporary problems, having as their central character the figure of "*Mr. Prokouk*". This group produced last year a highly interesting experimental film using for the first time glass figures and settings. - The fourth group, established in Brno last year, specialises in puppet films for children under school age.

It is a complete originality of technique, added to essentially national characteristics, that has given the Czechoslovak puppet films their outstanding place in world cinematography.



A scene from "*King Lávrá*", a colour puppet film by K. Zeman

### Appreciation of Poldi Special Steels

The *Poldi Export Co.* has recently received a number of letters from its Austrian, Swiss, Dutch and French customers in which they express their appreciation of the high quality of products made of *Poldi* special steels and of *Diadr* hardened metal. Particular stress is laid on their resistance and durability in long and constant use. A Belgian firm operating in the Belgian Congo experimented with drill crowns made of *Poldi Diadr*. Better results were obtained in drilling of gold-bearing quartzite with Czechoslovak tools than with those of other makes. The subsequent order was therefore given to the *Poldi Co.*

### Czechoslovak Knitting Machines for Latin America

The *Exico Co.* of Gottwaldov commenced exporting knitting machines only a couple of years ago, but these machines have already secured a good reputation abroad, especially by reason of their excellent performance and the quality of the knitted wear they produce. There is a considerable demand for them from all parts of the world. Excellent testimony to the working of those machines has also come in from Austria and Finland.

### 18° "Senator" Porter

The *Centrokomise Co.* has supplemented its export of 12° *Pilsner Urquell* and *Budvar* light beers by adding 18° *Senator* porter to its list. The first consignments have resulted in big orders from all parts of the world.

### Export of Czechoslovak Liquors

Despite the innumerable brands and types of spirituous liquors that flood the world market, Czechoslovakia has been able to export several new sorts and to add further attractive features to those already in the market. The biggest recent successes have been achieved with the hand-painted *Coach Bottle*, depicting a coach on the background of a winter scene, and a hand-painted bottle showing a group of dancers in national costume.

A "four-in-one" bottle which contains four different kinds of liqueur is supplied with a patent closure that is a world novelty. Miniatures are now in great favour, and the Czechoslovak *Kirsch* miniature was the first prize in a competition among all the miniatures imported into U. S. A. in the month of January last. Quite a new feature in the spirits branch is glass pendants on the bottles. They take the form of fruit according to the contents of the bottle, or



THE COACH BOTTLE IN A DECORATIVE CASE

Slovak gallants and enamelled Jewish stars on *Kosher cherry* brandy for Eastertide. The *Kard* liqueurs and *Jelinek* cherry brandies supplied by the *Centrokomise* Company, today enjoy a world-wide reputation and are of the very highest standard.

## STATE BANK OF CZECHOSLOVAKIA

The State Bank of Czechoslovakia, constituted by the Act of 9th March 1950, commenced its activities on July 5th 1950. The Bank is a State institution and enjoys the legal protection accorded to national enterprises. The Bank will gradually take over all rights and obligations of the National Bank of Czechoslovakia, *Živnostenská Bank*, National Corporation, *Slovak Tatrabank*, National Corporation and Post Office Savings Bank, National Corporation. The Bank carries out its activities through its Head Office in Prague, through its regional office for Slovakia in Bratislava and through its branch offices.

The State Bank of Czechoslovakia is the top banking institution in Czechoslovakia, performing among others the following principal functions:

1. issues banknotes and regulates the circulation of currency,
2. grants short-term credit to industrial, transport, agricultural and business enterprises and controls the financial operations of these enterprises,
3. executes controls the payments relations with foreign countries.

The Bank holds the exclusive right of issuing banknotes, prints notes and securities, in its own printing

works, deals in precious metals and foreign exchange. Receives money deposits on current and cheque account and deposit books. Grants direct short-term credits for industry and controls the employment of monetary means in industry. The Bank is authorized to contract and to grant credit facilities and to issue guarantees abroad.

The Bank finances the *Czechoslovak Foreign Trade Companies*. The Bank transacts banking business with foreign banks, settles balances in foreign commerce and foreign credits and conducts all operations and transactions while selling or purchasing foreign exchange and gold.

The stock capital of the Bank amounts to 3,000 million Kčs. Besides the State Bank of Czechoslovakia there exists the *Investment Bank*, National Corporation, for long-term investment credits. The main task of the Peoples' Banking Institutions in the form of peoples' cooperatives is to collect deposits of the people and to finance the communal enterprises.

The Czechoslovak State Bank is the only institution conducting all foreign transactions and therefore represents the exclusive partner in Czechoslovakia for foreign correspondents.

## INTERNATIONAL COMMERCIAL LAW AND CZECHOSLOVAKIA

Without having too much time to think about it the practical businessman comes now in daily contact with international commercial law. This law is, however, so complicated that even experts in it can only with difficulty make their way through the labyrinth of its regulations. An international commercial law in the real sense of the word does not in fact exist, there exist only the regulations of the individual States as to how a particular case is to be judged. In the majority of countries these regulations are known as concurrent norms, scattered throughout the whole range of laws, so that to follow them is a matter of difficulty even to an experienced jurist. For the entrepreneur or businessman it is an impenetrable thicket. This is not the case, however, in Czechoslovakia. In the Czechoslovak Republic a law was promulgated in 1948 relating to private international law which gives a clear and succinct answer to all questions arising in this sphere.

This law is very elastic and answers to the modern principles and demands of international trade. It is an expression of Czechoslovakia's desire for clear and friendly contacts with other nations and their subjects, to whom through this law she accords in civic and commercial relations the maximum of advantages consistent with good morals or the provisions of the Czechoslovak legal order.

Under this law a foreigner's capacity to perform legal acts in Czechoslovakia is governed in principle by the law of the country of which he is a subject.

For certain legal transactions a written form is prescribed, for others a notarial document, for others a written certificate suffices, for others again no special form whatsoever is prescribed. In this respect different provisions apply in every State. The Czechoslovak law provides that the form of a legal transaction is governed in

principle by the law of the country which applies to the transaction itself. It suffices, however if the form is adhered to that applies at the place where the declaration of the party took place. Only in legal transactions concerning material rights (rights of ownership, rights of enjoyment, etc.) is it necessary to observe the form stipulated by the legal order of the place where the object is located.

Material rights to real property and movables and the possession of these rights are governed by the legal regulations that apply in the place where the object is located.

The Czechoslovak law is tolerant in its prescription concerning the choice of legal order. This prescription provides that the parties may allow their legal relations to be governed by the legal order of their choice if these relations have an important connection therewith and if this is not prevented by compulsory provisions of the law which apply to the legal relations. If the jurisdiction of the court (ordinary court or court of arbitration) of one particular country has been agreed upon, it is generally assumed that the parties also wished to subject the legal relations in question to the law of the country in whose territory this court is situated.

Important are the provisions relating to obligations.

For contracts applying to immovables they are governed by the legal prescriptions of the place where the property is located.

For contracts concluded on a stock exchange or in the market the legal prescriptions obtaining in those places apply.

For other contracts the legal order applies which makes possible a reasonable adjustment of the legal relations in question.

Contracts for sale or contracts for work concluded by a concern in operation are

governed by the law of the country in which the concern of the seller or of the undertaker of the work is situated.

All contracts are insurable, including contracts for the insurance of real property and contracts concluded on a stock exchange or in the market, and are governed by the law obtaining where the insurer resides or has his seat of business, or in the case of a contract of insurance concluded by an agent, by the law of the place of residence or seat of business of the agent.

Contracts with lawyers, notaries-public, patent agents, civil engineers and in general with persons who possess a public authorisation to pursue their calling, where the subject of the contract is the exercise of such profession, are generally governed by the law of the place where these persons have their seat of business or residence.

Labour contracts and training contracts (contracts of apprenticeship) are governed by the law of the place where the concern of the employer is situated.

These provisions concerning the determination of the legal order applicable for various types of contracts are not obligatory, but are employed if their application is not prevented by compulsory rules of law to which the contract is subjected generally or by agreement between the parties.

As will be seen, the law permits the application of foreign rules of law even within the territory of the Czechoslovak Republic.

The principle of equality of rights and reciprocity applies to the status of foreigners in Czechoslovakia. In the sphere of civil law foreigners in principle enjoy the same rights and have the same duties as Czechoslovak subjects insofar as the State whose subjects they are treat Czechoslovak nationals, as regards the rights concerned, exactly as this own subjects.

The question of reciprocal treatment is thus as a rule judged of for each particular case separately.

F. P.

**Treatise on Shipping Documents**

The commercial press has always devoted very considerable attention to questions relating to the documents that accompany consignments of goods, and are a preliminary condition for the carrying out of export transactions. None of the existing handbooks, however, deal with the problem of this agenda as a whole, so that the material has not hitherto been worked up. The Chamber of Commerce of Czechoslovak has therefore compiled a brief treatise on

the drafting, issue, legalisation, super-legalisation and substitute legalisation of export documents. This outline deals with the fundamentals for the legalisation agenda of chambers of commerce and other bodies engaged in foreign trade; in the case of the individual documents states the rules which apply to any particular document, defines conceptions, specifies the various kinds of documents and their use, gives the names of the authorities entitled to issue the documents, on the essential conditions, and names the fees which are charged. As regards the competence of the

chambers of commerce and other bodies to issue all kinds of certificates of a minor character, the booklet contains an outline from which their competence can be deduced in these cases.

Readers of the *Czechoslovak Exporter* who may be interested in this treatise which does not deal with the concrete regulations applicable to the different countries but merely with the principles governing the issue and legalisation of shipping documents, should apply for a copy to the Chamber of Commerce of Czechoslovak Prague I, U Obecního domu 3.

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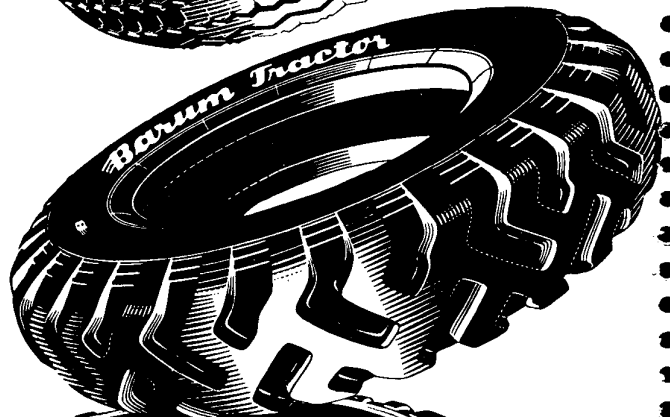
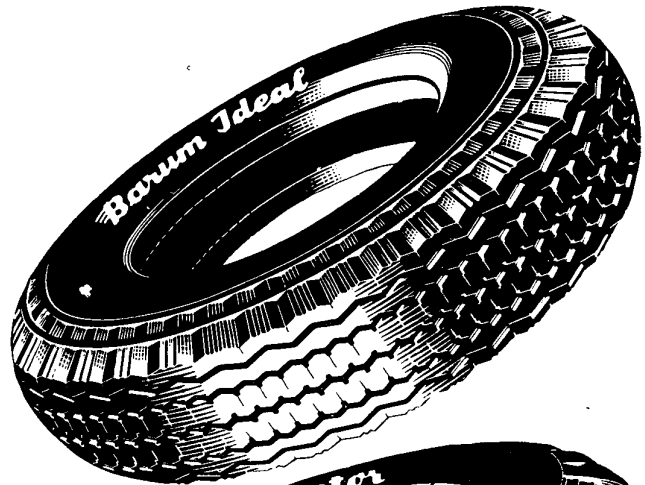
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