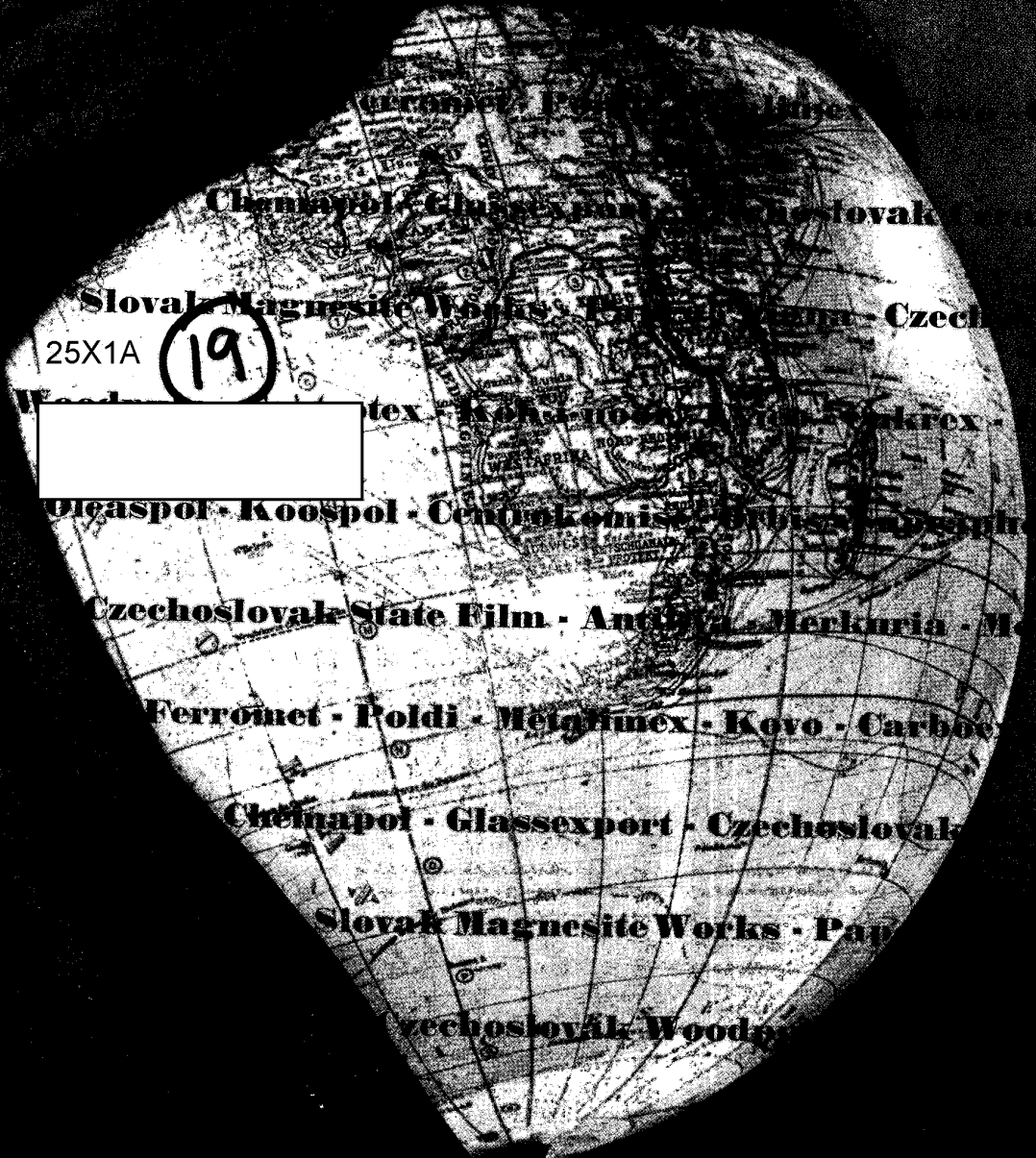


CZECHOSLOVAK EXPORTER 9



Slovak Magnesite Works - Czech

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Czechoslovak State Film - Ant

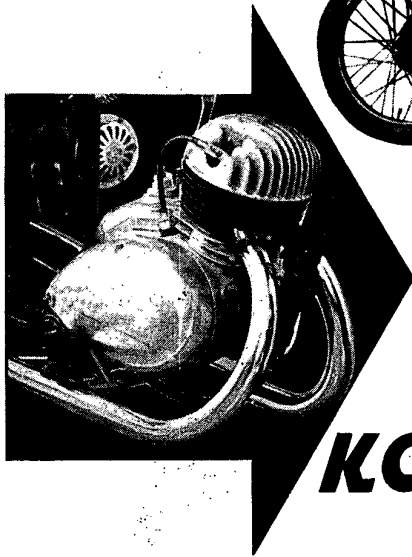
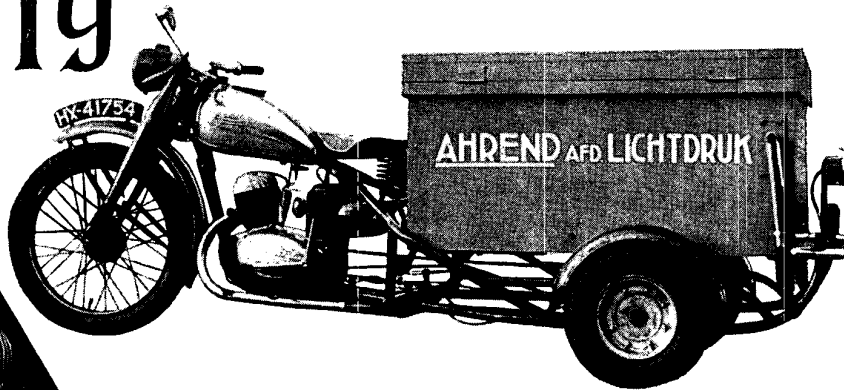
Ferromet - Roldi - Metallmex - Kovo - Carbo

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CONTENTS:

Queen Fashion	5
Centrotex Exports Czechoslovak Woollen Yarns	6
Woollen Fabrics for Every Occasion	8
Velvets and Corduroys for Everyday Wear	9
New Features in Czechoslovak Cotton Goods	10-11
The Beret — An Effective Headgear	12
Czechoslovak Linen — An Ornament in Every Household	14
Carpets and Furniture Coverings to Add Lustre to Your Rooms	17
Czechoslovak Felts and Technical Fabrics	18-19
How Do You Like Fashion Buttons?	20
PAPCO, the Sole Czechoslovak Export Company for Paper and Paperware	36-37
Musicae Bohemicae Anthologia — Anthology of Bohemian Music	38
LIGNA Products for the Home	40-41
The Optical Industry in Czechoslovakia	48-49
Ceresin-Ozokerit	51
Short Notices	52-54

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Original designs in fashionable
colours, high-grade material carefully
finished are the principal characteristics of the
exclusive Czechoslovak prints, which we
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The previous number of the *Czechoslovak Exporter* was devoted in the main to capital goods; the present issue is concerned principally with those over which the *Queen Fashion* rules — clothing and footwear, the output of the textile and leather industries. Our pages to-day display for you in particular the new features which are the pride of the *Centrotex Company* that exports the products of the textile industry, and of the *Exico Company* which now has charge of the export interests of the leather and rubber industries. Several other companies are represented by accessories that go to make up the world of dress and fashion.

We present a selection of woollen, linen and cotton fabrics, velvets and corduroys, and add a number of articles dealing with other products of the textile industry. Illustrations of shoes and gloves give you a hint of what the skilled hands of the workers in the leather industry can turn out for *Queen Fashion*. Then there are the objects produced by the *Koh-i-noor Company*, those small wares

of no mean importance, that in the form of buttons, hooks and clips, of needles and of pins render such service to the clothing industry.

We have no desire, of course, to leave other branches entirely aside, so that even if the bulk of our issue to-day is devoted to Fashion, you will none the less find some pages that deal with our metalworking industry, our cardinal branch of export, with the glass, ceramics and other sectors, without which the picture of Czechoslovak export trade would be incomplete. It is particularly our wish that the *Czechoslovak Exporter* should represent the whole scale of the country's exports, even if each issue pays special attention to one particular branch. *King Steel* who dominated our previous issue is to-day succeeded by *Queen Fashion*, and in forthcoming numbers it will be *King Wood* or *Queen Glass*. The manifold varieties of Czechoslovak export goods with which we wish gradually to acquaint you will all be dealt with in turn.

CZECHOSLOVAK EXPORTER

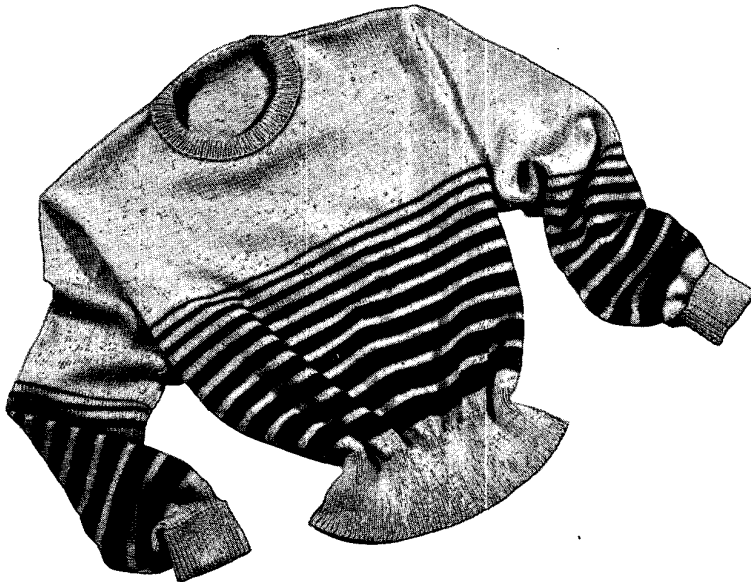
CENTROTEX EXPORTS
CZECHOSLOVAK
WOOLLEN YARNS

The manufacture of woollen yarns in Czechoslovakia is based on long years of tradition. The Czechoslovak spinning mills that were already well known to foreign buyers have been now combined with many others to form one huge concern which to-day turns out every kind of woollen yarns for handknitting and for industrial use. Added to this there is the very favourable climatic location of the spinning mills where the yarns are under the constant supervision of experts. These experts devote their attention to purely production problems, improve the working processes, and raise the quality of the output, so that the result is a product as near perfection as possible. The yarns are made of the best raw materials, and exceptional care is devoted to their manufacture. During the production they pass through a number of severe controls and tests so that the buyer has the certainty that he is purchasing faultless goods.

Wools for handknitting are turned out in all fashionable colours and shades, and are thus excellent material for knitting pullovers, sweaters, gloves, socks and dresses. The Czechoslovak mills also produce woollen yarns for turning out handmade carpets, and for technical purposes. One of the outstanding features of the Czechoslovak woollen yarns for handknitting is their fast colours which are unaffected even by frequent washing or by sunshine. To meet the requirements of every class of customer abroad, the collections of samples include both simple wools and a large selection of highly effective patterns. Attention may be drawn in particular to mother-of-pearl and cable yarns which are specialities of the Czechoslovak mills. A large number of spinning mills have switched their output over to industrial yarns for the weaving, knitting and hosiery factories. In addition to the ordinary kinds of yarns, crepe, bouclé, frisé, and others are turned out.

A complete collection of samples will be submitted on request to any prospective customer, or all necessary information and any specific samples he may require will be posted to him. The exclusive sale of Czechoslovak woollen yarns is in the hands of the

CENTROTEX LTD.,
DEPT. 720 (WOOLLEN YARNS)
PRAHA V, JOSEFOVSKÁ 6





The whole world smiles at you

when you are wearing our knitwear and hosiery.

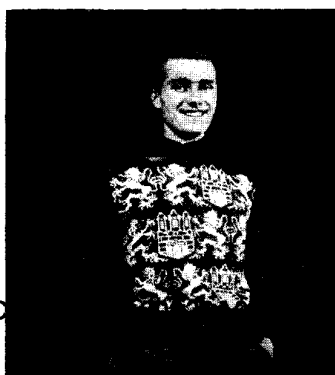
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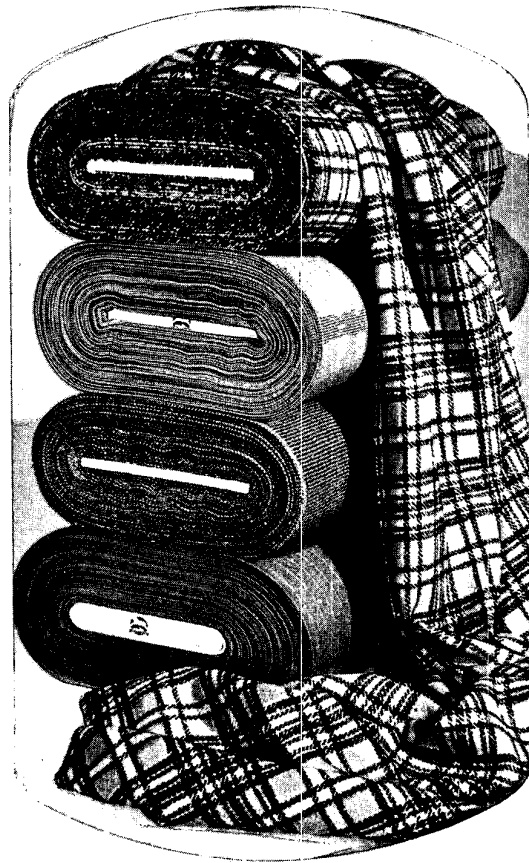


CENTROTEX LTD.,

Department 580 — Knitwear and Hosiery,
Prague I, Národní třída č. 25, palác Metro



WOOLLEN FABRICS FOR



EVERY OCCASION

The woollen sector is one of the most extensive branches of the Czechoslovak textile industry. For many years past the Czechoslovak mills have been turning out woollen fabrics which, under the trade-mark of "Made in Czechoslovakia" are well-known throughout the world. That mark is a guarantee of excellent quality, careful finish and reasonable price. The mills of the Czechoslovak woollen industry are scattered over the entire Republic, and every day hundreds of cases of woollen goods pass through their gates on their way to all parts of the world. Everyone who buys woollen fabrics to-day looks for perfection not only as regards quality, but also in respect to colour and design. And it is precisely this perfection which is the hall-mark of Czechoslovak woollen fabrics. Tasteful finish and elegant design have opened the way for Czechoslovak woollens to countries in which there is no lack of high-quality woollen goods, but where the artistic sense and refined taste of the Czechoslovak designers win the day by reason of the simplicity, elegance and artistic quality of the wares they turn out. Every year the Czechoslovak woollen manufacturers assemble new and extensive collections with attractive and striking designs, and in the fine shades of colour which — at least in respect of ladies' dress materials — are dictated by Dame Fashion.

This year, too, the Czechoslovak woollen manufacturers are anxious not to disappoint the thousands of their customers, and have devoted especial care to compiling comprehensive collections of materials. These collections are assembled at the sample rooms of the

Centrotex Company for the Import and Export of Czechoslovak Textiles and Clothes, Woollen Goods Dept., Brno, which has been entrusted with the exclusive sale of these fabrics.

What categories of goods are represented in these collections? In the first place there are materials for men's suits, made from combed and carded yarns. Then there are reversible cloths, woollen corduroys, pointillé, rayé cotelé, patterned afgalain material for tropical wear, gabardine for suits, herringbone pattern suitings, fashionable striped *fil a fil*, men's suiting nouveauté, bird's eye, *fresco*, patterned weavings, and a whole range of other styles. Of the men's carded suitings we may mention at hazard donegal, cheviot, check afgalain, etc. The selections for ladies are likewise most extensive and include rayé and pepito for ladies costumes, rayé ondé for ladies' dresses, *Prince of Wales* for ladies costumes, ondé bouclé and coachman for ladies' dresses, fashionable tweeds for ladies' cloaks, rough-pile cloth for coats, corduroy for ladies' coats, carded wool materials for costumes and dresses, Shepherd's plaid in a new colour finish, fashionable composé, changant novelty for costumes and raincoats of pure combed yarn, attractive double woollen crepe in fashionable piqué finish, and so on. It is not necessary to occupy ourselves with a detailed enumeration of all the other qualities to be found in the collections, but we would recommend prospective buyers abroad to apply to the *Centrotex Company* which, on request, will be pleased to submit appropriate collections.





VELVETS AND CORDUROYS FOR EVERDAY WEAR

The fashion of the season has decreed that these soft and supple materials shall be worn on nearly every occasion. They are the last word for morning wear and not out of place in the glare of electric light. Czechoslovak velvets have gained for themselves a well-deserved reputation on the world market, not the least of the reasons for their excellent qualities being the composition of the water in the district in which they are turned out, containing as it does certain minerals which are highly favourable to the manufacturing process. One of the excellent qualities which distinguish them from competitive goods are their rich colours which have been attained nowhere else and which mark them at once to the expert as being of Czechoslovak origin. Among the products of our factories we may mention as specialities silver-printed velvets, hand-printed velvet-scarves and shawls as also velvets for footwear uppers.

Centrotex Ltd. which has been entrusted with the sole export and import of textiles and ready-made clothing, in its department for corduroys and velvets at *Varnsdorf*, had no difficulty in satisfying the most exacting demands of present day fashion in this branch of its business, for it could look back on a tradition extending over 160 years. The Company is in the position to offer prospective customers attractive and hard-wearing duventines at most reasonable prices. These are the very thing for sport-vests and dress-accessories. Then fashionable corduroys with stripes varying from 1/16" to

1/8" in width and finally the finest of velvets and velveteens in all fashionable colours, also such with lovely printed patterns. In the corduroy section we are offering a special line, a novelty introduced by the Czechoslovak mills — nursery motives such as hobby-horses etc. The collections of the Centrotex Company are completed with a wide range of corduroys for ladies' wear as also washable corduroys and corduroys for riding-breeches. We are entrusted with the exclusive sale of all these goods and are ready to supply prospective customers with sample collections covering all these items.



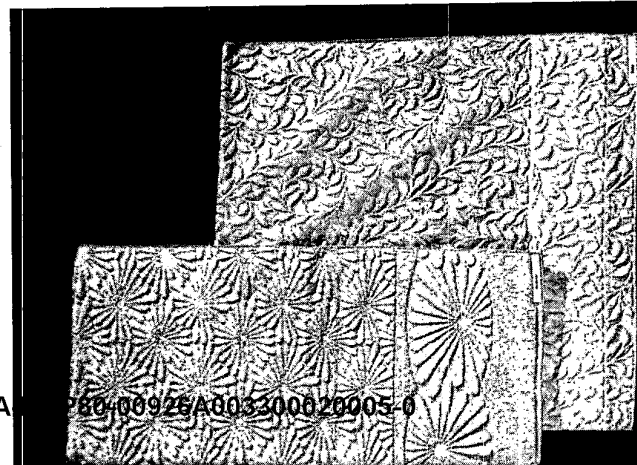
The first glance at the output of the Czechoslovak cotton mills shows us that there are four predominant articles in cotton fabrics. They are, first and foremost, fine poplins for shirting and pyjamas, bright-coloured fabrics for ladies' dresses, terry cloth and damask.

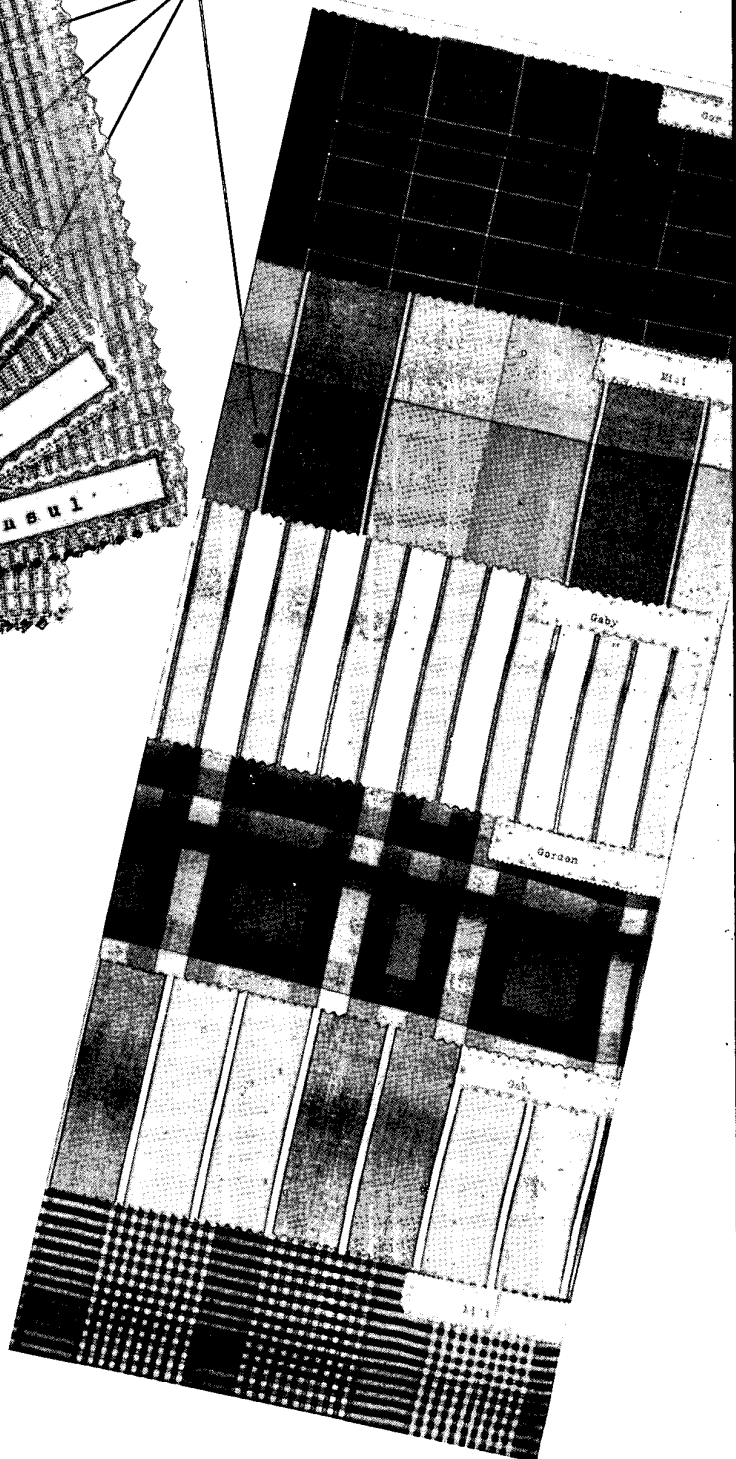
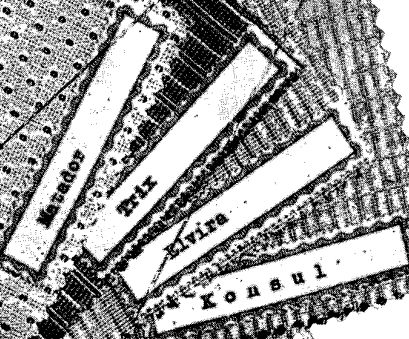
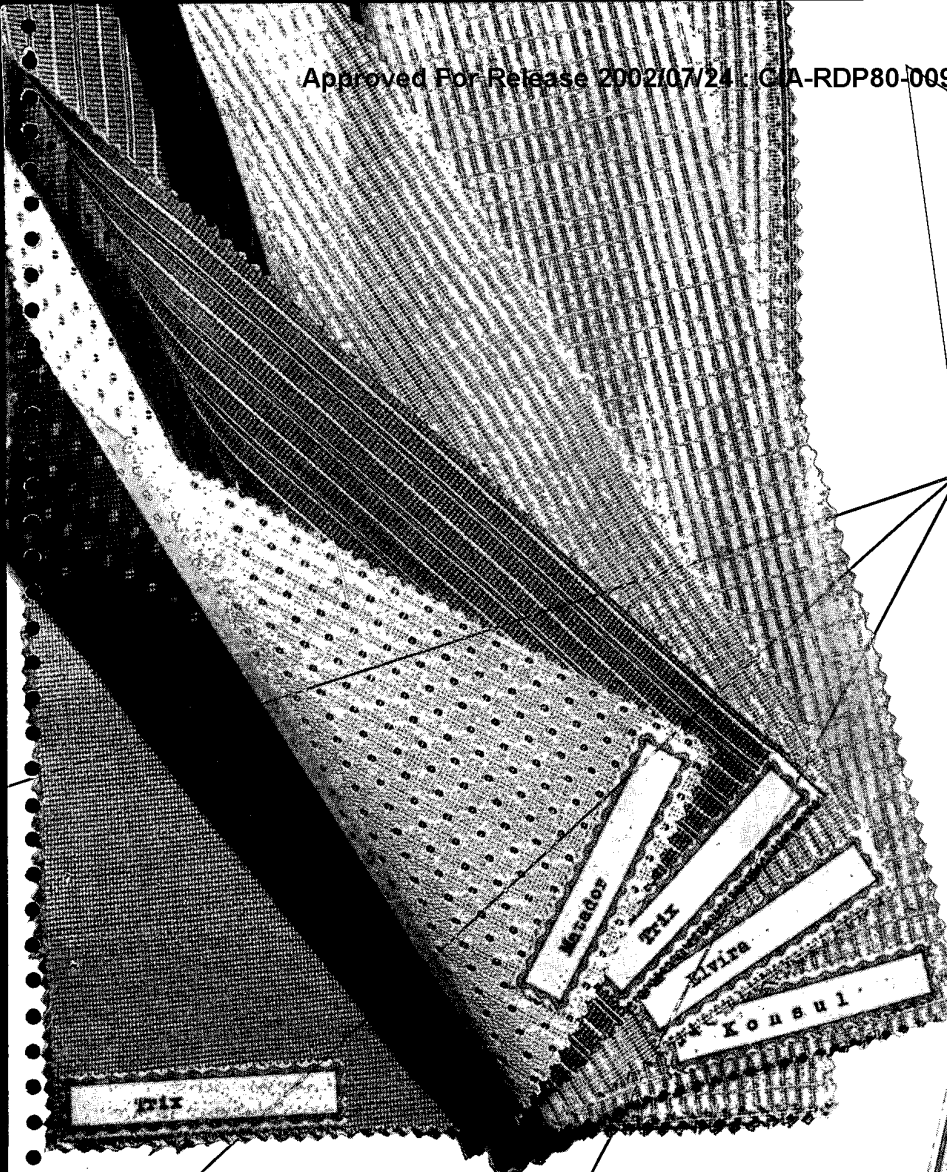
The quality of Czechoslovak poplins is determined by three factors. On the one hand there is the long tradition in manufacture, then the high quality raw cotton, and finally the character of the region in which Czechoslovak poplins are made and finished. The finishing-mills for poplin are located in close proximity to mountain streams, so that the fabrics are steeped and washed in pure soft water of suitable mineralogical composition.

On the new collection cards of the *Centrotex* Company which has the sole right to export the output of the Czechoslovak textile and clothing industry you will find, a number of new features for the present season. These include in particular colourful woven poplins with a background of jacquard designs, which may be used as exclusive material for ladies' dresses and as airy, porous shirting.

In addition to unicoloured dress fabrics for Summer wear there are notably bright-patterned woven fabrics of highquality cotton. New features in this particular sector may be found, for instance, in several *Gordon* dress fabrics, conspicuous by their large irregular checks in the brightest of colours. This gaily woven dress material made from simple macco yarn in warp and weft is patterned and coloured according to the taste and the requirements of the individual markets. Of interest, too, is the check-patterned *Midi* dress fabric, and finally the *Gaby*, a fashionable dress fabric for ladies' wear made exclusively in striped patterns. The outstanding features of these and the many other kinds of Czechoslovak cotton dress materials are quality, fast colours, and the ease with which they can be washed and ironed. Of the terry cloths we may mention in particular the material for towels and ready

NEW FEATURES IN CZECHOSLOVAK
COTTON GOODS





made sets, cleaning rags, and looped materials for bathing gowns which take high rank by reason of their quality, colours, high and even loops, and their fine patterns.

Finally, let us take a look at the collections of damask in the form of table sets and individual articles as well as material which is sold by the metre, this latter especially for bed linen. This brief outline and a few illustrations, do not of course by a long way exhaust the list of new features which are produced by the Czechoslovak cotton mills, and which figure in the collections of the *Centrotek Company* and exported exclusively by that Company from its Dept. 510, (Cotton Fabrics), *Náchod*, Czechoslovakia.

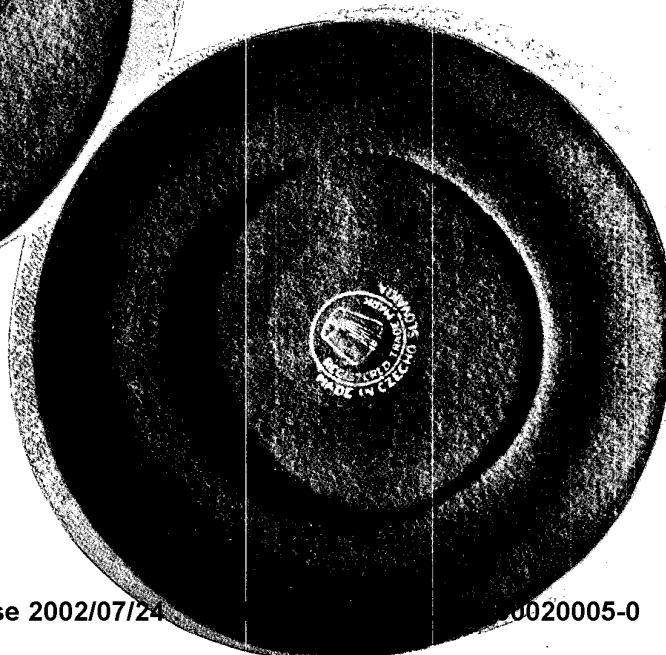
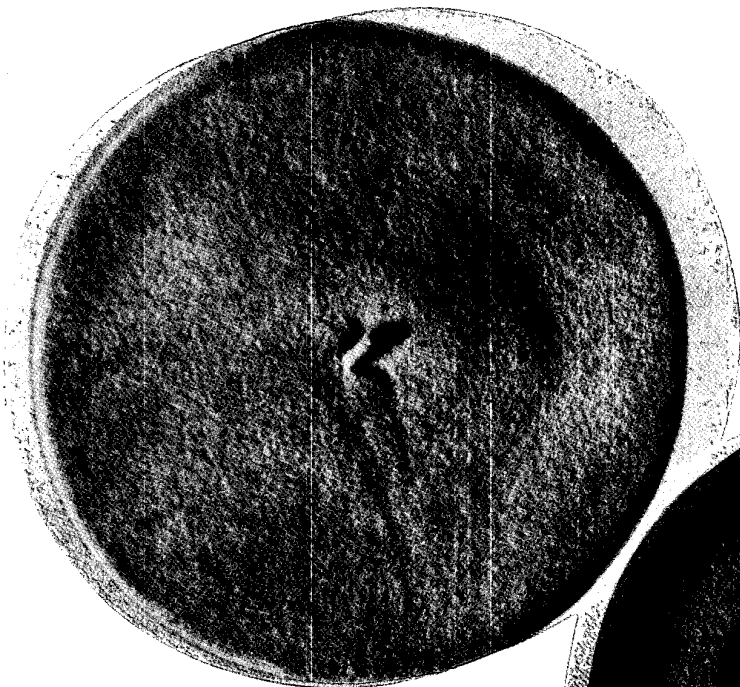




The beret is steadily growing in popularity as a headgear. It is popular with children and grown-ups, with men and women alike, not only on account of its practical character but also because it suits every face and lends the wearer a youthful appearance. It provides a perfect protection for the head on occasions when a hat would be unsuitable or inconvenient, as for example in factories or on the fields, and on journeys whatever means of travelling we use. Of special importance is its practical character during work in factories where it protects the hair and prevents accidents. It is also very suitable for wearing in workshops where cleanliness is of the highest importance. In the world of sport the beret can be used on every occasion. In Summer it protects the head from the heat of the sun's rays, and in Winter it is the ideal headgear for skiers. These are only a few instances of the practical character of the beret. To-day many people throughout the world know the name of the makers of this head covering. Nevertheless, we should like to speak a little about them in the following lines. The types of berets which are best known and most in demand are those which bear the trade-mark of "FEZCO-BERET" which has won the appreciation of buyers in every corner of the globe. The manufacture of these berets at *Strakonice* in Czechoslovakia has been proceeding for years, and the makers have acquired a wealth of experience of which they now avail themselves for improving the quality and appearance of their output. That output has increased parallel with the spread of the fashion of wearing berets. To-day the capacity of the factories is such that they can keep pace with the thousands of orders which are constantly arriving. FEZCO berets, manufactured at Strakonice, are made of the best quality wool, so that like every other woollen material they shall be elastic and fit well on the head. FEZCO berets are made in various sizes and many types. They may be ordinary ones, or decorated with a badge, may be unlined, or again have a silk lining, may have a leather border or be without such border. All types are turned out in a great variety of colours from the most delicate pastels to sober classical shades. It stands to reason that everyone who buys a beret wishes to get a good quality article for his money. How to recognize quality? Well, the beret must be elastic, its colours must be fast and not run. At *Strakonice* these desiderata receive very special attention, and so foreign customers can be sure of getting a really high-quality article for their money. Everyone who wears a beret certainly appreciates its practical character. If we look back a little into history we find, for instance that *King Edward VII* regarded the beret as a useful and very practical head cover. It has always been very popular with the broad masses; and *Basque* peasants have worn it for centuries. Finally, we would point out to foreign buyers that the exclusive sale of all kinds of berets has been taken over by the *CENTROTEX Co., for the Import and Export of Czechoslovak Textiles and Clothes, Dept. Fezes and Berets, at Strakonice*, and that in its collections of samples it has prepared a wide choice of all the different types of "FEZCO" berets.

THE BERET

AN EFFECTIVE HEADGEAR





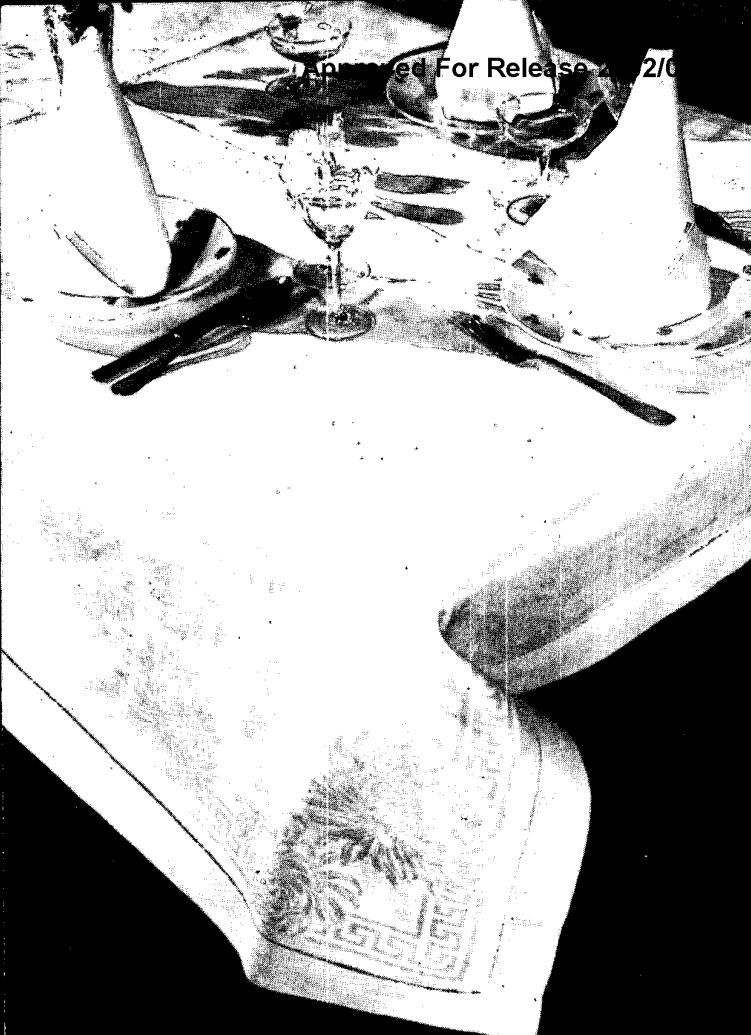
All the time - leading in style

You'll look your best in attractive slips, brassieres,
girdles, garter belts and pyjamas

CENTROTEX LTD.

CZECHOSLOVAK IMPORTERS AND EXPORTERS OF TEXTILES AND CLOTHING,

DEPARTMENT 10



CZECHOSLOVAK LINEN -

An Ornament in Every Household

Linen is a textile fabric which rapidly won great favour among the broad masses of the people. The linen fibre possesses many properties superior to those of other tissues. It is long, and its ends do not protrude from the fabric, nor collect so much dust, so that it does not get soiled so easily.

In Czechoslovakia the manufacture of linen has several hundred years of tradition behind it. In the moist mountainous regions with their suitable climatic location, flax has been cultivated for ages. Its quality is controlled by hundreds of experts on the staff of the flax research institutions.

The flax mills in Czechoslovakia manufacture all kinds of linen goods. One of the most important categories is that of table and bed linen. *Damask* of Czechoslovak make, handsome table sets and practical bed linen sold by the metre, to-day enjoy an excellent reputation in the textile markets of the world. Linen goods always give the impression of absolute cleanliness, and therefore they are to be found wherever cleanliness is a fundamental requirement. And so, high grade Czechoslovak linen has become an essential item for hospitals, sanatoria and operating theatres, not only as bed linen but also as material for doctors overalls and for surgical textiles.

In the household we meet in increasing measure with Czechoslovak linen sets. They consist not only of the table and bed linen above-mentioned, but also of towels and dusters which demonstrate the advantages of this fabric in not leaving any fluff on utensils and in very rapidly absorbing all moisture.

This last-named property of flax has also destined linen for the making of Summer dress material which to-day is without a rival for practical wear in view of its numerous advantages. In the selections for men's wear attention is above all attracted to linen for tropical wear, while in those for ladies there is a very wide range of fashionable designs, the work of leading Czechoslovak artists who, with their pupils, have placed their services fully at the disposal of the textile mills, and have thus to be thanked in due measure for the progress, the taste and the perfection displayed in the outfitting sector. Wherever the sun shines, and especially in tropical regions, people are well acquainted with the priceless properties of linen dress material, its coolness, its strength, its capacity for rapidly absorbing perspiration, and its infinite renewal by simple washing. In the past this material has looked, as it were, with envy on its sister, the always-tidy woollen dress material. Uncrushability had been discovered also for silk, cellular material and cotton. Only linen held out and revealed thousands of creases immediately it got crushed. The Czechoslovak manufactures have, however, succeeded in reducing the crushability of linen dress material to a minimum by a new process in the course of manufacture. This new process prevents linen dress fabrics from creasing, and even if they do crease a little, the creases very quickly vanish of their own accord, and the dresses are as nice and trim as before. Thus, to the previous excellent properties there has been added another very valuable one which is contributing greatly to increased popularity for linen dress material. In the meantime we hope that the last word has not been said in this matter, and that further improvements will be registered in reducing the liability of linen dress material to crush.

Recently use has also been made of linen fabrics as upholstery and covering material, and it is, above all, the really artistic and fashionable patterns produced by Czechoslovak designers that have given Czechoslovak linen the foremost place in respect to these cover fabrics. To the list of the best known linen products turned out by Czechoslovakia may be added mattress material which is exported from the Republic to all parts of the world.

The sole export of Czechoslovak linen products is in the hands of the

CENTROTEX LTD.,

DEPT. 530 (LINEN FABRICS),

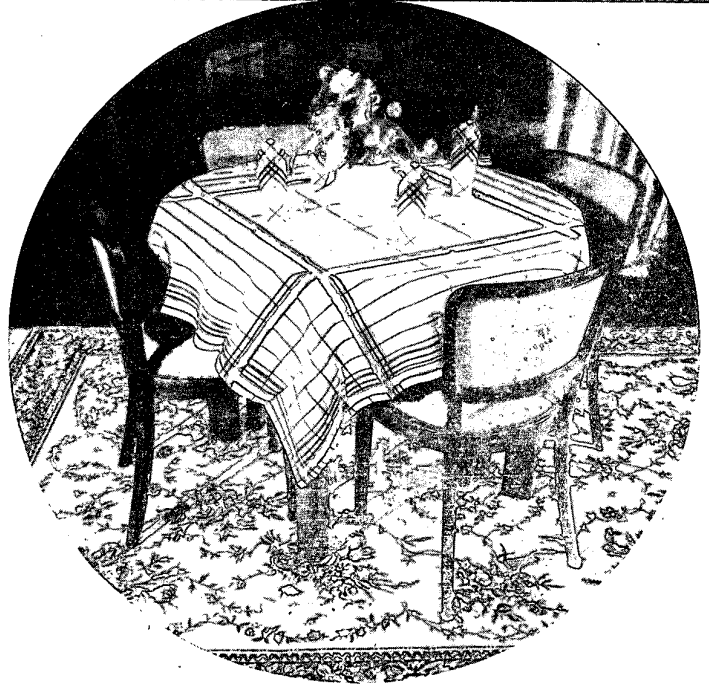
TRUTNOV, SLEZSKÁ 14, CZECHOSLOVAKIA



CARPETS AND FURNITURE COVERINGS TO ADD LUSTRE TO YOUR ROOMS

The proud housewife has always an eye open when it is the question of providing the proper furnishing of her home. However attractive the furniture itself may be, it alone does not suffice to give a distinctive air to a house. To make our flat or house in which we pass the greater part of our free time really pleasant and comfortable it is essential to purchase the right sort of *carpets* as well as suitable *upholstery* so as to give the furniture a proper setting. This being so it is our intention to introduce you to the carpets and furnishing textiles that are being produced by the highly-developed textile industry of Czechoslovakia. *Carpets and upholstery coverings* bearing the trade-mark TOKO are at the time of writing in ever increasing demand in all countries of the world. They give a distinctive air to the dwelling rooms of many prominent personalities in innumerable countries, in official reception rooms, as also in a great number of hotels enjoying an international reputation and finally in the homes of thousands of private individuals.

Last year Czechoslovak carpets were enthusiastically received wherever they were exhibited — carpet lovers recognizing immediately that they were being offered goods of rare distinction and originality. The carpet expert of *Centrotex Ltd.* which is entrusted with the import and export of Czechoslovak Textiles and Clothing (The Department for Carpets, Furnishing Fabrics and Woolen Rugs) with offices at *Vratislavice nad Nisou* — the section which has been entrusted with the exclusive sale of this class of goods for the whole of the republic, succeeded in booking an order for the Royal Palace at *Kabul*, Afghanistan, this order having been placed by His Majesty's Court Chancellor. We should like to state in this connection that this order was given in the face of keen international competition — both the quality as also the design being found superior to those offered by all foreign competitors. The renaissance design is worked on a gold ground itself being also in gold tone, and accords remarkably well with the style and general furnishing of the *Royal Palace*, this being one of the reasons for it being selected as the most suitable. *Twelve factory girls carried out the work which totalled no less than 1,700,000 knots.* The entire carpet weighed 230 kilograms — that is well over 4 cwts. The question of transport presented great difficulties which were, however, successfully solved owing to the particular care which was exercised. This success led to further orders. *Centrotex* supplied some magnificent carpets to *Siam* for the coronation of the ruler, as also to the *Royal Court of Saudi Arabia* and a TOKO carpet was also laid down in the *Ducal Palace at Luxembourg*.





CZECHOSLOVAK FELTS AND TECHNICAL FABRICS

Felts and articles made of felt have to-day become indispensable in all lines of industry. Where everything in this line is produced from polishing and grinding discs to wads for cartridges. To facilitate contacts with customers, the entire export of felts and technical fabrics has been entrusted to the Centrotex Co., Felts and Technical Fabrics Dept., Prague II, Soukupovo nám. 15. This Company can offer foreign buyers all the products of the felt industry in high-class finish and quality.

Saddlers' Felts are supplied, according to requirements, in full-wool or half-wool qualities, of a width of 180 centimetres and a weight of 1000 to 7000 grammes per metre. These felts are used for making pads for saddles, for the body side of horse collars and harness, for stuffing seats for motor vehicles and aircraft, for chair-seats, for pads for typewriters, and for foot and hand protectors in different sports, for the manufacture of packings and rings for various technical purposes, etc. Thinnish felts of up to 2000 grammes weight are used for making hassocks for churches, decorative cushions, etc. Saddlers' felts are supplied in a wide range of colours, the most usual being yellow, brown, red, dark brown, dark blue, green, black and natural white.

Collar-lining Felt is made in three types: uni-colour on both sides, melé-both sides mixed material, and double, that is, one side mixed, the other coloured. This type of felt is used in the ready-made-clothing-industry for finishing collars of men's suits. It is turned out in a width of 180 cm, weighing from 350 to 400 grammes.

The felts for Toymaking have the excellent property that on being cut they do not form rough edges like other fabrics. This property is availed of in the manufacture of toys, dolls, figures and decorative objects such as cushions, artificial flowers and other ornaments of a modern home. Felts for toymaking are manufactured in the current width of 180 cm, and have a weight of 300 to 500 grammes per metre. Felts for linings and vateline felts are in general use in the clothing and footwear industries. They are supplied in widths of 160 to 180 cm, weighing from 250 to 500 grammes per metre.

Dress Felts and Felts for Footwear Uppers are supplied in all-wool and half-wool qualities according to customers requirements. Dress felts are used for trimming and ornaments, for making ladies, hats, children's hats, caps, berets, for the manufacture of fancy vests, coats, etc. They are frequently



used in industry for lining cases, baskets, cupboards, in the furnishing industry, for the manufacture of ornamental objects, handbags, highclass dolls, toys, etc. These felts are supplied in a width of 180 cm weighing from 350 to 500 grammes, and in the width of 140 cm, of a weight from 550 to 1200 grammes.

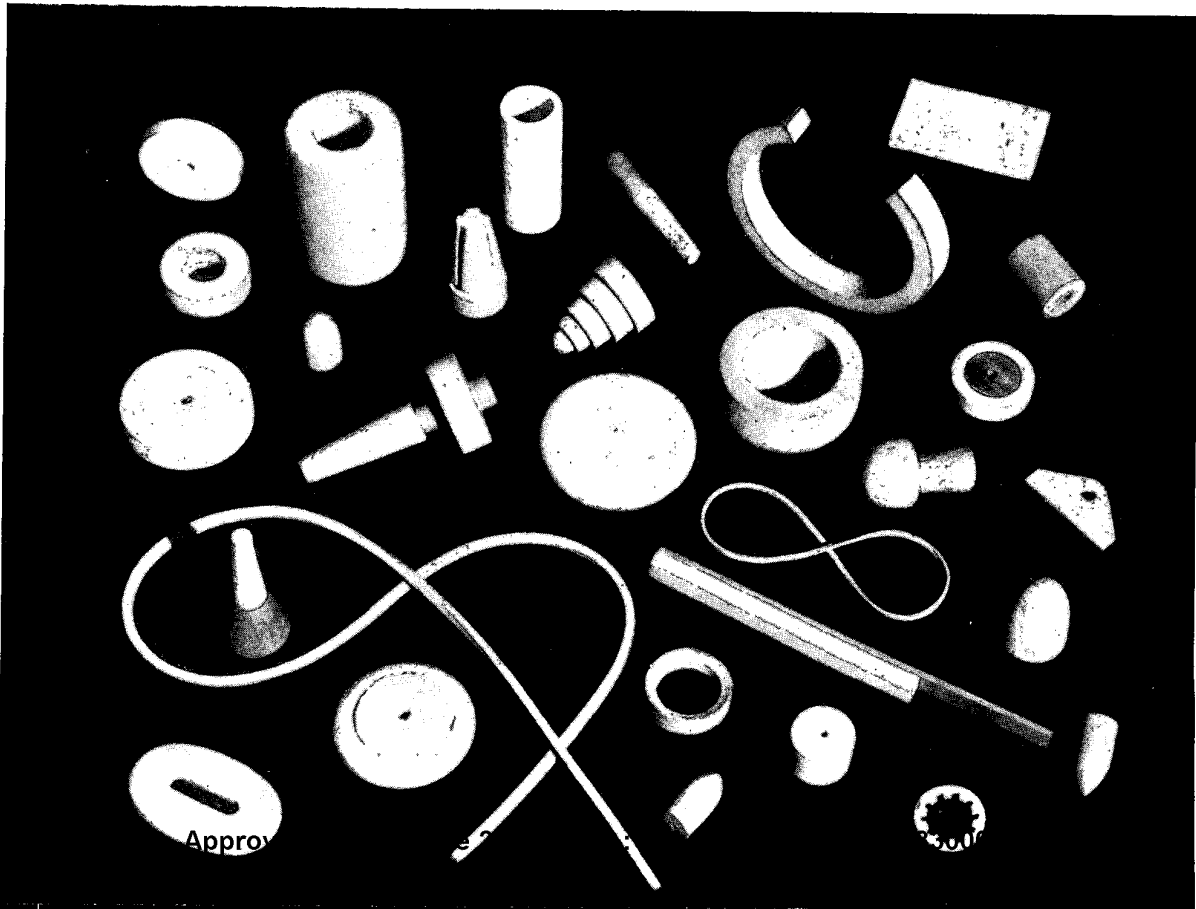
Felt for Uppers is employed in the boot and shoe industry for making cloth shoes, slippers, boots, top boots, etc. It is also used for making gaiters. For these purposes felt is supplied in a weight of 600 to 1500 grammes and width of 140 cm. The colours are all darkish and may be chosen from a colour scale. Felt uppers are likewise supplied in all-wool and half-wool qualities at the customer's wish. For linings white or brown toughened felts known as "leather felts" are used and in footwear act as excellent insulation against cold.

Woven Felts are used in paper mills for covering the rollers of the papermaking machines. The current kinds for the paper industry include ordinary, fine and extra-fine drying felts, all-wool and half-wool draining felts for the manufacture of roofing, cellulose and eternite roofing, woollen drying felts, asbestos wool and cotton felts, woven tubular felts, and the special Czechoslovak LEV tubular felts.

Technical Cloths are made for every sector of industry in all-wool and half-wool — cleaning cloths, roller cloth, sizing cloth, filtering cloth, bottom cloth, tubular felt-ing for tanners, cotton flannels and cottonized steaming cloths, lappings, technical plushes, etc.). An important aid for large ready - made clothing concerns and tailoring establishments are the HAENSEL interlinings which are elastic, airy and retain their shape permanently.

Sole export by **CENTROTEX LTD.**

FELTS AND TECHNICAL FABRICS DEPT., PRAGUE II, P. O. B. 733





How Do You Like Fashion Buttons?

How do you like the fashion buttons which the KOH-I-NOOR Export Company has to offer you from its most up-to-date selection of horn, galalith, polystyrene, and mother-of-pearl lines, that in beauty and elegance compete for popular favour with filigree and glass buttons?

Every imaginable colour and shade is represented in the most varied combinations, and the finest decorative designs make Czechoslovak fashion buttons really exclusive products of the highest artistic level. At the same time it must be remembered that all Czechoslovak fashion buttons, despite their exclusive character, are mass-produced in big series, and are therefore buttons that are cheap enough to make them available to the widest ranks of consumers.

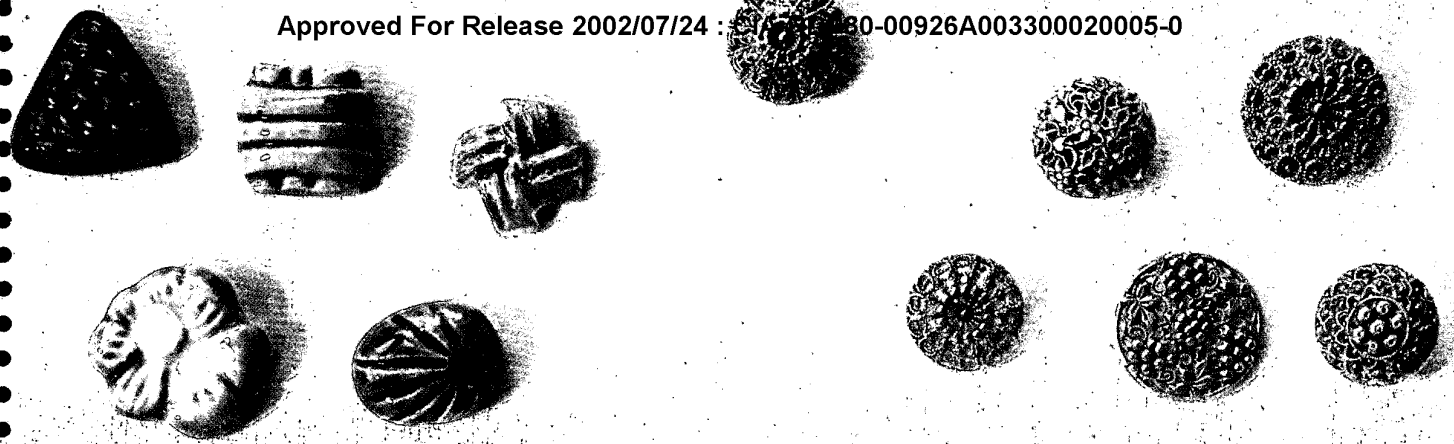
It is not the material of which they are made, although a number of rare raw materials such as gold, platinum, etc, are used in their manufacture, but the perfect workmanship and finish put into them, and above all the special care which is de-

voted to Czechoslovak fashion buttons on the artistic side by the KOH-I-NOOR Company, that gives them their outstanding value.

A special staff of artists, members of the "Art Centre for Fashion Buttons" established by the KOH-I-NOOR Company at their headquarters, sees to the bringing out of new models of buttons, and puts forward countless original suggestions which, on being carried out, place Czechoslovak production in this line high above the current range of the output of competitors. All this has made Czechoslovakia in point of fact the leading country in the world for buttonmaking, and she is also, so far, the only country which gives such comprehensive and systematic care to the manufacture of buttons.

It stands to reason, then, that Czechoslovak fashion buttons are in demand throughout the world, and that they are employed not only in the dress-making industry generally but also by the leading Houses for their latest models.





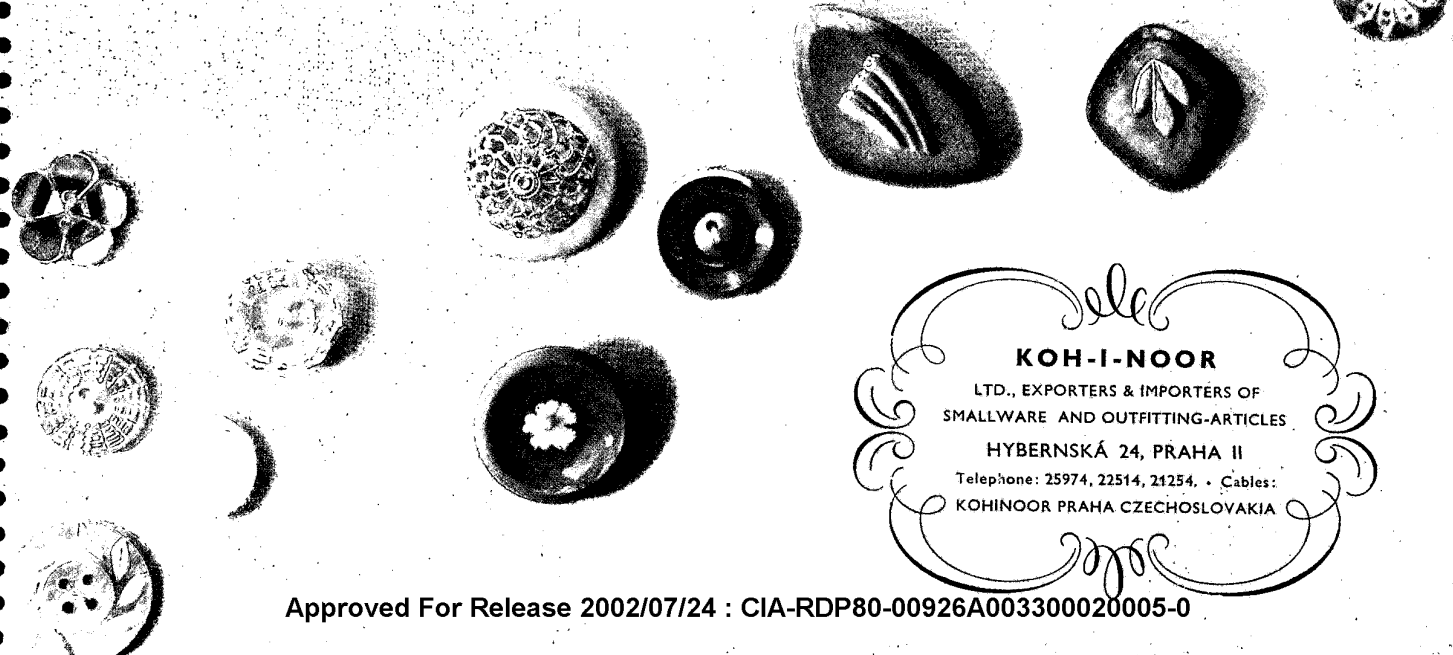
LATEST FASHION



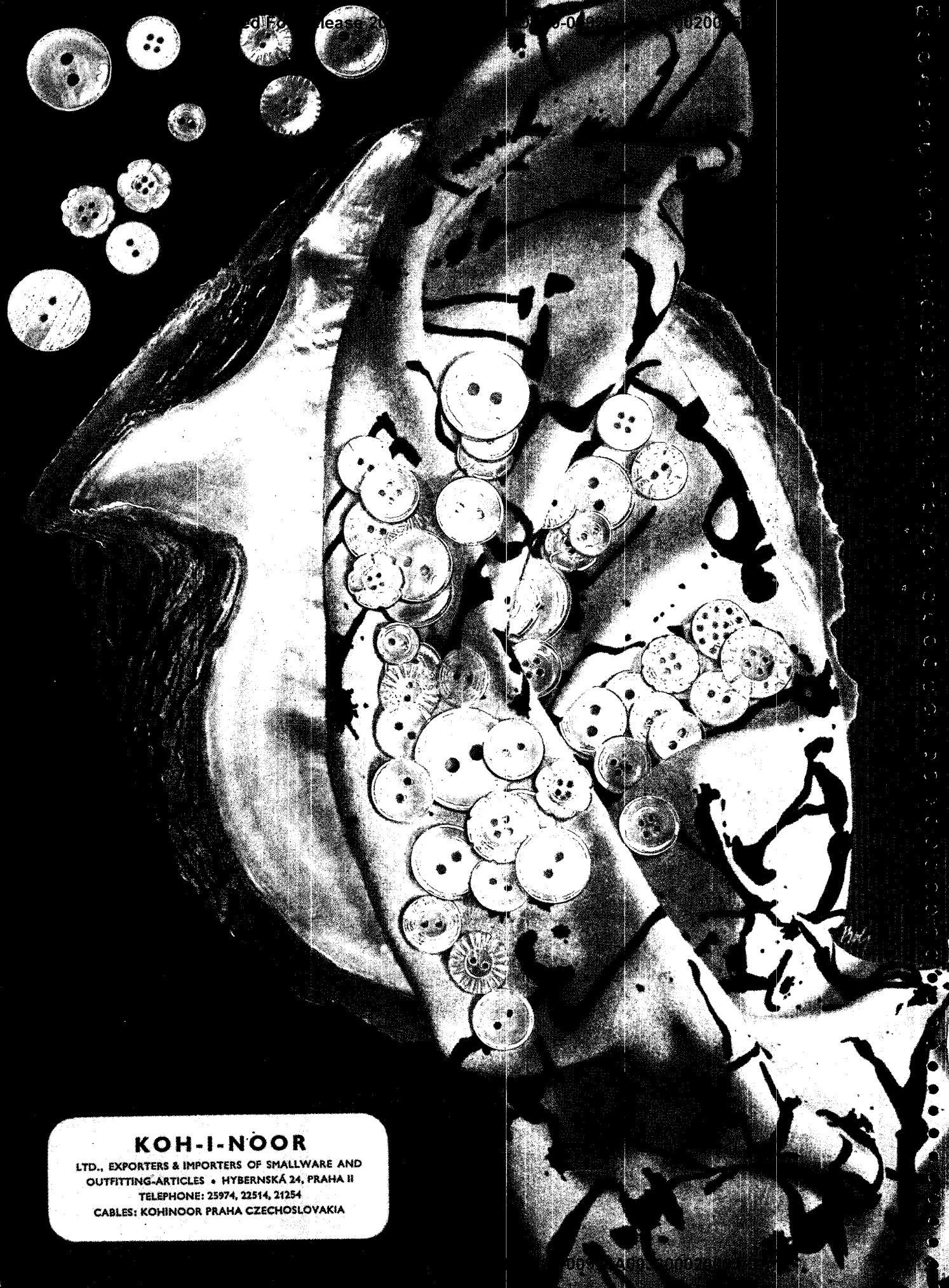
PERFECT QUALITY



BEAUTIFUL DESIGNS



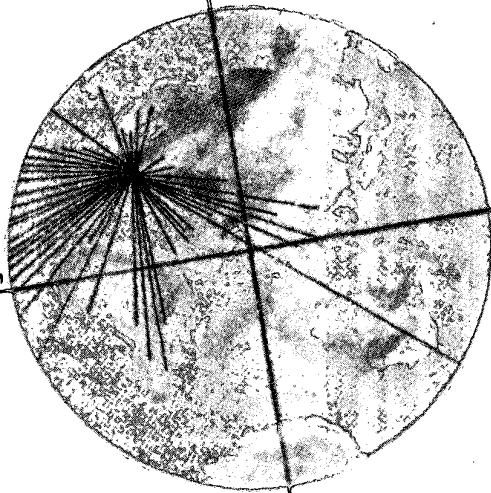
KOH-I-NOOR
 LTD., EXPORTERS & IMPORTERS OF
 SMALLWARE AND OUTFITTING-ARTICLES
 HYBERNSKÁ 24, PRAHA II
 Telephone: 25974, 22514, 21254. - Cables:
 KOHINOOR PRAHA CZECHOSLOVAKIA



KOH-I-NOOR

LTD., EXPORTERS & IMPORTERS OF SMALLWARE AND
OUTFITTING-ARTICLES • HYBERNSKÁ 24, PRAHA II
TELEPHONE: 25974, 22514, 21254
CABLES: KOHINOOR PRAHA CZECHOSLOVAKIA

 **exico** CO. LTD.,



GOTTWALDOV - CZECHOSLOVAKIA

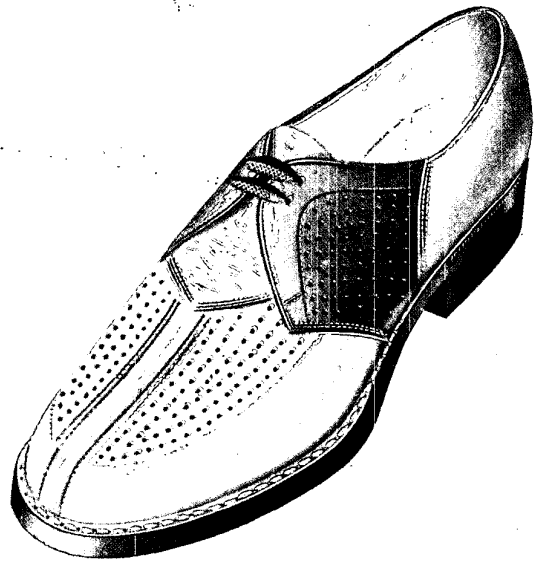
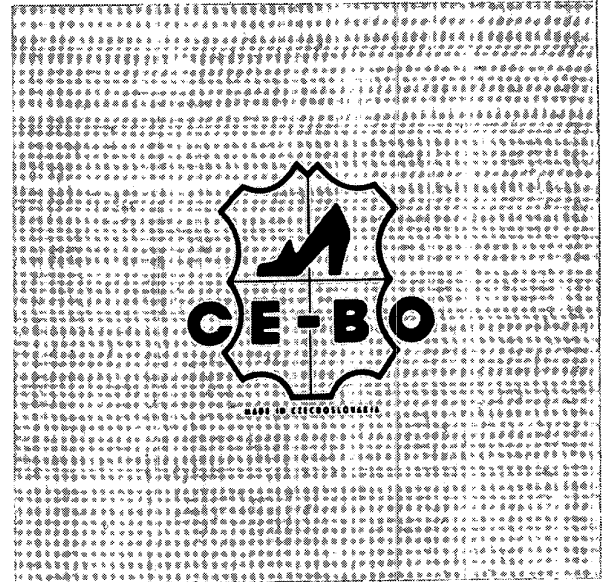
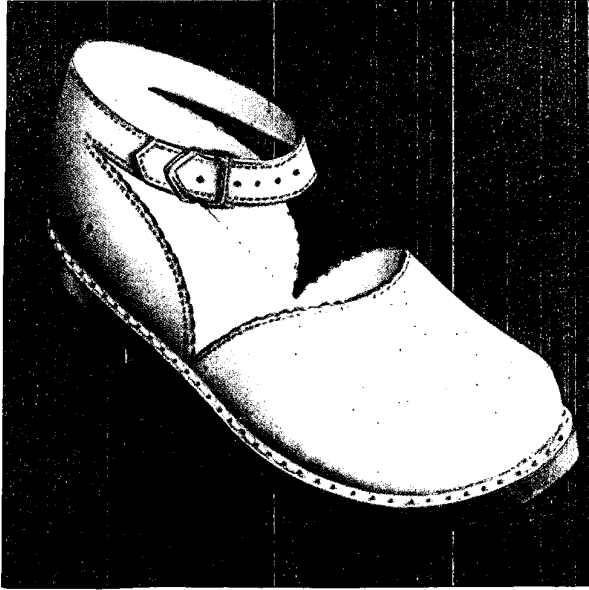
IT'S SMART BUSINESS TO KNOW
ABOUT THE TRADITIONAL QUALITY OF CZECHOSLOVAK PRODUCTS
WHICH ARE BEING OFFERED TO THE WORLD MARKET BY:

Exico's Central Office, Gottwaldov:

A complete line of footwear, CE - B0
Leather gloves, RZ
Technical leather products, TANEX
Leather fancy goods, GALA
Vulcanized fibre luggage, KAZETO
Artificial leather, oil-cloth and book-binding cloth,
Shoemaking, tannery, rubber-working and carton-making
machines, SVIT

Exico's Branch Office, Bratislava:

Tyres, BARUM
Technical rubber products, BARUM
Hygienic rubber goods, BARUM
Surgical rubber goods, BARUM
Products of hard rubber, BARUM
Cellophane, PROSVIT
All types of toys







Fur specialists in all countries recognize the value of Czechoslovak furs.
KARA furs, supplied by EXICO CO. LTD., Gottwaldov,
have the guarantee that only high-grade pelts and
first-class workmanship can give

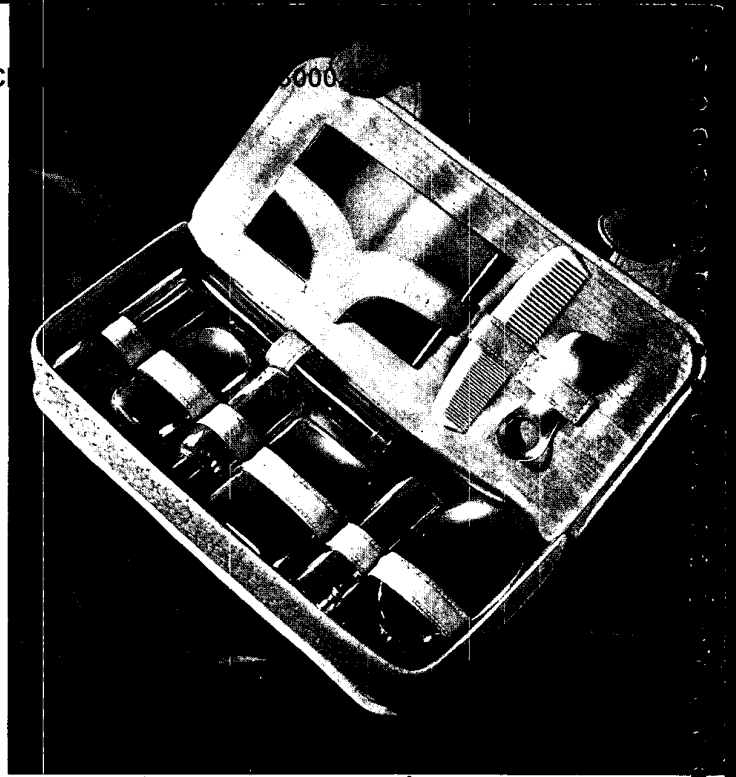


It's more fun to walk than to ride
when you're wearing CE-BO shoes



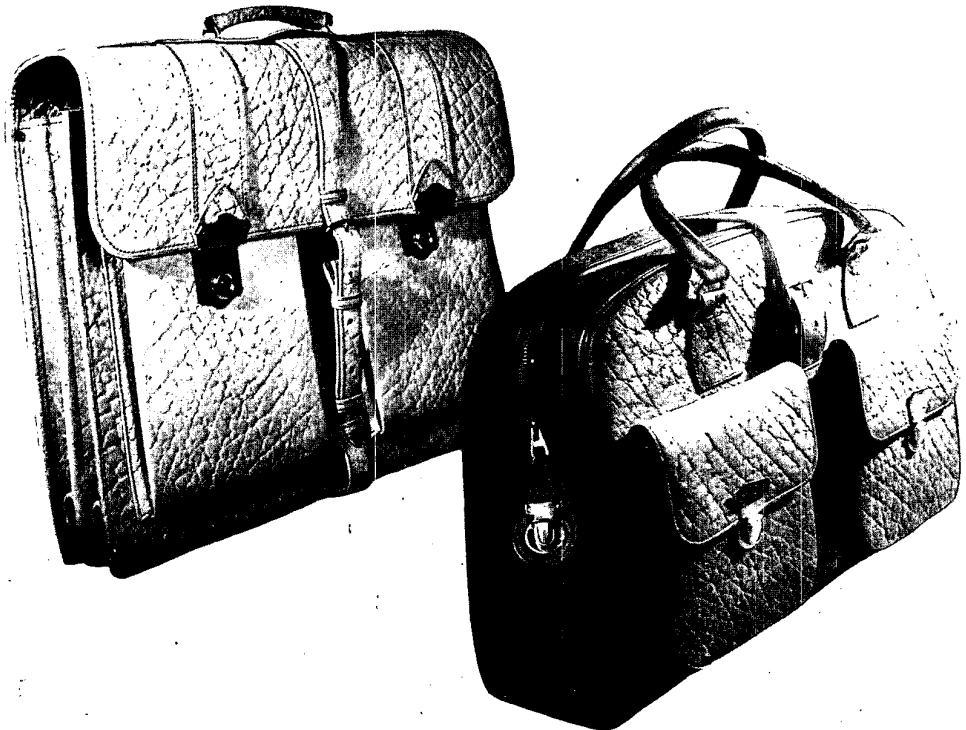
exico CO. LTD. of Gottwaldov
supplies a complete line of
footwear in the most up-to-date
fashions and of the finest
manufacture, two qualities which
have helped to make Czechoslovak
shoes world-famous





For gala occasions GALA goods

exico CO. LTD. of Gottwaldov can satisfy
Wide selection of GALA leather fancy goods
designed for today's fashion can satisfy the
most discriminating taste



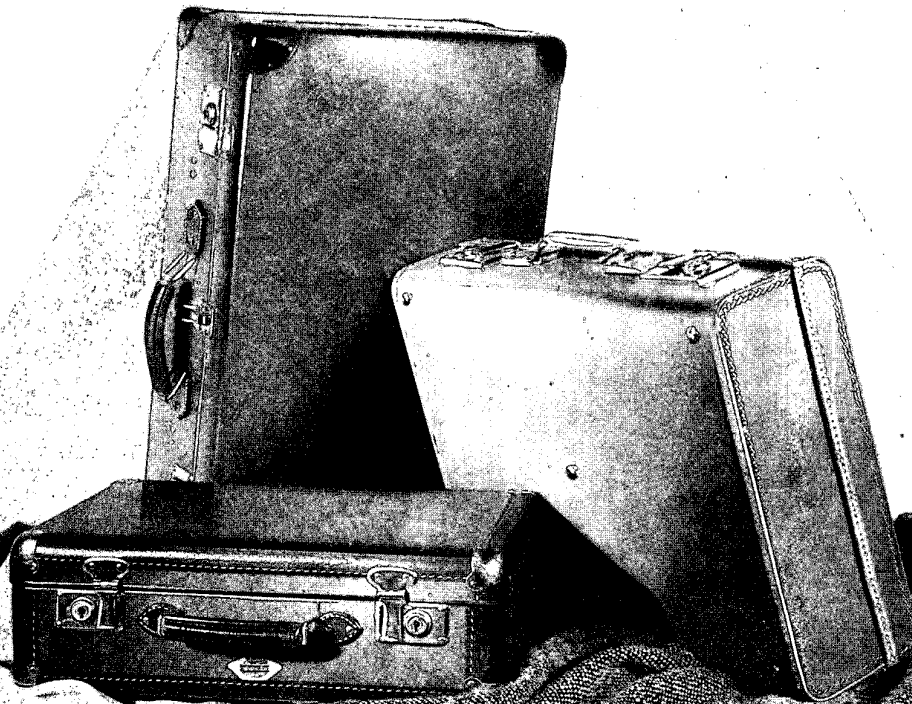
It's a pleasure
to travel with
KAZETO luggage

because

It's light-weight,
elegant, durable
and inexpensive besides



exico CO. LTD., Gottwaldov, is the exporter

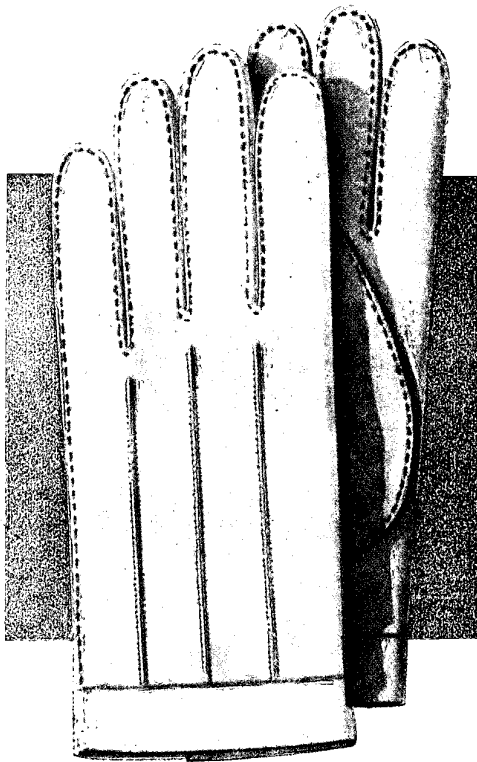
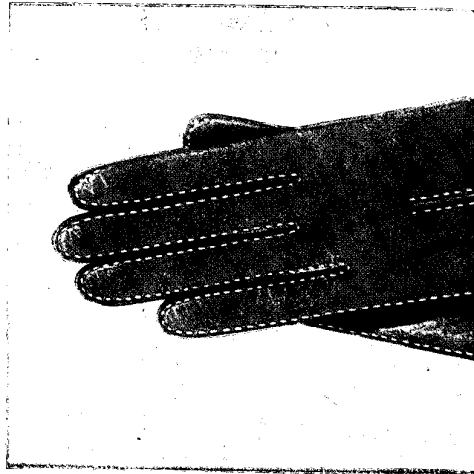




Approved For Release 2002/07/24 : CIA-RDP80-00926A003300020005-0

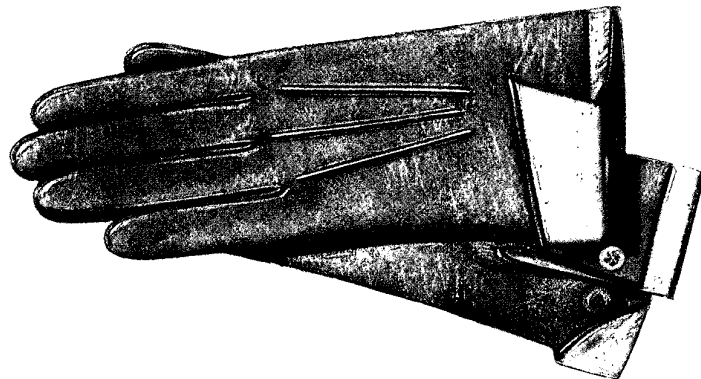


Approved For Release 2002/07/24 : CIA-RDP80-00926A003300020005-0



Fine gloves
can only be made from
prime kid and by skilled craftsmanship

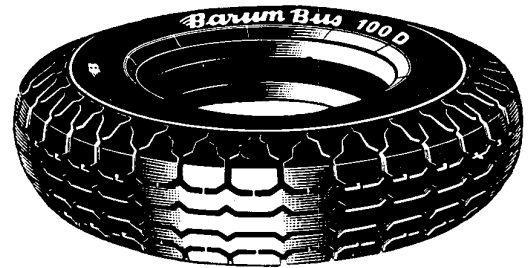
You will soon be persuaded that RZ
Czechoslovak leather gloves ARE fine gloves



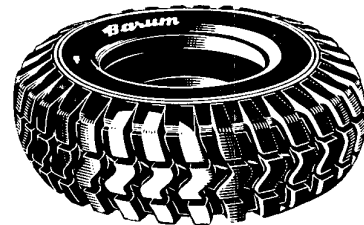
Exported by: **exico** CO. LTD., GOTTWALDOV-CZECHOSLOVAKIA



Heavy-duty *Barum* tyres



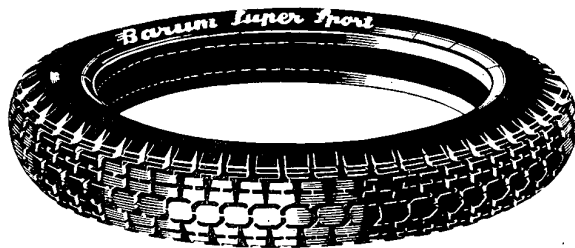
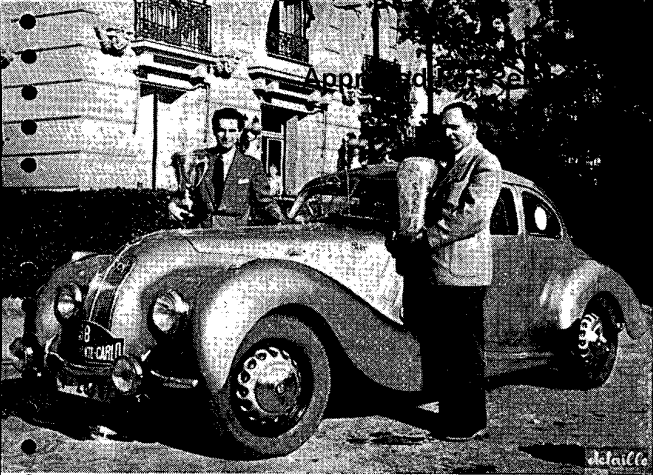
In the African desert as well as the Arctic region



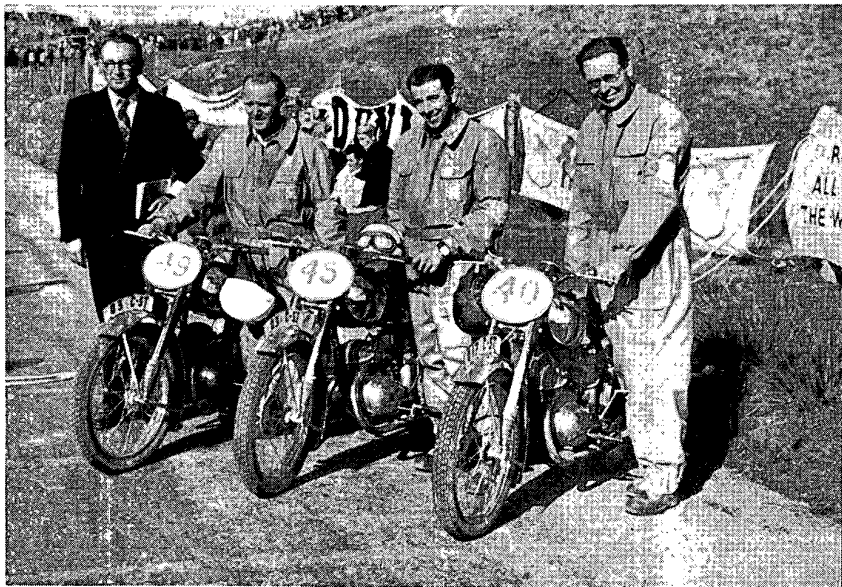
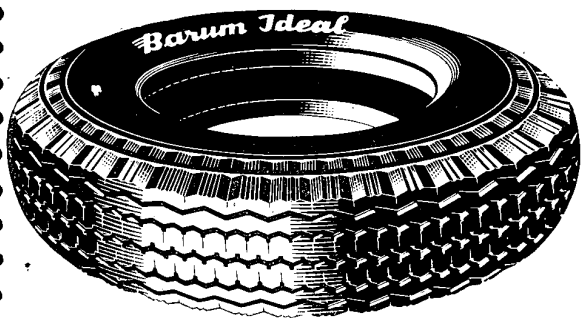
They satisfy everywhere



Approved For Release 2002/07/24 : CIA-RDP80-00926A003300020005-0
exported by  **EXCO** CO. LTD., BRATISLAVA

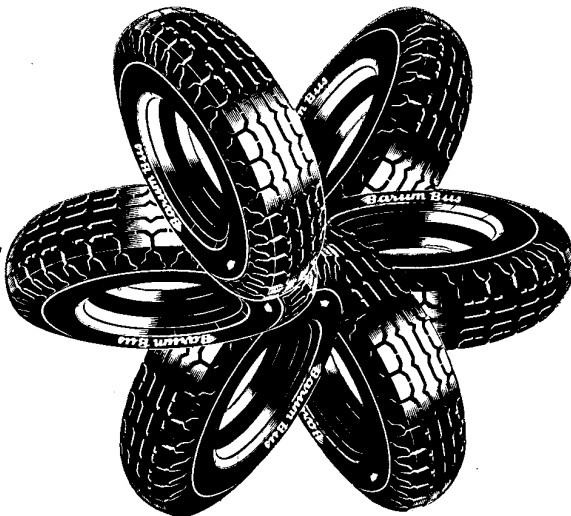


BARUM tyres place first on motorcycles also. Here is the team winning the Silver Vase in the 1949 FICM in England - naturally using BARUM tyres



The BARUM cup was awarded to Manzon and Meisl in their Simca-Gordini: Riding on BARUM tyres, they placed 2nd in their category and 9th in the entire classification

Barum



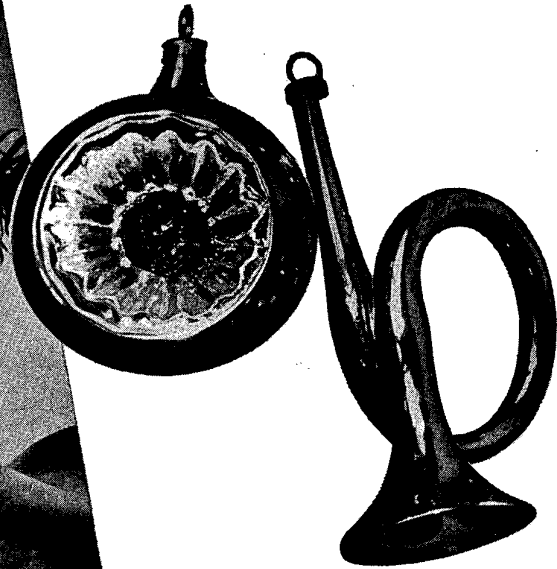
BARUM tyres designed to win...

The 1950 Monte Carlo Rally was held under conditions which eliminated along the route all but 47% of the entrants. Despite the bad weather and difficult terrain - especially the snowstorms in the Alps - 75% of the cars equipped with BARUM tyres finished the race - a record for all the makes of tyres used in the Rally

You don't know it's raining
when you wear a BARUM water-proof

Travelling in rain or
shine will point out
their elegance and
practicality: they
don't need special
care, they're light-
weight and they're
inexpensive

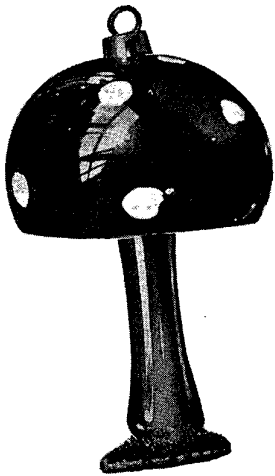





The Way Santa Claus Can Bring You Increased Profits

The Way Santa Claus Can Bring You Increased Profits

Father Christmas would not think much of a bare Christmas tree and neither would the children. That's where the Czechoslovak glass industry comes in. Experienced dealers know that Czechoslovakia is an uncontested leader in the variety of patterns of glass Christmas tree ornaments, plain, colored and decorated. It is no idle boast that nowhere in the world you will find such a wide choice of Christmas tree decorations. Czechoslovak designers are simply brimming with ideas. To the imposing standard collection new designs are added every season. All of them are original and attractive and they make an imposing array of best-sellers which it will be profitable for you to acquaint yourself with. Do not disappoint Santa Claus, the children and their parents, who expect much of their retailer. A wise dealer thinks of the Christmas market as early as Spring. Place your order now with



GLASSEXPOT 

Czechoslovak Glass Export Company Ltd.
"KORUNA" PALACE, VACLAVSKÉ n. I, PRAHA II,
CZECHOSLOVAKIA

BILBERRIES

*That's the odour of the sun,
the sweetness of a summer morning
and the roundness of perfection!*

Bilberries are very wholesome as they contain vitamin C, A, D, B, iron and other ingredients promoting digestion and formation of tissues. For your tongue, however, the main argument will be their taste which truly makes them a savoury dish.

In June and July the woods are alive with girls wearing kerchiefs and women in aprons; from everywhere the high voices of boys resound. Jug's clinking may be heard from the undergrowth and nimble fingers become blue and violet from the bilberry-juice. The jugs are replenished up to the brim

ries are taken over by the employees of KOOSPOL and after an hour the airplane leaves.

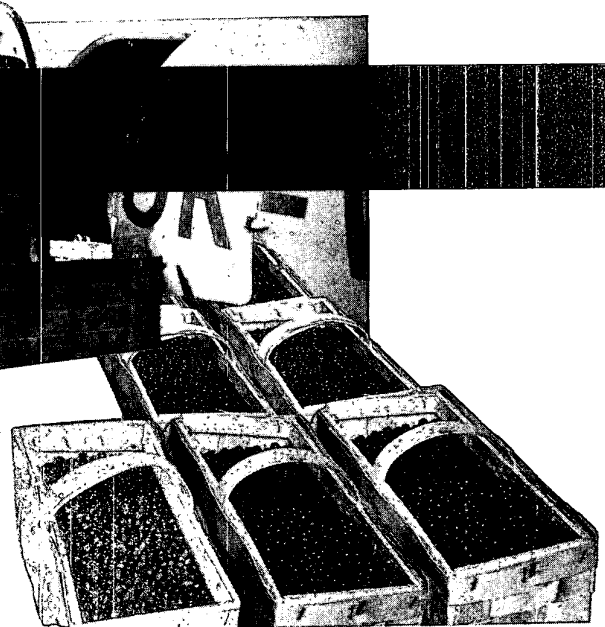
Thus within 24 hours have the bilberries from Czechoslovakia come to you - and when eating them you will still feel the sun's odour and the sweetness of summer mornings.

Bilberries from Czechoslovakia are solely exported by

KOOSPOL



Agricultural Products and Implements Import and Export Company, Ltd., Perlova 1, PRAHA I.



TCHECO



HOPMALT

CZECHOSLOVAK MALT AND HOP EXPORT COMPANY LTD.

DEPARTMENT MALT:

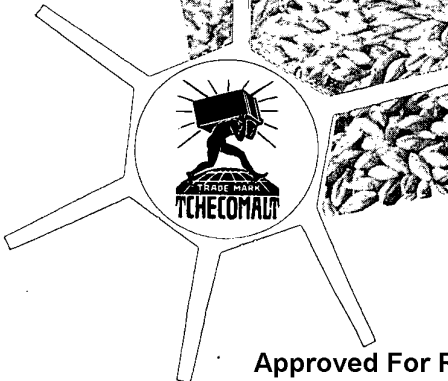
TROJANOVA 7, PRAGUE II

CABLE-ADDRESS: TCHECOMALT PRAGUE

SOLE EXPORTERS OF CZECHOSLOVAK

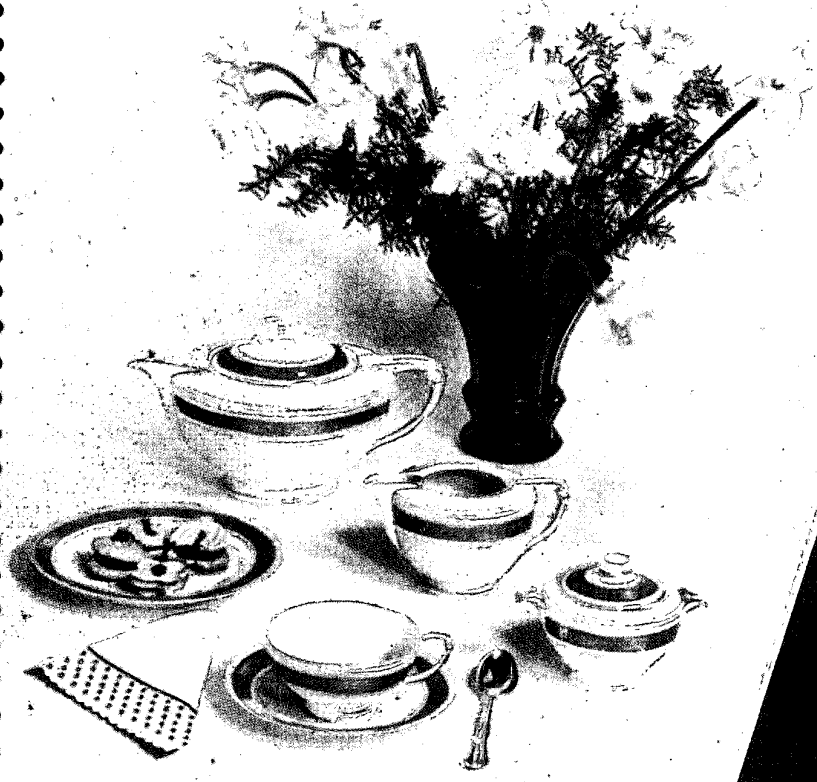
- PILSEN
- MUNICH
- COLOUR
- CARMEL

MALT





MILLIONS OF PEOPLE BUY WITH CONFIDENCE CZECH PORCELAINWARE WHICH IS RIGHTLY CONSIDERED AS ONE OF THE BEST IN THE WORLD. ITS EXCELLENT QUALITIES ARE DUE TO A COMBINATION OF THE BEST RAW MATERIALS AND HIGHLY SKILLED CRAFTSMANSHIP



CZECHOSLOVAK CERAMICS

EXPORT AND IMPORT LTD.,

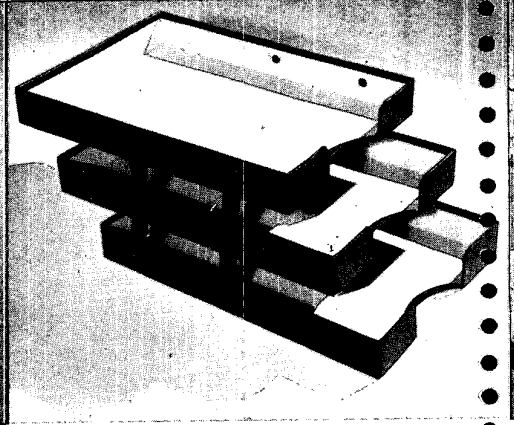
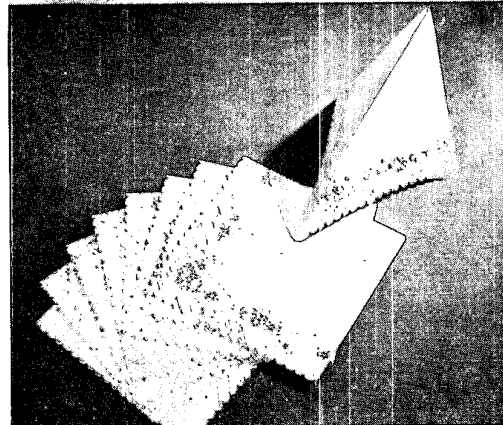
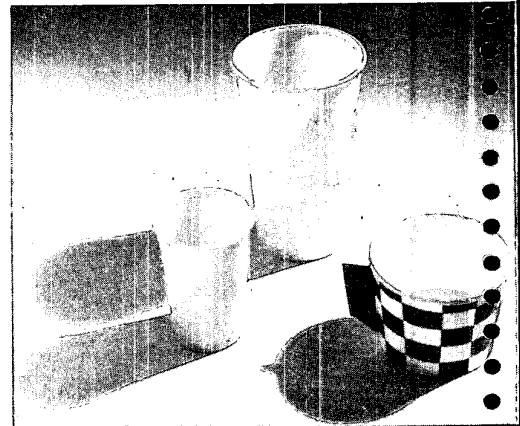
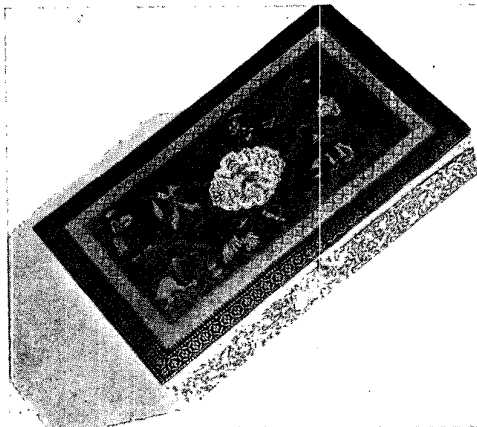
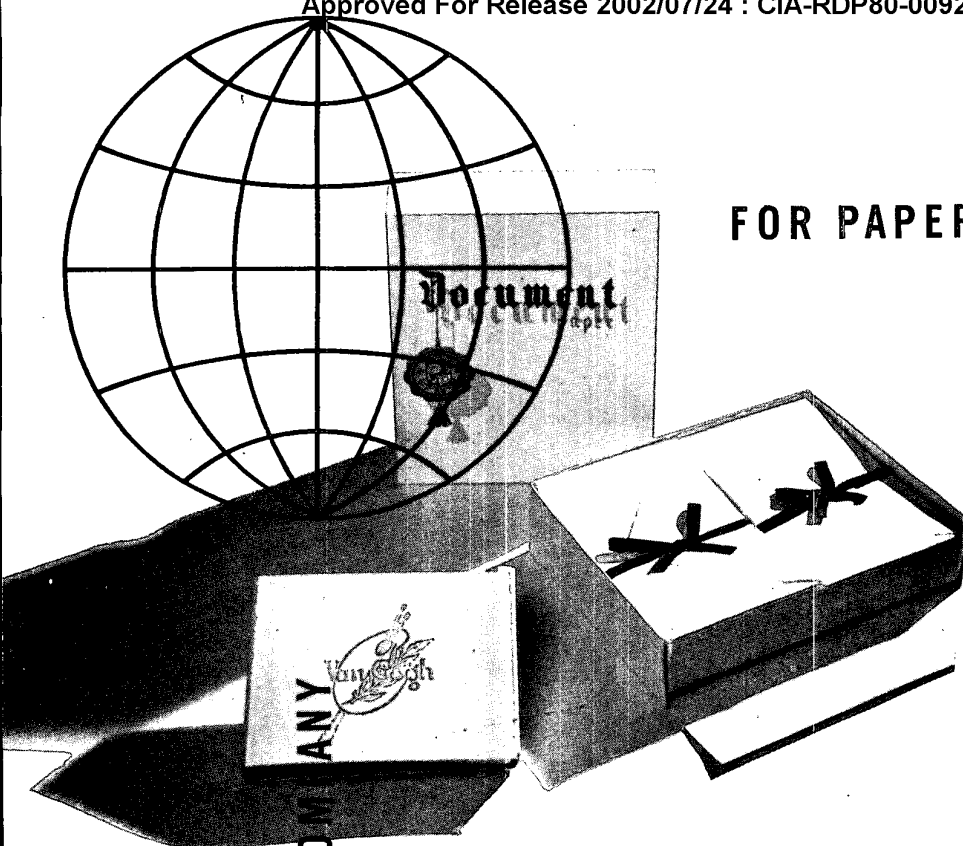
1, V JÁMĚ, PRAGUE II, CZECHOSLOVAKIA



FOR PAPER AND PAPERWARE

The dense forests of Czechoslovakia have long been the source of supplies of valuable raw material for the paper industry, which in this country is highly developed and ranks among the oldest in Central Europe. Records proving this date back to the Middle Ages. Even prior to the Second World War Czechoslovak paper output was not only able to meet the requirements of the home market but considerable quantities of paper were exported to all parts of the world — among other destinations to Great Britain where a market was found in particular for various kinds of paperware and cardboard. Numerous English textile mills imported Czechoslovak *paper tubes and spools*, which are distinguished by several notable properties that are lacking in tubes and spools made of other material. They are, in particular, light, do not break or curl, and consume very little motive power.

PAPCO, THE SOLE CZECHOSLOVAK EXPORT COMPANY



Czechoslovak *impregnated filling lines* find general use, and range from containers for jam, honey, syrup, and the like, to tasteful cups for ices and innumerable kinds of pots for scent and other pharmaceutical lines. All these filling lines are perfect from the hygienic standpoint, and are without taste or smell.

Czechoslovak *luxury cardboard boxes* suit the refined taste of English women. Beautiful standing boxes for carrying scent bottles, tasteful powder boxes, elegant caskets with original gilt ornamentation make a delightful accessory on every dressing-table, and cleverly designed bor bonnières are suitable packings for the output of the English chocolate factories. In numerous offices in the West we also meet with Czechoslovak *office requisites*, whether with practically designed letter files of the most up-to-date type, or portfolios, blocks for notes, and the like.

Millions and millions of Czechoslovak *copybooks* are exported to many countries. Our paper mills turn them out in exact accordance with the wishes of the countries importing them, especially as regards the print on the covers and the arrangement of the pages.

The same may be said of Czechoslovak *writing paper*. It meets the requirements of every consumer in the matter of appearance and price, for Czechoslovakia exports the most varied kinds, shapes and quality, from paper de luxe in handsome cardboard boxes to the most simple of writing blocks. Envelopes are also exported of all types, from the de luxe categories with tissue linings to ordinary business and air-mail envelopes.

Czechoslovak *photo albums* with covers of imitation leather and richly ornamented give pleasure to every amateur photographer and make suitable presents for the most varied occasions.

Cellophane corners, the most up-to-date and ideal means of fastening photos in albums make an excellent accessory and are unmatched for this purpose.

For foreign housewives the Czechoslovak paper industry turns out tasteful *serviettes*, and *paper lace* of delicate finish for household use.

Carnivals in all parts of the world are enlivened by *paper decorations* made in Czechoslovakia. Crepe paper in beautiful rich colours, made up in rolls, and with an elasticity of 30 to 100%, is also exported.

All these products, as well as all kinds of paper, cardboard and roofing material, are exported by *PAPCO Czechoslovak Paper Trading Company, Ltd., Prague II, P. O. B. 822.*

The PAPCO Company, during its short existence has succeeded in renewing the pre-war contacts of the Czechoslovak paper industry with abroad, and in acquiring numerous new markets, so that to-day its exports go to more than 90 countries, nearly 70 of them overseas. After the Scandinavian States, Czechoslovakia is one of the biggest exporters of paper. It is not without interest to note that in the first half of 1949, exports of Czechoslovak paperware increased relatively more than the average for the Scandinavian States in that period.

Their representatives of PAPCO :

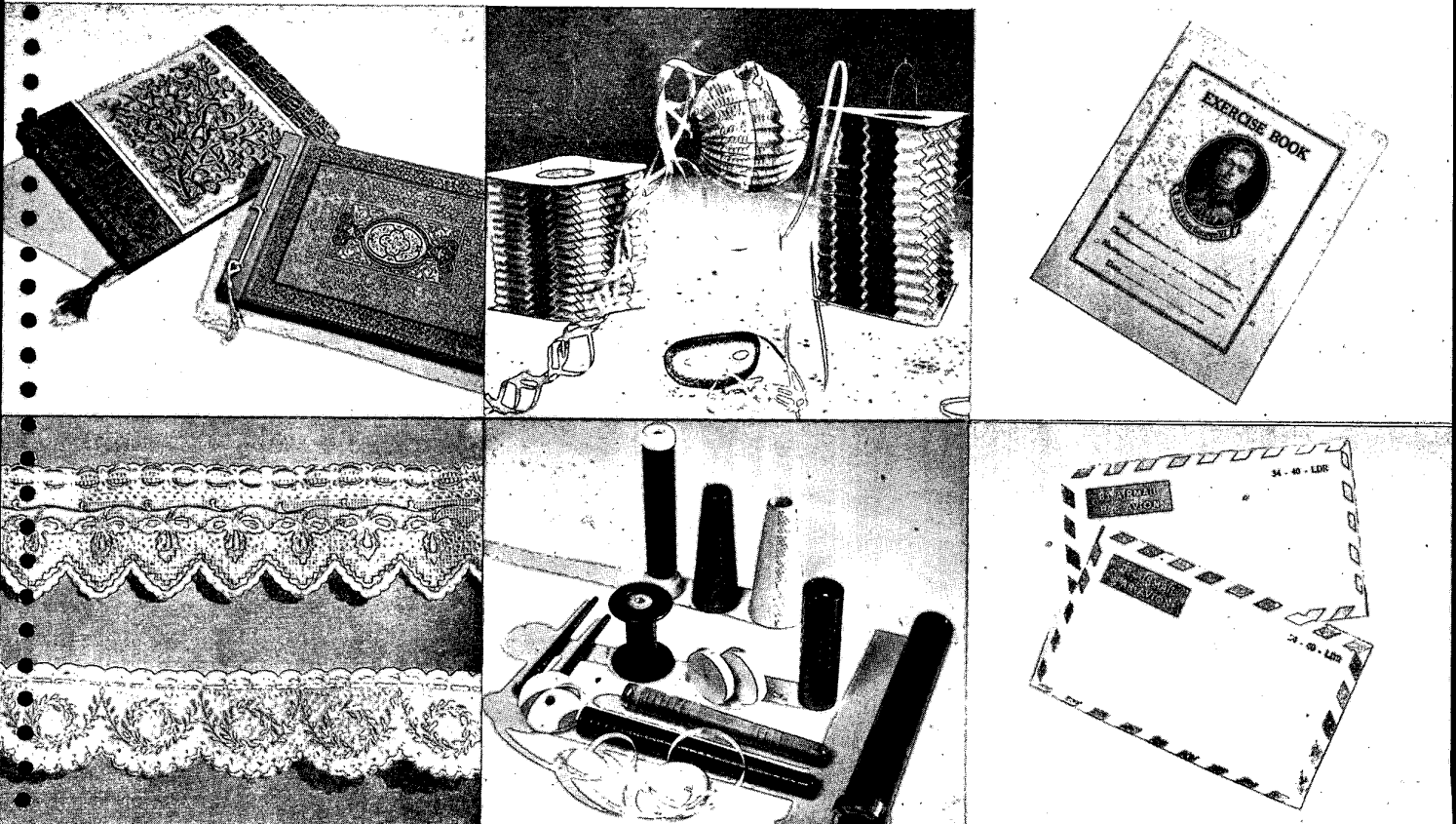
F. Mackay & Co., 64 Fountain Str., Manchester 2 (hand made cardboard).

The Maeperson Trading Co., Ltd., West Bridgford, Nottingham (tubes and spools for the textile industry.)

C. S. Oiserman Ltd., 34-40 Ludgate Hill, London E. C. 4. (wrapping papers, nesprint, writing and printing papers cardboard)

Winteco, Ltd., 24 Northumberland Avenue, London (articles made of paper and cardboard),

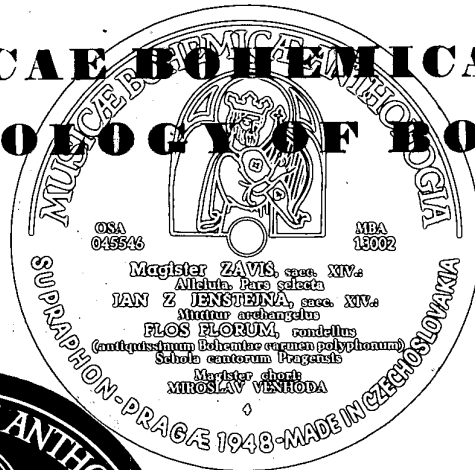
will be glad to supply detailed information.





The picture on the cover of the catalogue of the Musicae Bohemicae Anthologia is taken from the Olomouc Bible of the year 1417

MUSICAE BOHEMICAЕ ANTHOLOGIA ANTHOLOGY OF BOHEMIAN MUSIC



The Musicae Bohemicae Anthologia collection of gramophone record labels

This Supraphon anthology of fifty records is the most ambitious effort yet made to make known to the world the richness of old Czech music. The issue was made on the occasion of the 600th anniversary of Charles University in 1948. It includes examples from various epochs of music, beginning with the oldest extant songs and ending with the work of young Smetana.

Most of the compositions were previously unknown, having been discovered in archives, many in foreign countries in which the Czech composers lived abroad. Few of the compositions have been published or recorded previously, in spite of the fact that some of the composers — such as L. Mysliveček, J. V. Stamc and J. L. Dusik — achieved international fame in their own day.

By making these recordings available, Supraphon affords the public an opportunity of becoming acquainted with music of great intrinsic and historical interest. The actual recording is of the high artistic and technical level that has now come to be expected of Supraphon.





EXPORTED BY
LIGNA LTD.



KOH-I-NOOR L. & C. HARDTMUTH

LIGNA

PRODUCTS FOR THE HOME



All the export of timber and wood products from our country *is centralised* in the hands of LIGNA Co. Ltd., an arrangement which ensures optimal service and standard minimum trading prices, and serves the interest of customer and producer alike. Our representatives in your country are always ready to provide that instant contact between buyer and maker which smoothes the course of trade, and will enable your special requirements to receive the personal and expert attention they deserve.

LIGNA wood products include not only complete PREFABRICATED HOUSES but also a wide range of products for the interior of the home and for everyday use.

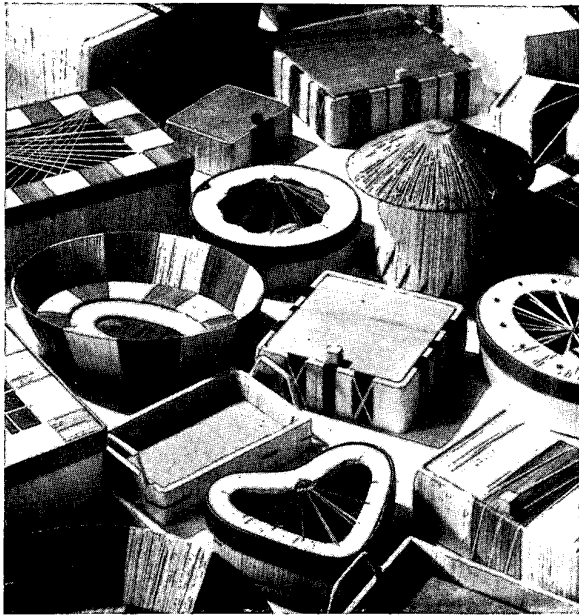
Czechoslovak BENTWOOD FURNITURE, of specially processed beech, provides one answer; bentwood is lighter and stronger than other types, and chairs and tables can be delivered in component parts economically packed and simple to assemble at the customer's end. STEEL TUBE furniture, painted, oxydised or chromium-plated, is another speciality, and our HOSPITAL EQUIPMENT in this line is as invaluable to modern health services as our domestic metal furniture is chic and up-to-date. We also supply the finest materials for joinery; plywood and superb veneers from native European and from African and Asiatic timber, and blockboards for making doors etc., — with a light softwood structure covered with luxurious mahogany or Cembra pine veneers.

PICTURE FRAMES and FRAME MOULDINGS in dozens of artistic designs, colours and finishes provide you with the correct setting for Old Masters and Cubists alike; our period style gilt and silver decorated mouldings are as faultless in style as the austere modern examples from our lists.

SOLO SAFETY MATCHES have long been known all over the world as perennial competitors with Swedish and other makes; LIGNA ensures that not a single match among millions exported each month falls below the standard quality. Matches lead us to smoking, and here, in the production of SMOKER'S REQUISITES, Czechoslovakia is clearly without a rival. Cigarette and cigar-holders in every material, wood, metal or synthetic, and in any combination of colours and shapes; — we specialise also in supplying goods made to customers' own specifications. A joy to the connoisseur are our pipes, above all the carved and decorated peasant pipes, (the so-called "*Bohemian pipes*"), genuine folklore articles in one of Europe's oldest artistic traditions.

KOH-I-NOOR is perhaps the world's best known trademark in the field of stationery. KOH-I-NOOR products include the famous HARDTMUTH pencils, scientifically constructed, tested and graded for every consumer, from the schoolboy to the artist or industrial draughtsman. Polycolor and Technicolor CRAYONS afford a unique range of guaranteed shades, and KOH-

LIGNA



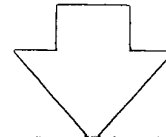
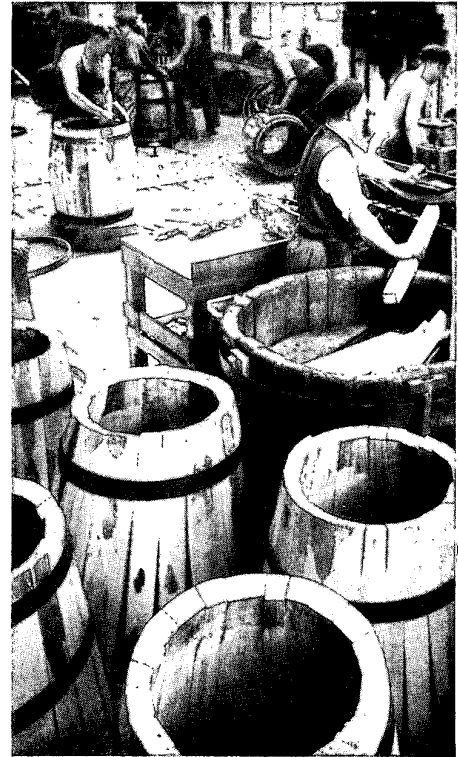
I-NOOR fountain pens are made with all types of nib (including ball-point), external finish and filling-system. And all stationery equipment for home and office is furnished by this firm, from carbon-paper and sealing wax to plasticine and erasing fluid.

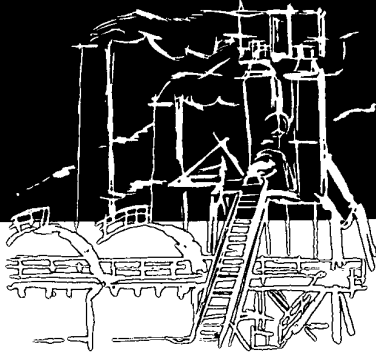
MUSICAL INSTRUMENTS have always been the pride of this country, though many of the oldest Bohemian firms were of course in olden times mistakenly regarded as "Austrian" or even "German". The Petrof and Foerster pianos, harmoniums, organs, CREMONA guitars and mandolines, the superb violins made in the ancient seats of *Luby* and *Kraslice* — *Schönbach* and *Graslitz* as they were known abroad, — and identical with the most sought-after antique Italian and German makes, *Lidl* and *Cervený* brass instruments, — these are but a few of many well-known names. Czechoslovakia produces every known orchestral and solo instrument, for classical, jazz or folk music, from church organ to mouth organ, from accordion to balalaika.

BRUSHWARE is an important item. CROWN shaving brushes and KOH-I-NOOR toothbrushes in a wide variety, with hygienic Chinese bristles guaranteed from falling out by a patent retention device, dentists' brushes, artists' brushes, brushes for housepainter and housewife, vacuum cleaner and road sweeper. BASKET WARE, raffia mats, and everything made of BAST or WICKERWORK, domestic articles such as clothes pegs, clothes hangers, tool handles and walking sticks, — all these products excel in fine workmanship applied to the most select homegrown or imported material.

This summary is of course a mere hint of the full range of goods whose export is handled by LIGNA Co. Ltd. Czechoslovakia is proud of her wood industry and proud of the service which LIGNA renders both to Czechoslovakia and to her foreign customers.

Prospective buyers are invited to direct their enquiries to LIGNA LTD., Prague II, Vodičkova 41 (Czechoslovakia) Cables: Ligna Praha.





Ferromet

METALLURGICAL PRODUCTS, CZECHOSLOVAK EXPORT AND IMPORT COMPANY LTD.

P. O. B. 779
Trunks: 363-07

7, Opletalova, Praha II.
Telegrams: Ferromet Praha

Telephone: 208-41
Telex: 211 Ferromet Praha

EXPORT
PROGRAMME

ROLLED STEEL:

Bars, Joists and Channels, Wire Rods, Hoops, Plates, Sheets of all kinds, Special Iron Sections, etc.

TUBES AND TUBULAR PRODUCTS:

Threaded Tubes, Seamless Tubes, Tube Coils, Seamless Oil Country Tubes, Steel Spigot and Faucet Tubes, Steel Poles, Steel Cylinders, Malleable Cast Iron Fittings, Tube Bends, etc.

WIRE AND WIRE PRODUCTS:

Drawn Wire, Barbed Wire, Upholstery Springs, Wire Nails of all common and special types, Tacks and Hob Nails, Horseshoe-Nails, Wire Nettings and Wire Gauzes, Cycle Spokes, Spoke-Nipples, Screws, Rivets, Chains of all kinds, Welding Electrodes, etc.

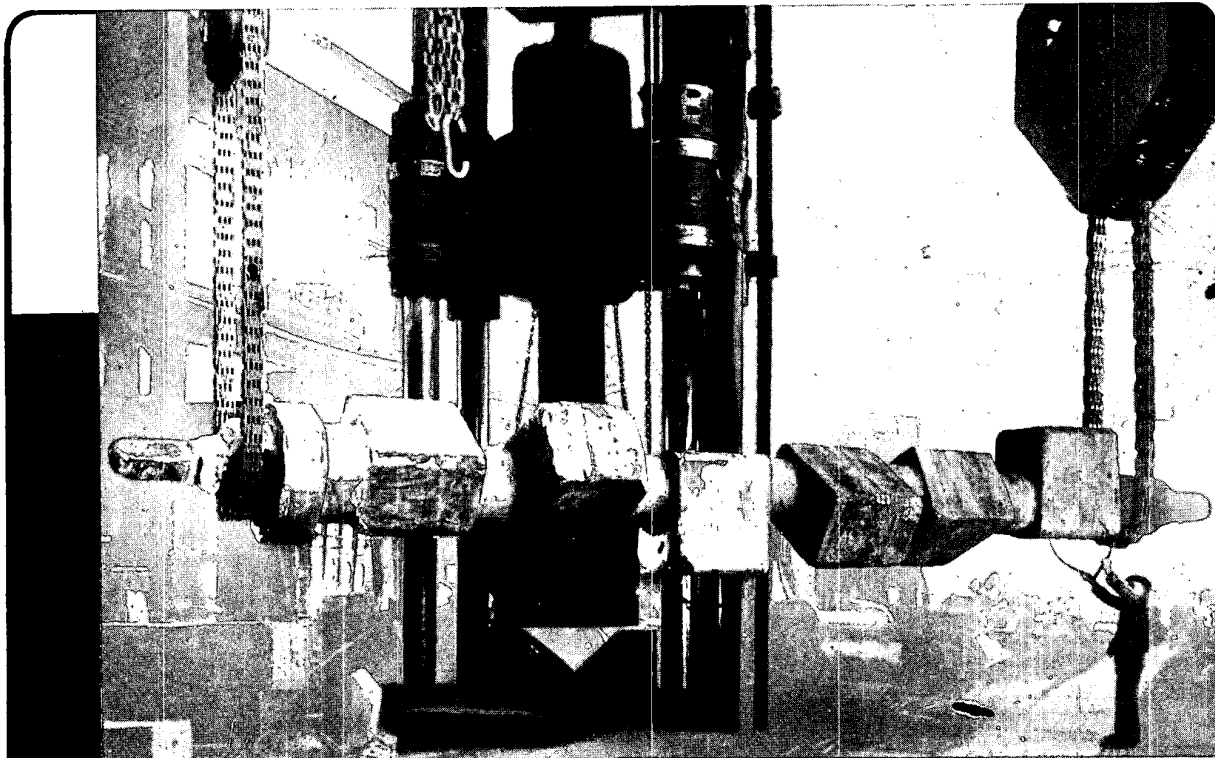
PRODUCTS OF MECHANICAL WORKS, I. E. OF FORGES, PRESSING WORKS, SWITCH WORKS

AND STEEL FOUNDRIES:

Forgings and Castings, Boiler Material, Hoes, Shovels, Forks, Sickles, Rakes, Scythes, Matchets, Pneumatic Tools, etc.

PRODUCTS OF NON-FERROUS METALS:

Zinc Cups for Flashlight-Batteries, Aluminium Condenser Cases, Aluminium Foils of all kinds or use in the Tobacco, Chocolate, and Milk Industries, etc.



KOVO Ltd. /.,.

exports products of the heavy machinery industry and heavy current engineering.

**MR. FRUTA BRINGS TO YOU
CHOICEST FRUIT IN WINTER TOO!**



Czechoslovak FRUITS PRESERVES



The fruit or vegetable preserves which you buy under the name of

FRUTA • MARILA • CARPATHIA

come from CZECHOSLOVAKIA.

Maybe this is not the first time these preserves have come into your hands and you already know their excellent quality. The following information may serve to confirm your satisfaction at having bought 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.

General representative in U. K.

MINERVAL PRODUCE Co. Ltd.
110 CANNON STREET • LONDON, E. C. 4

CENTROKOMISE LTD., PRAGUE

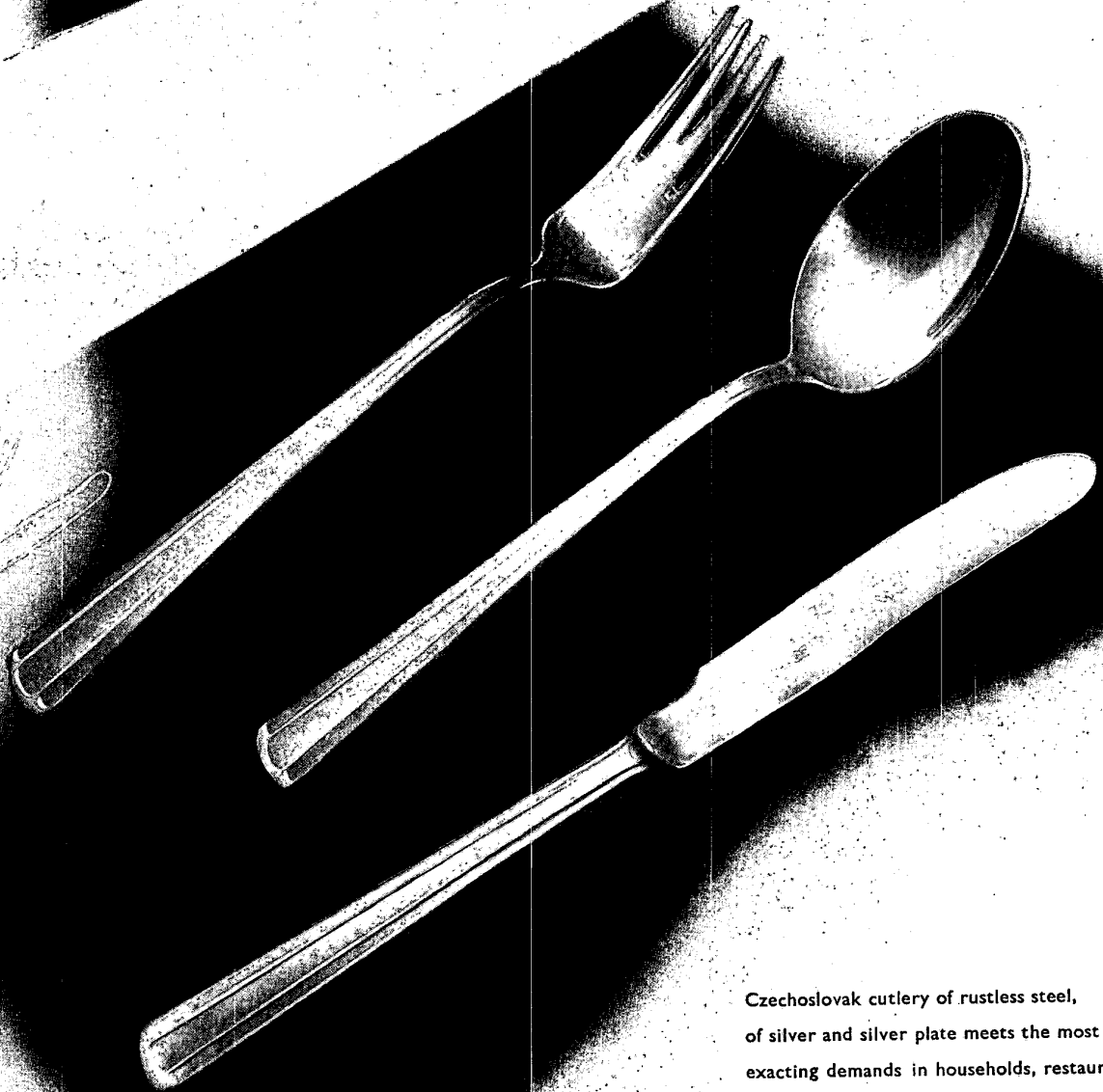
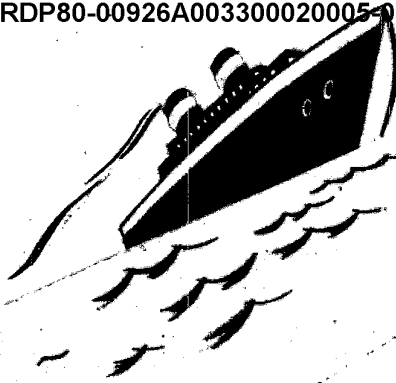
is the sole exporter of foodstuffs such as:

TINNED FRUIT • CANNED VEGETABLES
GHERKINS • SAUERKRAUT • TOMATO
PURÉE • DRIED MUSHROOMS • FRUIT
JUICES, ETC.

25X1

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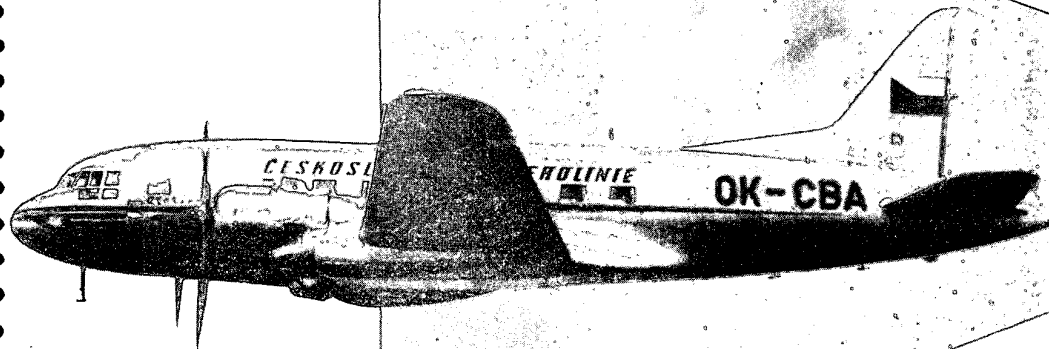
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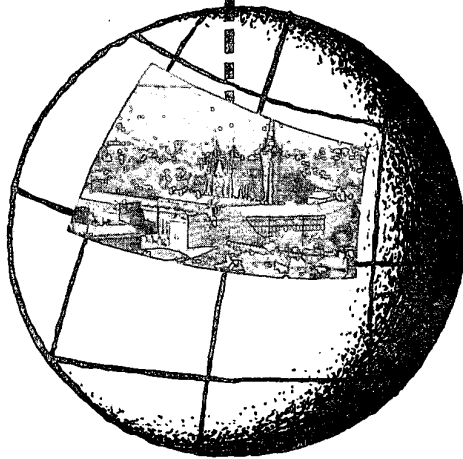
Czechoslovak cutlery of rustless steel,
of silver and silver plate meets the most
exacting demands in households, restaur-
ants and hotels

KOVO LTD.

PRAGUE • CZECHOSLOVAKIA



YOU HAVE MORE
TIME
FOR YOURSELF,
IF YOU
TRAVEL
ON CSA PLANES



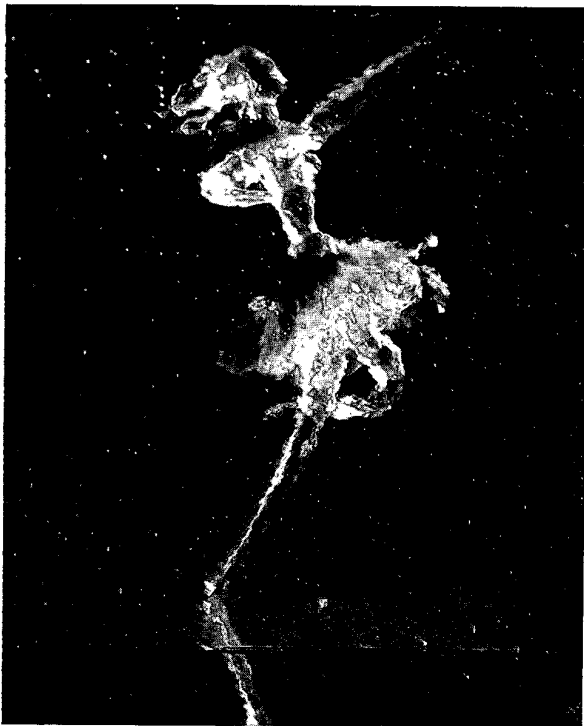
CZECHOSLOVAK AIRLINES



CZECHOSLOVAK WOODPULP
EXPORT COMPANY LTD. BRATISLAVA

ALL GRADES OF SULPHITE PULP
BRATISLAVA, GORKÉHO 15
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CABLES CELULOZA BRATISLAVA

LYDON & Co. Ltd. 100, Broad Street, London, E.C. 2
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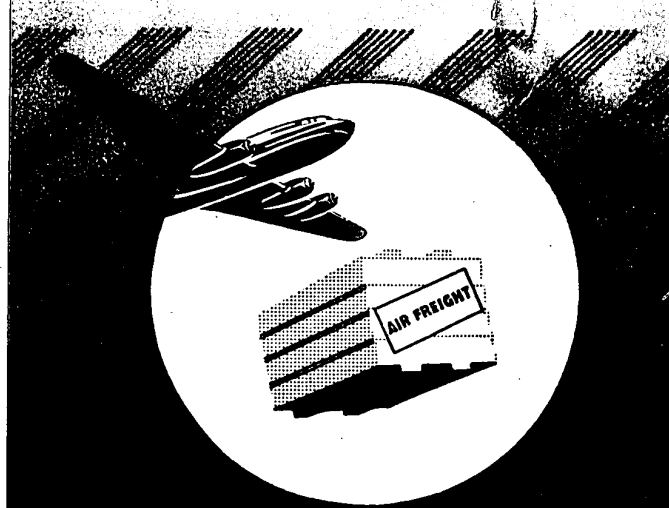


Scene from the film "Inspiration"

Czechoslovak Films for Abroad

Great interest continues to be displayed abroad in Czechoslovak puppet and cartoon films. Recently the United States and Canada have purchased the puppet films "Song of the Prairie" and "Inspiration", and the cartoon films "Love and the Zeppelin", "The Fox and the Jug", "The Angel's Coat", "Watersprite in the Mill", and "The Chimneysweep". Sweden has bought the short documentary films "The Origin of Bread" and "Life in the Forest", while Belgium has acquired the colour documentary film "Moravian Highland Dances".

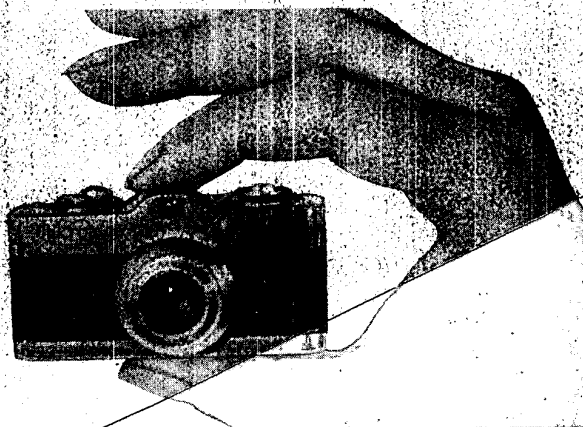
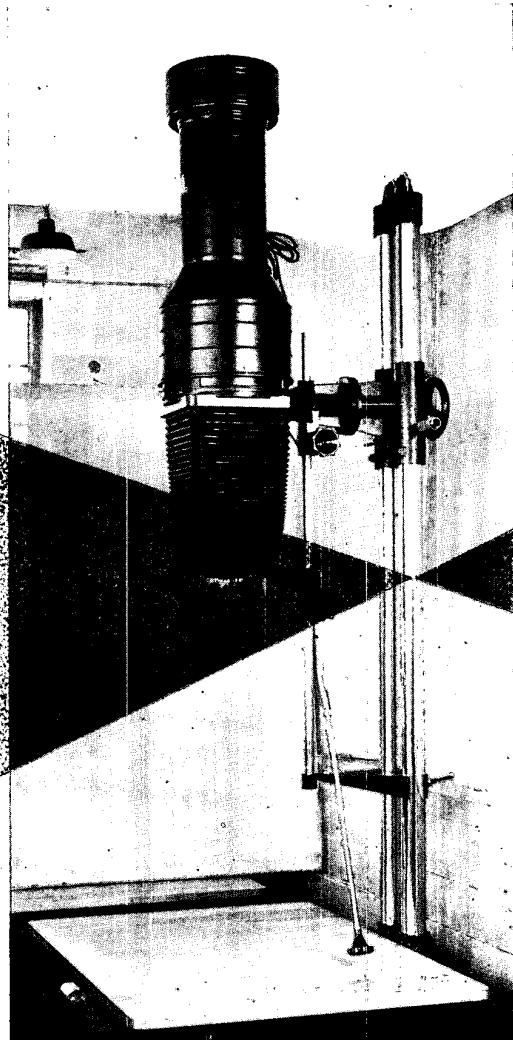
Scene from the film "Song of the Prairie"



IN GREAT BRITAIN and IRELAND: K. L. M.,
London, 204/204 Sloane Street, London S. W. 2, K. L. M.,
Dublin, 21 Merrion Square,
In CZECHOSLOVAKIA: K. L. M., Prague II, Voditkova
34, Metrans, Inter. Forwarding Co., Ltd., Prague II,
Sovkupovo nám. 32.



THE OPTICAL INDUSTRY IN CZECHOSLOVAKIA



The optical industry in Czechoslovakia has already its tradition, but the fact is not so generally known. From its inception up to the beginning of the 19th century it was occupied predominantly with such products as lay somewhat outside the scope of public attention. It is unnecessary to enumerate the various makes of theodolites, surveying levels, microscopes and many other important instruments — all of them most interesting and useful from the standpoint of optical and mechanical construction — which as early as the beginning of this century came from the hands of Czechoslovak constructors and workers. These instruments made Czechoslovakia famous in the eyes of experts and scientists whose appreciation no doubt has a high objective value, but who, as a rule live somewhat apart from the general public.

The public in general have quite other ideas about "optics", understanding by that expression much more popular objects and instruments, such as spectacles, photo cameras, movie cameras, etc. In this respect the tradition of our optical industry would seem to be rather young, roughly of only some twenty years. It seems at first sight young because the tradition can be regarded as commencing only from the date on which the first photographic or cinematographic apparatus appeared on the market. In actual fact, however, the Czechoslovak production of photo-cameras, movie cameras, enlarging apparatuses and projectors for both professional and amateur use must be considered as a continuation of the very old output of optical scientific instruments. Instruments made either of glass or of metal were the touchstone for the ability of the Czechoslovak constructor and worker. Looking at the development from this angle you will easily understand how it was that Czechoslovak made movie cameras for standard film used to appear as long ago as twenty years past on the U. S. market, in the country of a highly developed cinematographical industry, and were used by Hollywood cameramen. Cameras for 8 mm film likewise won wide acceptance among cine-amateurs in Holland and France. Czechoslovakia was not playing the part of a mere looker-on. This is quite natural in a country which has such a great tradition in optics, a country which possesses film studios and laboratories that, as regards number, scope and equipment, are matched by few film studios elsewhere in the world. The movie cameras CINEPHON are the outcome of wide experience and of constant control in the Czechoslovak film studios. In view of the fact that these studios are being used even by foreign producers, the importance of such control will be appreciated. Cinephon cameras predominate in Czechoslovak studios.

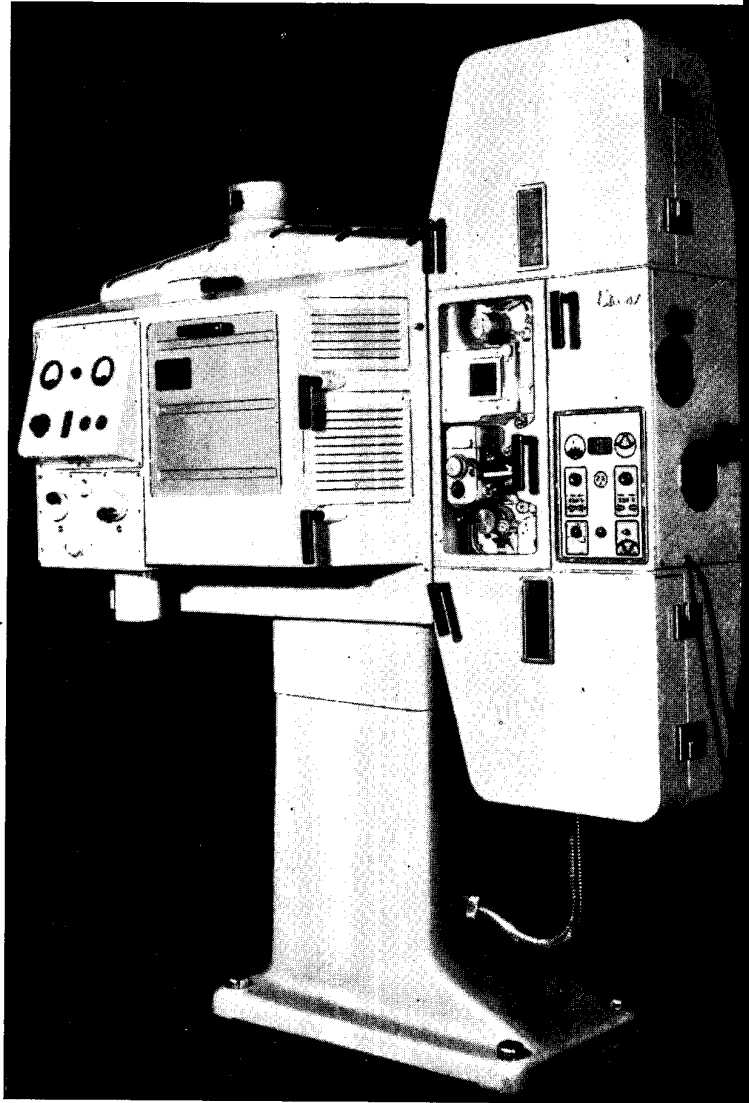
In such a "cinematographic" country as Czechoslovakia, which possesses a great network of cinemas, there is of course a well-developed production of projectors of modern construction, such as exists hardly anywhere else in Europe. A special position occupied by the projector type ETA 7, destined for premiere cinemas. ETA 7 projectors are being exported to countries, with the most exacting demands.

Parallel with production of projectors for standard film, the development proceeds of cameras and projectors for sub-standard film. Here too exists hardly another country in Europe where so many sound projectors for 16 mm film are in operation. These projectors can be found in thousands in schools, factories and even in private hands. By keeping these projectors in good repair, the production is gaining wide experience for improvements and new designs. MEOPTON - A sound projector for 16 mm film, destined for little cinemas, is being manufactured both with projection lamp and high-intensity arc-lamp. MEOPTON is the last but certainly not the final word in Czechoslovak optics.

The production of scientific instruments is proceeding space, and by the, completeness of its program is far more important than might be imagined. Optical industry has concentrated from 1932 its attention successively to greater and greater numbers of more popular products. Enlarging apparatuses of Czechoslovak origin are completely dominating the European market. They are as well known in South Africa and in Australia and are being used in both Americas. The production of enlargers, which is enormous, makes it possible to produce not only the current models, but also enlargers the production of which, with regard to rentability and

solution of technical complications, could not be possibly undertaken by any producer without wide experience.

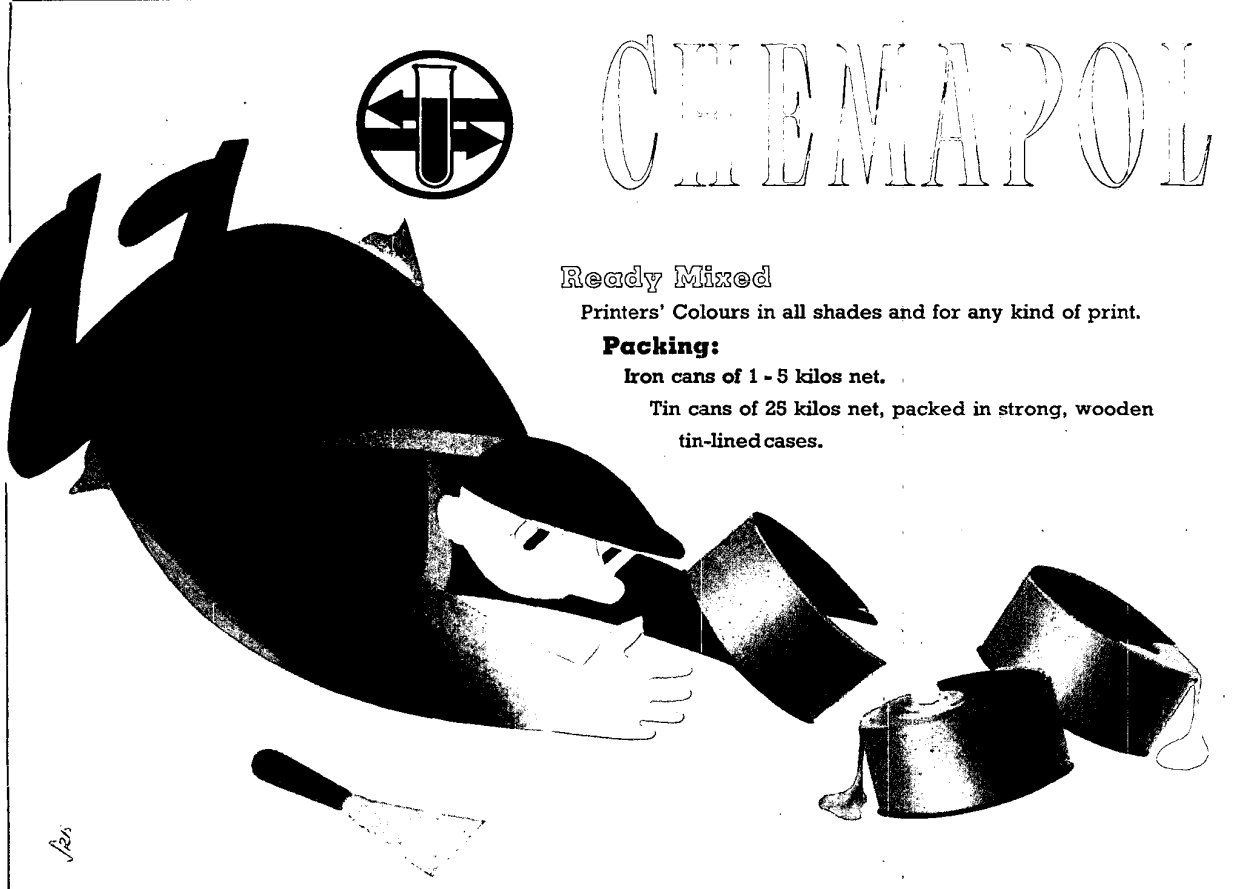
Czechoslovakia occupies a solid position on the world market as regards photo-cameras. This position has been gained chiefly by the light twin reflex camera FLEXARET. The technicians as well as most exacting users put Flexaret among the first there cameras of this kind. The miniature camera MIKROMA, possessing objective with short focal distance, the optical qualities of which are almost incredible, has placed the Czechoslovak optical industry in front of development in this section. Mikroma has been the first solution



of the smallest photographic picture-size (10 24 mm) in practical use for taking valuable pictures.

Flexaret — Mikroma — Opema — these certainly do not rank last among photo-cameras, thanks to which the Czechoslovak optical industry ranks with the best.

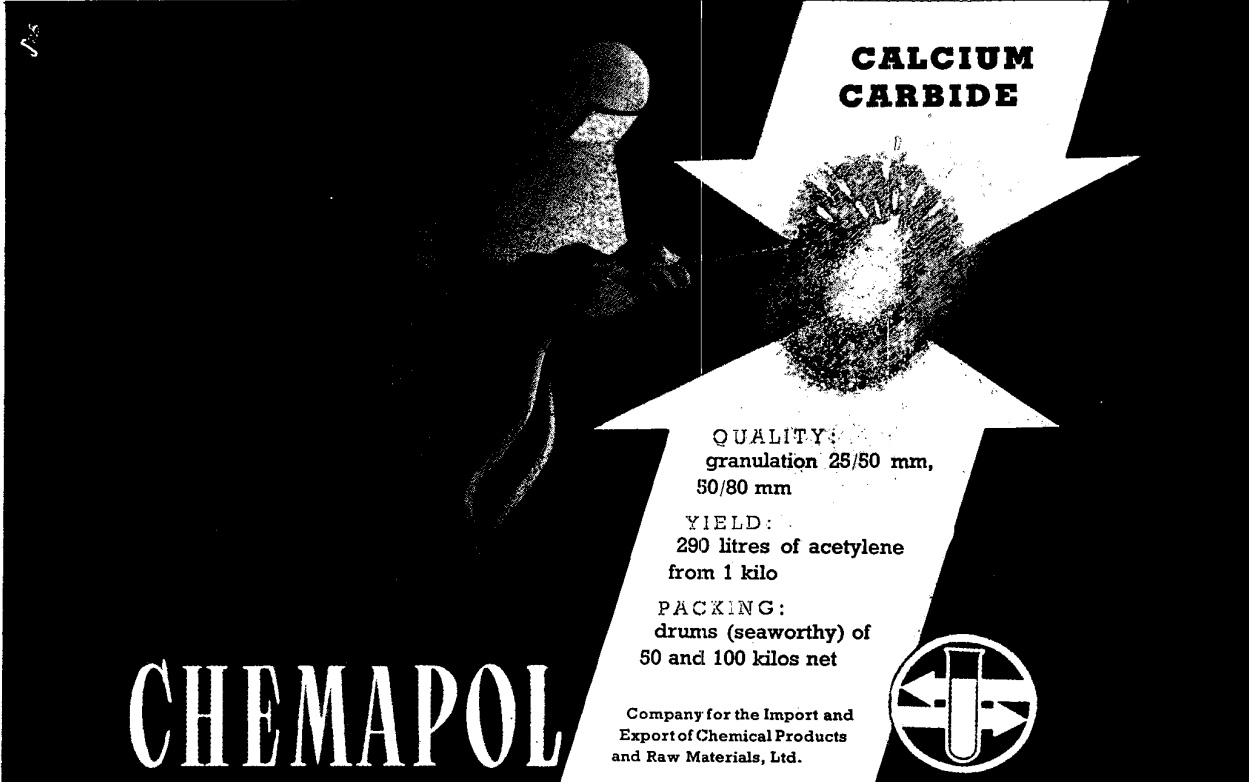
It cannot be denied that the Czechoslovak optical industry makes use of immensely valuable construction - and production-experience, gained in the production of scientific instruments, destined for the widest consumer public. "Made in Czechoslovakia" on optical instruments is the mark of the precise and careful work of Czechoslovak constructors and workers resulting from great experience.



CHEMAPOL

Ready Mixed
Printers' Colours in all shades and for any kind of print.

Packing:
Iron cans of 1 - 5 kilos net.
Tin cans of 25 kilos net, packed in strong, wooden tin-lined cases.



CALCIUM CARBIDE

QUALITY:
granulation 25/50 mm,
50/80 mm

YIELD:
290 litres of acetylene
from 1 kilo

PACKING:
drums (seaworthy) of
50 and 100 kilos net

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Company for the Import and
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9, PANSKÁ, PRAGUE II, CZECHOSLOVAKIA • CABLES: PRAHA CHEMAPOL

Insulates



Protects from Damp



CERESIN

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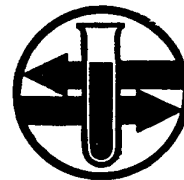
9, PANSKÁ, PRAGUE II, CZECHOSLOVAKIA

Teleprinter: Praha 286 Chemapol

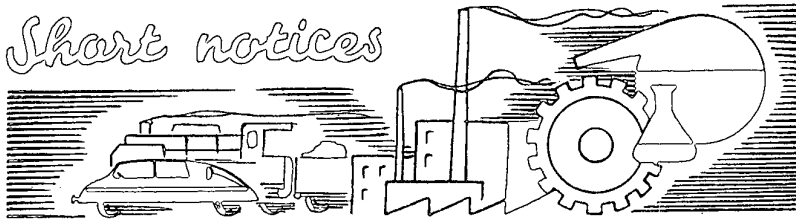
Supplied: in slabs of about 3 kilograms
Packing: Paper bags enclosed in jute sacks.
Total weight: 50 kilograms net.

- Used in:
1. Paper Industry
 2. Electrical Engineering Industry
 3. Polish Manufacturing Industry
 4. Candlemaking Industry
 5. Sundry sectors

Sorts:	Ceresine 1865	Ceresine 1965	Ozokerite 2075
Colour:	white	natural yellow	natural yellow
Melting point ASTM	65/70° C	65/70° C	75/80° C
Flash p. ASTM	min. 200° C	min. 200° C	min. 230° C
Fire p. ASTM	min. 210° C	min. 210° C	min. 240° C
Acidity ASTM	max. 0.05 mg KOH	max. 0.05 mg KOH	max. 0.05 mg KOH
Saponification ASTM	max. 0.02 mg KOH	max. 0.02 mg KOH	max. 0.02 mg KOH
Ash	max. 0.02%	max. 0.02%	max. 0.02%
Specific gravity at 80° C	0.760-0.800	0.760-0.800	0.780-0.820
Viscosity at 100° C	1.3-1.9° E	1.3-1.9° E	1.8-2.1° E



Short notices



Czechoslovakia's Economic Progress

The trend of development in Czechoslovak economy continues to be an upward one. During the Two-Year Plan (in 1947 and 1948) industrial output rose by 10% as against the pre-war level. In 1949 the Five-Year Plan came into operation and signifies a further advance. In the industrial sector the Five-Year Plan was fulfilled in its first twelvemonth, that is in the year 1949, to the extent of 102% — in the production of investment material the figure of fulfilment was 102%, in the consumer goods branch 103%, and in the foodstuffs branch 98%. Compared with the year 1948 the volume of industrial output in 1949 according to sectors was as follows, in percentages (1948—100%):

Industry:

Mining	103
Power	110
Metallurgical	109
Metalworking	112
Chemical	108
Glass	105
Building Materials and Ceramics	101
Paper	106
Timber	102
Textile and Clothing	107
Leather and Rubber	108
Foodstuffs	108
Total	108

Thus, on the whole, as the above figures show, industrial output in Czechoslovakia in the year 1949 was 8% in excess of that for 1948. By the end of 1949 industrial production had exceeded the pre-war level by 20% — the output of productive investment material indeed by 40%. As regards individual items it may be noted that, compared with 1948, the output of brown coal increased by 12%, that of coke by 18%, of electric motors by 5%, of telephone apparatus by 29%, of glass by 3%, of building materials by 5—22%, of cellulose by 7%, paper by 6%, cardboard and roofing by 8%, plywood by 18%, and yarns by 10%, etc. In the sphere of agriculture, too, production was well above the 1948 level, while there was a substantial improvement in building operations (by about one-third compared with 1948).

The Volume of Foreign Trade

increased by 4300 million Kčs (about \$ 86,000,000) as against 1948. Imports reached a value of 39,400 million Kčs and exports a value of 40,300 millions, so that the trade balance was favourable to the amount of 900 million Kčs (18 million U. S. dollars). At the same time there was a considerable increase in the proportion of raw materials imported to meet the requirements of growing industrial output. The success in export trade is a proof that, despite keener competition in the world's leading markets, Czechoslovak goods are able to compete not only in respect of quality and prices but also of short terms for delivery.

Czechoslovak Packing Media Praised Abroad

In the February issue of the British *Packing Review*, Major C. W. Cousland, R. E., Printing and Packaging Officer, *Industrial Division of the Council of Industrial Design*, discusses the Exhibition of Packings held last year in Manchester, where Czechoslovakia was represented by the Papco Company. Major Cousland speaks highly of the Czechoslovak products, and emphasizes the large range of designs and

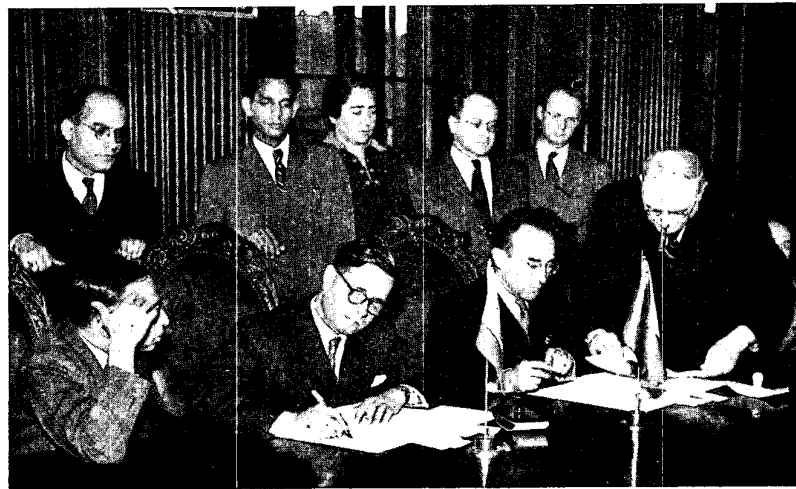
the tasteful finish of the cardboard objects. He devotes considerable attention to the practical side, and the economic design of a number of the Czechoslovak exhibits, and finds the closure technique so perfect that he recommends it as a model for British manufacturers.

Success of the Czechoslovak Paper Industry in Iran

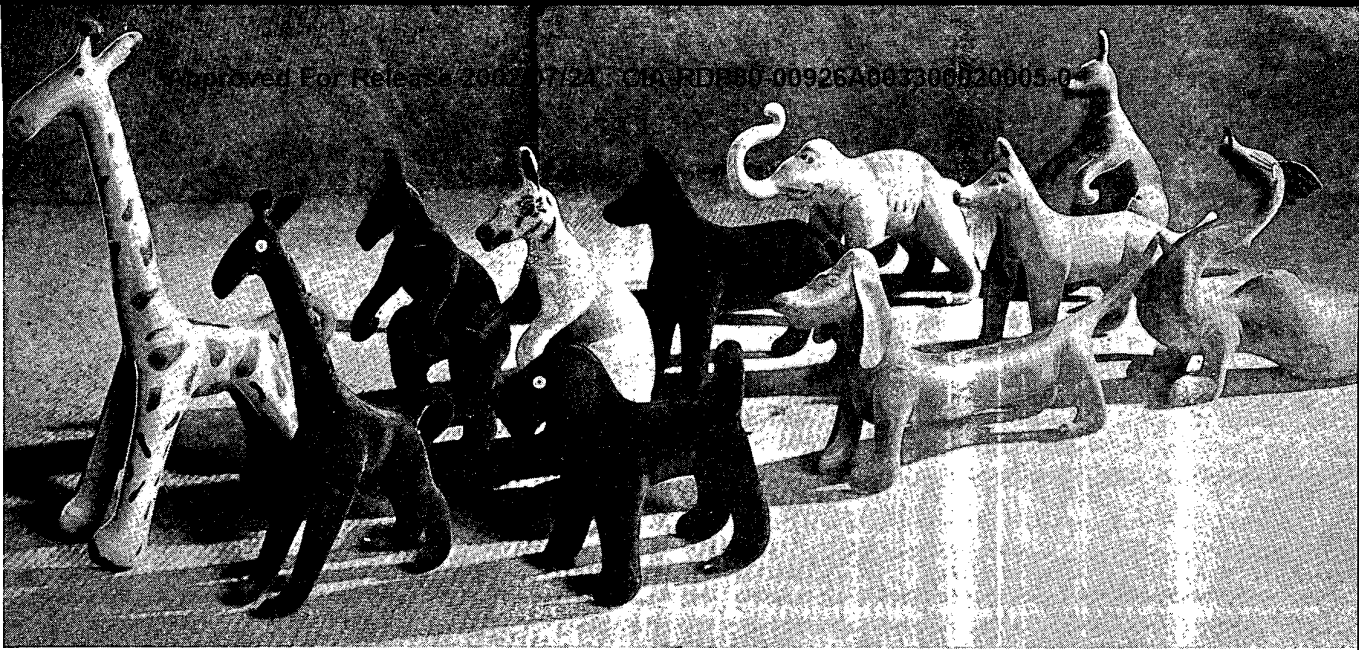
The Iranian Tobacco Monopoly authorities some time ago invited tenders for the supply of packing cartons. The successful tender was that submitted by the *Papco Company of Prague*. The cartons are being supplied from the same factory that in the year 1949 secured notable orders for Egypt which have already been executed to the customers' satisfaction.

Czechoslovak Folklorist Motifs in Glass

That Czechoslovak folklorist motifs in art proper and in industrial art are no mere local features is proved by the commercial successes secured by the glass figures made at *Železný Brod* and exported by the Glass-export Co. A very good market for these delightful nick-nacks has recently been found in *Bermuda* where the little figures have been popularised by Czechs settled there. Thousands of these figures have been consigned there, and the selections include not only successful caricatures of well-known statesmen and such usual international motifs as fish, monkeys and palmtrees, but also typical Czech figures—grape-pickers with their baskets, night-watchmen, etc., which constitute the bulk of the models ordered.



A new Indo-Czechoslovak Agreement was signed in Prague on the 5th April 1950. The Agreement was signed by the Indian Ambassador in Prague Shri N. Ragbavan on behalf of India and by the Viceminister Dr. R. Margolius on behalf of Czechoslovakia.



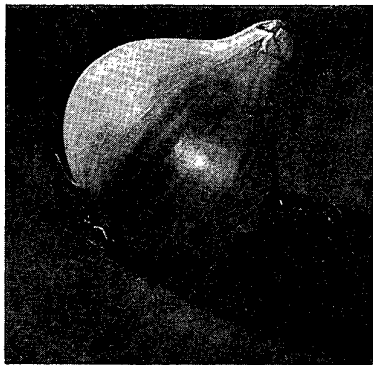
New Features in Rubber Toy Exports

Czechoslovak rubber toys are in great demand particularly in the North and South American markets. A wide range in gay colours and high quality finish made especially suede toys popular.

In the United States, for example, rubber balls as imitation footballs are in great demand. EXICO's branch office in Bratislava entrusted with the export of all rubber products has received from customers in Paraguay and Guatemala very favourable comments about the latest range of rubber toys. The importers opinion is that considerable orders will be received on account of the attractive toys offered by EXICO Company Limited, Branch Office in Bratislava.

Všetaty Onions

Všetaty onions are one of the special items of Czechoslovak agricultural export. In some countries preference is given to



round onions, whereas *Všetaty* onions have an elongated form. This shape, however, is far from being a disadvantage; in point of fact it is an advantage. Moisture percolating

into the soil passes the longish onions by, whereas it remains on the upper parts of the round-shaped ones, causing them to mould or decay. *Všetaty* onion seeds are exported by the Czechoslovak Company *Koospol*, which also exports other seeds, notably cabbage and lucerne, and agricultural produce generally.

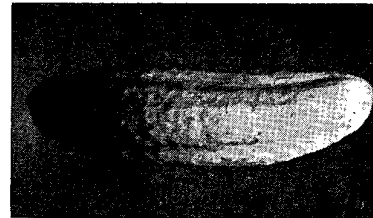


Export of Seeds

The *Koospol Export-Import Company* has recently increased its exports of seeds, particularly to the countries of Western Europe. The export of seeds and seedlings is throughout the world a question of confidence, and the export successes of *Koospol* are on that account all the more noteworthy. The Company exports largely vegetable seeds, especially kohlrabi seeds, of which Czechoslovakia is one of the world's best producers from the angle of quality. Considerable quantities of lucerne seeds and onion seedlings have also



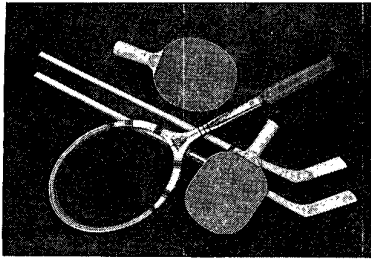
been exported. The seeds exported undergo a number of tests. The most important supervision is that exercised by the central concern "*Oseva*", which ascertains



the quality of the resultant plants. The consignments are under the personal control of the *Koospol Company*, and are always accompanied by an attest from the *State Seed Control Station*.

Hops and Malt

With effect from the 3rd of April 1950 the export companies for malt and hops have been amalgamated into a single concern under the name of: *Hopmalt, Czechoslovak Malt and Hops Export Company Ltd.*, with head offices in Prague.



Sports Requisites from Czechoslovakia

Hundreds of thousands of people throughout the world may be playing table-tennis. Czechoslovakia for the fifth time won the world's tennis championship at Budapest in February last. Czechoslovakia is not only the holder of the world championship, but has an extensive, specialized manufacture and a big export trade of table-tennis requisites, as well as of frames for tennis rackets. All sports requisites made of wood, including hockey sticks, skis, ski-ing sticks, canoes, bows and arrows, etc. are exported by LIGNA Ltd., *Export and Import of Timber and Products of the Woodworking Industry, Prague.*

Stamping Plates - an Interesting Czechoslovak Export Item

Since the second world war Czechoslovakia has acquired a practical monopoly

in the production and export of celluloid and gelatine stamping plates which are used for water-marking and embossing note paper. Among the purchasers of this new category of Czechoslovak output are many countries including Switzerland, Holland, Portugal, Belgium, etc. Export business in these plates is in charge of the Koh-i-noor Company, Prague.

Kupath-Holim has purchased Czechoslovak Electrotherapeutic Apparatus

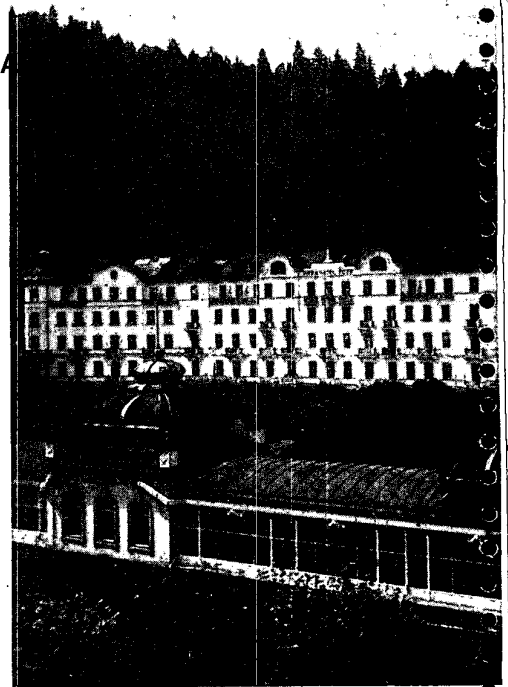
The biggest Israeli hospital, management Kupath-Holim, has purchased Czechoslovak apparatus for diathermy.

Success of Czechoslovak Precision Electronic Measuring Instruments

A proof of the high value placed on Czechoslovak measuring instruments abroad is to be seen in the fact that the *Stockholm College of Technology* has decided, after testing instruments of various origin, to purchase the Tesla precision electronic instruments from Czechoslovakia. The Kovo Company which is in charge of the export of these instruments is negotiating with other countries for deliveries.

Prague Hams and Preserved Meats in the World's Markets.

Prague hams were a much sought-after delicacy even before the world war. Now,



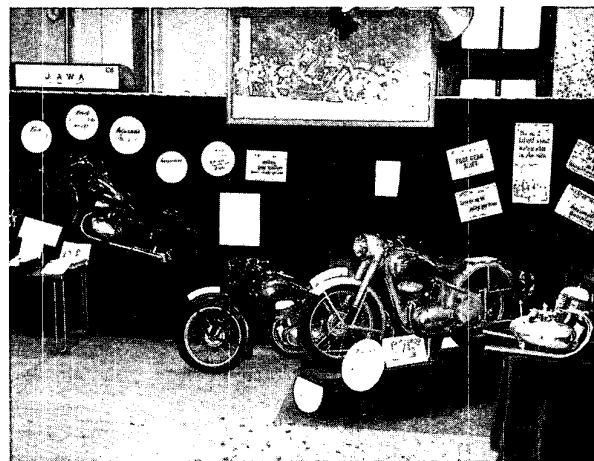
other Prague cured and tinned meats are in big demand. This is shown by the rising exports to Great Britain, France, Western Germany and other destinations. Export trade in these commodities is handled (exclusively) by the *Koospol Co., Prague.* On the other hand, *Koospol* imports a whole range of foodstuffs which Czechoslovakia does not produce herself, particularly fish, cured and tinned fish, and rice.

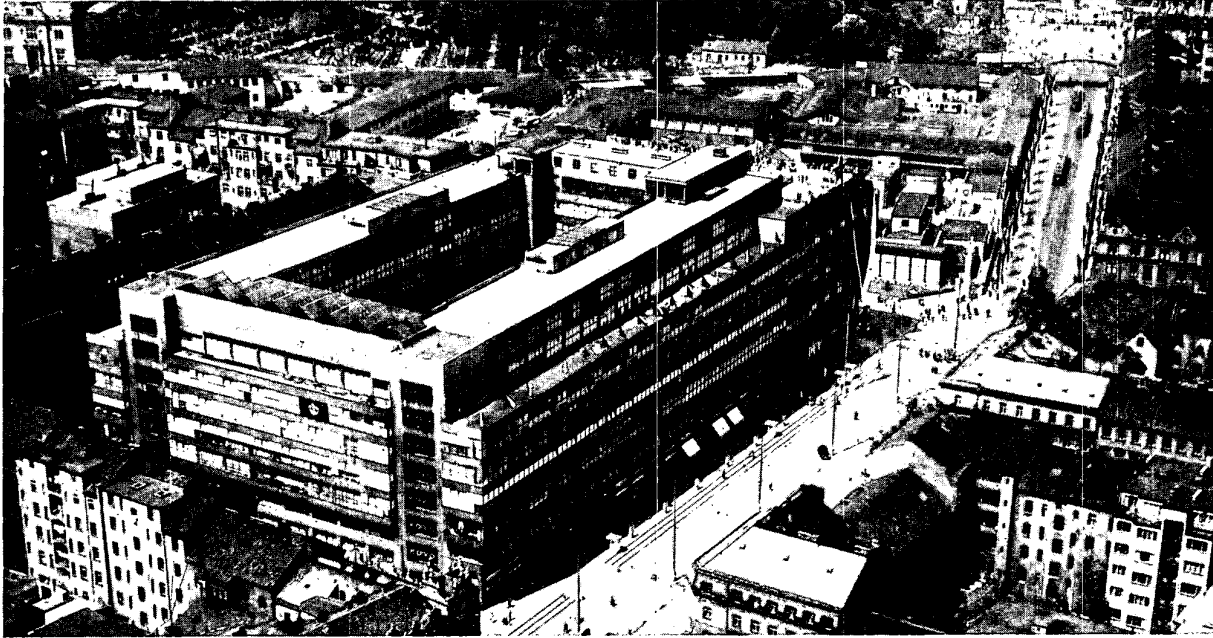
ALL-STATE SPORTS EXHIBITION HELD IN NEW YORK FROM 19TH TO 26TH FEBRUARY 1950



Great interest was shown both on the part of spectators as well as experts in the Czechoslovak sporting arms exported by Kovo Ltd., Foreign Trade Company. Our picture shows in the front row Mr. J. Tonkin, representative of the biggest firm importing Czechoslovak sporting arms, Mr. A. Jackson, winner of the International Shooting Competition, and Mr. A. T. Tonkin.

Czechoslovak motor-cycles were exhibited with marked success at the Sports Exhibition in New York.



SUCCESS OF THE 51ST PRAGUE INTERNATIONAL TRADE FAIR

The 51st Prague International Fair which was held on 14th—31st May last was a pronounced success, for the orders booked exceeded in value those registered at last year's two Fairs (Spring and Autumn) together. Alongside Czechoslovak exhibits were displays from 19 other countries, among them *Great Britain* who was represented by the products of her engineering industry. Visitors to the Fair came from more than 60 countries. The English-speaking area was represented not only by *Great Britain* but also by the *United States* and the *British dominions* of whom *Australia* in particular made extensive purchases. There was a large attendance from overseas countries including *Saudi Arabia, Egypt, India, Indonesia, Irak, Iran, Israel, Lebanon, Pakistan, Syria, Trans-Jordan* and others. The greatest interest was centred in metalworking and woodworking machinery, surgical instruments and equipment, tractors, agricultural machinery, printing machines, and jewellery set with Czech garnets (department of the *Kovo Company*); ladies' dress materials, cashmeres, prints, gabardines, handkerchiefs, artificial flowers, hat shapes, etc. (department of the *Centrotex Company*); utility glass and de luxe glassware, including Bohemian crystal ware (*Glassexport Company's* exhibit); footwear, pneumatic tyres, technical rubber and boot-making machinery (*Exico Company*); porcelain, ceramic ware (*Czechoslovak Ceramic Company*); products of the meat-cannig industry, live game and cheese (*Koospol Company*); chocolates, liqueurs and spirits and preserves (*Centrokomiise Company*); furniture, office requisites and musical instruments (*Ligna Company*); chemical coal-tar products, chemical glazes, dyes, pure chemicals for laboratory use (*Chemapol Company*); products of the paper industry (*Papco Company*); buttons of every type of material, fishing tackle, fancy goods, and tailors' accessories (*Kob-i-noor Company*). Czechoslovak goods were to the fore not only by reason of their reasonable prices but also by their steady improvement in quality and by prompt

terms of delivery. The Fair provided proof that Czechoslovakia continues to extend and intensify her economic collaboration with the Soviet Union and the People's Democratic countries, and that on the other hand her production capacity suffices for brisk trade with other countries, with whom she is desirous of maintaining commercial relations on the basis of mutual respect for one another's interests and needs.

GREAT BRITAIN
AND OVERSEAS

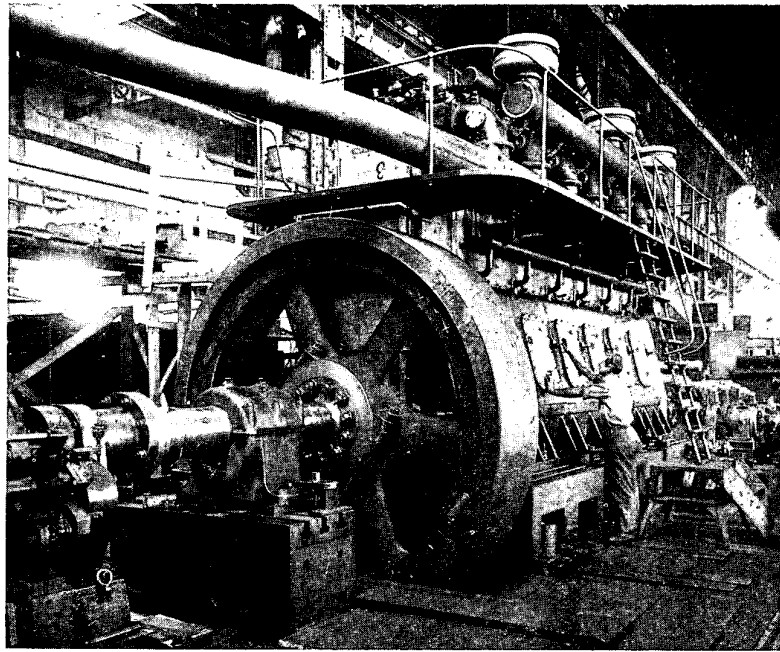


CZECHOSLOVAK INTER

Export of Diesel Engines and Pumps

The Czechoslovak export company Kovo Limited is exporting large numbers of Diesel engines yearly. Their makes *Slavia* and *Skoda* have since the end of the war increased their exports to more than eight-fold. In Czechoslovakia all the usual types of oil engines are produced, i. e. mobile, stationary and marine engines, for outputs ranging from 10 HP to 2000 HP. Recently these engines have registered steadily growing sales abroad. As an example let us mention that Persia is using Czechoslovak oil engines for her municipal power stations and for driving various industrial plants. In Malaya and at Singapore Czechoslovak oil engines operate tin mines. In *Mecca and Medina* they supply power for lighting the *Mohammedan* holy places. In South America, particularly in Brazil and Argentina, they drive machinery in numerous factories, provide power and light for settlements, and coupled with pumps serve for irrigation purposes. For the Middle East oil engines are ordered most frequently with pumps, likewise for land irrigation.

In conjunction with this we would mention the pumps themselves which are another interesting product of Czechoslovak machine shops. They are produced in large lots and the entire range from the smallest hand-pumps to complete equipments for large pumping stations such as the huge *Amiria Pumping Station at Cairo* are steadily gaining markets abroad. Of sets installed in



Diesel Engine Skoda 6 S 525 for Amiria Pumping Station at Cairo

Europe pumping plants have been particularly successful in Norway for example. But they do equally good service in India, Pakistan, the Middle East and in the Latin American Republics. For Pakistan an order for 50 large *Sigma* pumping stations was recently carried out in the record time of 12 weeks only. These were high perfor-

mance pumps, each of the units being able to pump 6600 gallons of water per minute. The Czechoslovak Sigma Works received a letter from the Pakistan Government expressing thanks for the prompt and praiseworthy fulfilment of the order and appreciation of the high quality of the work carried out

METRANS
PRAGUE

CZECHOSLOVAKIA

NATIONAL FORWARDING CO LTD.

BALKAN

Kovo Ltd. at Foreign Trade Fairs

The Czechoslovak export and import company *Kovo Limited* which sells machinery, engines, motor vehicles and other engineering goods of Czechoslovak make had in the course of 1949 sent exhibits to more than 30 of the biggest international trade fairs, motorcar shows, aircraft exhibitions and agricultural shows. The 50,000 exhibits displayed by *Kovo Limited* at the various fairs and exhibitions occupied, all added up, a floor space of some 1 1/2 square miles which would be equal to an 11 yard wide band stretching from London to Paris. The total weight of the exhibits was equal to that of the Eiffel Tower. The exhibits with their salesmen and other officials accompanying the products had to travel a summed up distance equal to four times round the equator. Also this year the Czechoslovak engineering industry represented by *Kovo Limited* had exhibits at all leading exhibitions and trade fairs. The first show attended in 1950 was the Brussels motorcar show where, as to the number of realized sales, Czechoslovak *Skoda* cars secured the second place against a competition of leading world trade marks. In 1950 up to September the Kovo Company participated, in 27 international trade fairs and displays. Special success was achieved by its products: electromotors, machine tools, telephone exchanges, motor cars, motor-cycles, textile machinery, optics, cutlery and woodworking machinery.

Czechoslovak Refrigerators for North Africa

People who live in hot countries place big demands upon electric household appliances. The Czechoslovak *Kovo* Export Company awaited therefore with great interest to see what the reaction in Algeria would be to the first consignment of the *Maneta* refrigerators supplied to that country. The importers gave an unequivocal answer by sending in an order for several further carloads of these refrigerators which have proved excellent in the hot African climate.

Tesla Wireless Receivers in Siam

The representative of the Czechoslovak *Kovo* Ltd. arranged at *Bangkok, Siam* (Thai) in connection with a radio competition, a special competition for Czechoslovak Tesla sets, the first prize being a Tesla "*Pioneer*" receiver. A report from the Bangkok representative, accompanied by photographs taken by a Czechoslovak "*Opema*" camera, speaks of the very favourable impression created by the competi-

tion, and the great interest displayed in Czechoslovak receiving sets. The report concludes with the words "We are impatiently awaiting a further cargo of *Tesla* wireless receivers."

Signalling Equipment for East Africa

In the programme of the *Tesla* telecommunication factories we find not only large and small transmitting stations, telephone equipment and instruments, traffic control and safety devices, but also numerous minor products which by reason of their practical design and careful finish find a good market in foreign countries. As an example of to what parts of the world these products penetrate, we may mention the delivery of the *Tesla* luminous signalling equipment for one of the big business enterprises at *Kartoum*, the capital of the *Sudan*. A complete acoustic signalling equipment has also been supplied for the royal palace at *Cabul*. *Tesla* products are exported solely by the *Kovo* Company, Prague.

Radio Components which Meet Exact Requirements

Radio components shall be compact and small and at the same time should resist the influences of heat and moisture. On the basis of the studies and tests carried out by the Czechoslovak electronic industry, the *Tesla* have turned out the first tropicalized capacitors. The *Kovo* Ltd. has included them under the name of *Isosfix* in its export programme, and has acquainted its leading customers abroad with this new feature. Some time ago one of the largest Swiss special laboratories subjected samples of the new Czechoslovak capacitors together with a whole range of similar products turned out by the world's leading concerns to severe material, mechanical and electrical tests in order to ascertain the relative performance of these capacitors operating under difficult conditions at sea and in the air. Of all the competing types the Czechoslovak samples emerged best out of these tests.

Tesla Technical Reports

Among its publications, the *Kovo* Company issues the *Tesla* Technical Reports which include scientific articles on the work of the laboratories and factories of the Czechoslovak electronic industry.

Electric Full Storage Space Heaters

are exported by the *Kovo* Company to many countries, especially to European North. In the manufacture of these heaters

Czechoslovakia is more than ten years ahead of foreign makers, for Czechoslovakia was the first country to make them, and she has the benefit of a wealth of experience in manufacturing them. They are distinguished by economy of service for the current at night is cheaper and may be used for accumulating the heat which is then released in the day-time. These heaters are automatically switched on and off. From the hygienic point of view too, they are ideal, as they do not deprive the air of oxygen, and cause no dust.

Czechoslovak Razor Blades in the Near East

Czechoslovak razor blades have found their way to numerous oversea countries in particular to those of the Near East — Syria, the Lebanon, Persia, Southern Arabia and others. *Kovo* Ltd of Prague have succeeded in introducing several makes of blades, such as *Luxor*, *Niesr Nieso* and *Shiraz* which are made exclusively for the Arab population of the Middle East.

Glassmakers' Moulds

Glass making moulds are a Czechoslovak speciality which is closely connected with the old tradition of Bohemian glass production. These moulds are made in Brno and exported by *Kovo Limited* of Prague. The Brno works supplied glassmaking machinery and implements already before the war and exported them to countries as far away as South America... After the war customers gradually resumed their connections and came to visit their old customers. An example of this was the recent visit of a customer from Peru who made the long journey to Brno over the sea and a continent and who declared that Czechoslovak moulds were just the thing he wanted that he was well satisfied with the goods and with the prices too.

Moulds for Making Chocolate

In Czechoslovakia chocolate moulds are made in varied sizes, for manufacturing chocolate by hand and by machine. The material of which these moulds are made is the finest nickel-plated highly polished steel. Chocolate moulds are made for chocolate slabs, chocolate confectionery, dessert and chocolate fancy shapes and figures. First class material, immaculate finish and the vast variety of pretty and original shapes have won these moulds an excellent reputation abroad. For further details apply to *Kovo Limited, Malinovskébo 24, Bratislava, Czechoslovakia*.

BUDESKY



You've dreamed about them... wanted them... Never before were there any stockings like these.

CENTROTEX LTD.

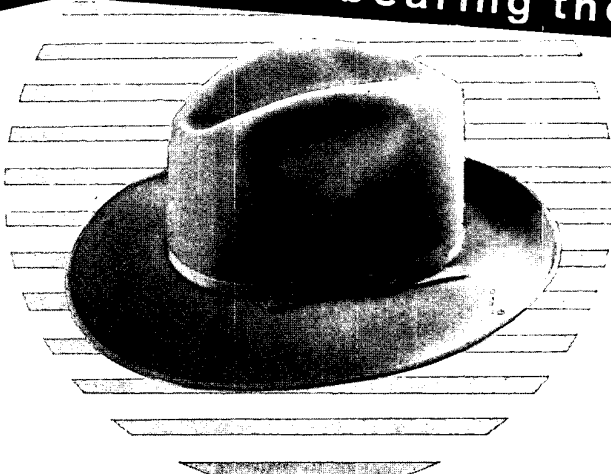
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Light as a feather, of excellent quality, smart, practical



The Czechoslovak hat - bearing the trade-mark **Tonak**



Tonak HATS