Official Czechoslovak Industrial Section

IN THE CENTURY OF PROGRESS

INTERNATIONAL EXPOSITION

Chicago 1933
OFFICIAL CZECHOSLOVAK
INDUSTRIAL SECTION
IN THE CENTURY OF PROGRESS
INTERNATIONAL EXHIBITION
CHICAGO

1933

PRAGUE 1933
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Councillor of the Ministry of Public Works

Dr. Jan Sucharda
Secretary of the Export Institute of the Czechoslovak Chambers of Commerce and Industry, Prague

J. Rožkot
Architect of the Czechoslovak section, Chicago Exhibition

Plan of the Czechoslovak Pavilion at the Chicago Exhibition, designed by the architect J. Rožkot.

List
of Czechoslovak firms taking part in the World Exhibition at Chicago

Glass:
Carlsbad Factory for crystal glass.
Ludvík Moser & Co. Ltd., Prague I.
Josef Inwald Ltd. Glass Works, Prague-Zlíchov.
Johann Oertel, Bor near Česká Lípa-Haida.
Carl Hosch, Bor near Česká Lípa.
Kurt Schlevogt, Jablonec n/N. (Gablonz a/N.).
Professor J. Drahonosovský, School for Arts and Crafts, Prague.

Heinrich Hoffmann, Jablonec n/N. (Gablonz a/N.).
The Jizera Industrial & Exporting Institute, Zelezny Brod.
Stanislav Halama, Zelezny Brod.
Miloslav Lubas, Zelezny Brod.
Rudolf Hlavšek, Brode - Zel. Brod.
František Tom, Loužnice.
František Kubáček, Držkov.
Teplíkové Bros., Frýdštejn.
Karel Paldla, Bor near Česká Lípa.
Kavalier Glass Works, Sázava.
ARCHITECTURAL CERAMIC:
West Bohemian kaolin & fire-clay factory, Prague II.
Stone factories, Ltd. formerly Ing. Víšek, Prague.

BASKET WORK:
Basket Association, Morkovice.
Rudolf Kultrunk, Bakov n/J.
Jindřich Dostálek, Mnichovo Hradiště.
Bohumil Gihlář, Bakov.
Gustav Oplt, Bakov.
František Vondra, Bakov.

PIECES:
Antonín Seidler, Nová Paka.
Václav Lukeč, Rovensko.

PAPER:
Munser Bros., Hostinné n/L.

TEXTILES:
Carl Siegl sen., Sumperk.
A. & O. Jacker, Horní Růžodol.
Feifar & Mládek, Studenec.
Weiss & Koblitz, Vysoké Mýto.

LEATHER GOODS:
František Kašták, Plzeň.

MUSICAL INSTRUMENTS:
V. Kohleit, Kralice.
J. Liedl, Brno.

SCIENTIFIC APPARATUS:
Seb & Štyš, Prague XVII.

PRODUCTS OF COMMERCIAL ART:
Záduha, Prague II.
Fr. Tomešek, Uherské Hradiště.
Frant. Šerý & Co., Valašské Klobouky.
Martiálek, Velké Opatavice.

FOODSTUFFS:
Ant. Chmel, Co. Ltd., Prague.
Ludvik Vantoch, Co. Ltd., Nymburk.

TOYS:
S. Urbánek, Hartmanice.

BOOKSELLERS’ TRADE:
Rodina, bookstore & publishing house, Prague.

AGRICULTURAL PRODUCE:
Kooperativa, Prague II.
J. Sonnenschein, Prague II. - New York.
Public marking office of hops, Úštěk.
Czecho-Slovak Hops syndicate, Co. Ltd., Zatec.

PROPAGANDA:
Prague Sample Fair.
Grand Hotel Šroubek.
Ministry of Posts (Stamp-collections).
State Educational Institute.
Ministry of Agriculture.
Ministry of Railways.
The Czecho-Slovak State Tobacco Monopoly.

MINING ENTERPRISES:
The Radium mines, Jáchymov.

Spa Štrbské Pleso.
Economic Relations between the United States of America and Czechoslovakia

The position of the Czechoslovak Republic, situated as it is in the very centre of Europe, very favourably influences its commercial relations with foreign countries. The five Central European states, viz. Germany, Austria, Poland, Hungary and Rumania have frontiers adjoining the Czechoslovak Republic, and the other European states are within a comparatively short distance. Absence of direct contact with the sea is somewhat disadvantageous from the point of view of commercial connections, which, as a result, depend on other countries’ acting as intermediaries. Thus the Government loses very considerable profits because the importance of our exports to countries beyond the ocean is very great, especially as, on account of the extremely highly-developed industrial standard which has been increasing in past years, the consumption of our goods in the impoverished neighbouring states of Czechoslovakia has diminished.

The United States of America occupy, in Czechoslovak foreign trade the first position among all countries beyond the ocean; on the list of imports into our state they occupy, on an average, the fourth place and on that of exports from our country, the fifth place.

The most important economic decree concerning Czechoslovakia was the change in 1930 in the law regarding customs and tariffs, which came into force the same year. Up to that time the customs and tariffs established in 1922 had been in force and the new tariff meant a distinct step towards protectionism. American legislation made no secret of its protectionist aims.

The new customs tariffs for the most part fixed ad valorem, meant in fact a substantial increase, sometimes of even more than 100% in comparison with the previous duties.

The most important regulation of the customs law is that which authorises the president of the United States of America to increase or diminish the tariffs of any kind of goods up to 50% if the tariff committee proves that such an arrangement is necessary in order to balance the difference between the costs of production in the United States of America and the most important competing country. In the event of this being insufficient, payment of duty may be ordered in accordance with American sale prices.

The mutual business connection between United States of America and Czechoslovakia was arranged by the provisional treaty of October 29th (Code of laws and decrees No. 209 of November 6th, 1923). This treaty is based on the favoured nation clause, but does not deal with tariffs as the United States of America do not enter into tariff treaties.

After having had an unfavourable trade balance for a long time, Czechoslovakia has in the course of years, attained position of being able to maintain a fairly evenly balanced budget in her commercial relations with the United States of America.

Next to Germany, the United States of America, together with Austria and Great Britain form the most important factor in the balance of our foreign trade. The turn-over of our real foreign trade with the United States of America is about 3 milliards Kč yearly. Statistics can not fix exactly the total exchange between U.S.A. and Czechoslovakia as a great part of it is in-
cluded in the statistics of the transit trade through Hamburg and Bremen. If we add to the statistics of our direct trade with U.S.A. also the data regarding trade through Hamburg and Bremen our commerce with U.S.A. is numerically expressed as unfavourable as about 80% of our spun cotton comes from U.S.A. This cotton is imported through Bremen and Hamburg (declared as American export). The import of cotton to our country amounted to about 2 milliards Kč yearly in prosperous times but sank of course, in 1930, to 1,342,000,000 Kč and in the year 1931 as low as 755,375,000 Kč.

Our foreign trade with U.S.A. during the years 1927—1930 is shown by the following schedule:

<table>
<thead>
<tr>
<th>Year</th>
<th>Import from U.S.A. (with % of the total import to Czechoslovakia)</th>
<th>Export to U.S.A. from Czechoslovakia (with % of the total Czechoslovak export)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1927</td>
<td>1,231,979,000 (6.9%)</td>
<td>1,021,478,000 (5%)</td>
</tr>
<tr>
<td>1928</td>
<td>1,149,061,000 (6%)</td>
<td>1,170,437,000 (5.5%)</td>
</tr>
<tr>
<td>1929</td>
<td>1,088,881,000 (5.5%)</td>
<td>1,471,931,000 (7.2%)</td>
</tr>
<tr>
<td>1930</td>
<td>785,903,000 (5%)</td>
<td>976,946,000 (5.6%)</td>
</tr>
</tbody>
</table>

The official reports of the American commercial attaché in Prague estimate the value of the real imports from U.S.A. to us during the period between 1928-1930 as $70,000,000 yearly, i.e. 2,310,000,999 Czechoslovak Crowns.

In 1931 the already very low statistics of our trade with U.S.A. show that direct imports to us amounted to 483,000,000 Czechoslovak Crowns and our direct exports to U.S.A. to 805,000,000 Czechoslovak Crowns.

In 1932 the Czechoslovak export to U.S.A. amounted to 470,000,000 Czechoslovak Crowns, and imports from U.S.A. into Czechoslovakia 900,000,000 Czechoslovak Crowns.

Our commercial relations with United States have developed favourably up to the present, as is shown by the fact that Czechoslovak exports to U.S.A. in recent years has been on the average twice the amount of the whole annual export to U.S.A. from the former Austria-Hungary in the years immediately before the Great War.

In spite of the unfavourable balance of trade apparent from statistics, there is one fact which increases the activity in our relations with the United States, viz. that the average quota of the imports of American finished products compared with the total value of our export to United States is on an average about 90%. In addition to the data regarding foreign trade one must bear in mind also, in considering the balance with U.S.A. the tourist trade and especially the seasonal visits of Americans to the West-Bohemian spas, Karlovy Vary (Carlsbad), Mariánské Lázne (Marienbad), Jáchymov (Joachimsthal) and also to Prague as well as the numerous money remittances from our countrymen, especially from the Slovaks in America. The United States of America are an economic colossus which has, since the end of the last century, wrought a change in world affairs, which change culminated in the Great War, so that it is possible to say that the centre of the world economic activity has moved since the end of the War from the East to the West of the Atlantic Ocean. The volume of the foreign trade of U.S.A. has been quadrupled within the years 1900-1928.

What enormous consumption and at the same time what a high standard of living prevail in U.S.A. is shown by the fact that of the whole American industrial production only about 6% is exported, the remaining part being consumed by the home market.

The total American exports to Europe exceed an average of 1 milliard $ a year while in 1929, European goods to the value of only 11 $ per head annually, were imported. The Czechoslovak share in this European import to U.S.A., which is in any case not high, amounted to only 2.8%. Therefore the value of Czechoslovak imports, per head, is only 30 ct. i.e. 10 Czechoslovak Crowns annually. The Czechoslovak contribution to the total imports into U.S.A. is 0.9%, (1926-1929 average), whilst that of U.S.A. to the total imports into Czechoslovakia during the same period is 6% and every Czechoslovak inhabitant consumes yearly American goods to the value of about 2.10 $, i.e. 72 Czechoslovak Crowns.

The most important kinds of goods imported by us from U.S.A. are cotton, corn, flour, fats, woods, minerals, gum, mineral oils, rubber goods (tyres), leather and leather goods, iron and iron ware, common metals and goods made of those metals, machines and apparatus (counting and typing machines), electric machines, motor-cars, various instruments and chemical auxiliary matters.

The most important kinds of goods exported from Czechoslovakia to U.S.A. are: fruits, animal products, cotton yarn and cotton goods, flax products, hemp, and jute (table linen), wool products, silk products, outfitting materials, paper, leather and leather goods (shoes), wooden wares (bent), glass, iron and iron products, common metals and goods made from those metals, instruments and clocks (musical instruments), chemical auxiliary matters, varnishes, literary and artistic works.
At the end of the Great War United States of America emerged as, economically, the strongest political body. Its territory had been spared from the direct effects of war and a great part of European gold flowed into American treasuries. The American state could develop with a great interior market, rich consumers and untouched sources of raw materials while the European states worked under quite contrary conditions. The United States of America were, for Czechoslovakia, an inexhaustible source of supply of the raw materials necessary for industry and of food materials.

With regard to our financial relations with United States of America it is necessary to mention our republic’s debts to America. The 8% Investment loan of U.S.A. in 1922 was published in two issues. The first issue was for 14,000,000 $ and the second issue for 9,250,000 $; altogether 23,250,000 $. This loan is progressively paid by our state as well as the payment of interest so that the amount of the first issue at the end of 1932 was only 12,040,000 $ and of the second issue 8,239,000 $. Further the 7½% loan contracted with U.S.A. in 1925 amounting to 25,000,000 was paid off entirely on April 1st 1928. In addition special promises were given to U.S.A. for food materials and for military credits in war-time to the amount of 98,006,432 $ and for flour supplies to us in the period immediately after the war to the value of 2,873,238 $. The instalments of all these debts have always been paid by Czechoslovakia, the last one being on December 15th 1932.

There is no doubt that in future mutual relations between Czechoslovakia and United States of America will be much closer, especially if the high custom wall in U.S.A. is demolished.

![The Baťa Works - Zlín.](image)

Jáchymov (Joachimsthal), The Radium Palace Hotel.

**The State Uranium and Radium mines of Jáchymov**

Jáchymov is an old mining town, famous even in the XVIIth century for a considerable output of silver. Here in 1515 was founded a mint where there were struck the old silver coins known as Slik thalers, since the Bohemian King Zikmund conferred these mines on his Chancellor Count Slik, as a reward for his services. The name of thaler was later applied to other coins and now appears in the American form of dollar.

After the exhausting of these rich silver lodes Jáchymov lost its importance, and only in the XXth century again became famous for its deposits of Uranium ore—pitchblende—from the waste from which the Curies in 1898 isolated for the first time the precious radioactive element Radium.

Radium spontaneously emits highly penetrating radiation, the beneficial effects of which as applied to organic tissue are well known. Radium is an active healing agent especially towards malignant growths such as cancer and sarcoma. The intensity of radiation of Radium is practically permanent, only decreasing to half its original value after about 1590 years.

Uranium ore is obtained from the state mines. As extracted the ore is permeated with dolomite, and is mechanically sorted at the surface, the final concentrates containing about 50 % of Uranium. Ten tons of this concentrate contain about 1 gram of Radium.

In the State Uranium and Radium factory of Jáchymov Uranium is first extracted from this crude concentrate; from this are prepared the Uranium...
colours and enamels used in ceramics and glassware. In the remains of the pitchblende after the extraction of the Uranium, the so-called radioactive tailings, there remains the Radium, which is extracted by complicated chemical processes and laborious and repeated fractional crystallization from which the pure Radium salt is finally obtained in the form of Radium Chloride. The Radium Chloride is made up in sealed glass tubes, the radium content being accurately determined in the State Radiological Institute at Prague. These tubes are placed on the market in the usual commercial standard packing. — Radium Chloride is not suitable for immediate pharmaceutical use, since it is soluble in water and highly poisonous. It is particularly suitable for the production of Radium emanation, which is filled into glass tubuli of various shapes and employed for medical purposes.

For direct medical treatment, the Radium Chloride is precipitated as Sulphate, which is insoluble in water, and this is filled into various radiophores such as platinoiridium needles, capsules, platinum and gold tubes, and plasters of various sizes and made of various materials.

The Radium preparations from the Jáchymov State Radium Factory are renowned for the highest purity, and are free from virtually even the smallest trace of mesothorium. The ore from which the Jáchymov Radium is produced is always of the same quality since it is obtained from the Factory’s own mines in the district. In these deposits there are no secondary ores containing thorium. Most of the eminent radiologists of the world, such as Professor Soddy of Oxford, or Professor Meyer of Vienna and others, agree that the Jáchymov Radium products are unrivalled for purity throughout the world.

Thus the very name of Jáchymov Radium preparations is in itself a full guarantee of their absolute purity. For its purity Jáchymov Radium has been chosen as the material for radioactive standards; thus the two international Radium étalons and most of the secondary étalons are of Jáchymov Radium. Every Radium preparation that comes on the market is under the seal of the State Radiological Institute of Prague and bears a certificate from this institute. The Czechoslovak Government guarantees the purity and the standardization measurements of all Jáchymov Radium products. If required, any Radium preparation supplied may have a special certificate of purity from the Czechoslovak Ministry of Public Works. The sale of Jáchymov Radium in all its forms is the monopoly of the Czechoslovak Ministry of Public Works, who control the conditions of sale. As regards the quantity of Radium in any preparation the only mea-

Radioactive Spring.

Crystallisation of Radium salts.
Czechoslovak Postage Stamps

The high state of the local engraving industry enabled the Czechoslovak postal authorities to publish their own postage stamps barely two months after the declaration of the independence of the Republic.

During the first years after the war, when the industry was working under continual difficulties through lack of raw material and the delay in the supply of up-to-date machinery, the stamps were produced by the simplest possible process, namely book-print. But in a relatively short time it was found possible to make such advances in the technical side of the industry that by 1925 the production was put in hand of stamps of the highest quality printed from hollow-face rotary steel-dies, the same method as is used for printing the United States’ stamps.

From this time every issue of Czechoslovak postage stamps has shown a marked advance in the artistic and technical excellence of production. The standard of their engraving has excited interest in many other countries, and each year has brought parties of experts from abroad to examine the Czechoslovak process of stamp-engraving. It is hardly necessary by now to state how, since then, Czechoslovak postage stamps have become sought after by collectors in all philatelic circles, both for their interesting designs, and exquisite finish.

In open contests at many international exhibitions Czechoslovak postage stamps have been awarded the highest honours.

For the Czechoslovak section of the Chicago World’s Fair the Czechoslovak postal authorities arranged with the engraving firm “Ceskoslovenská Grafická Unie” who print all their stamps, to supply sets of 10 cartons of both ordinary and special postage stamps, and 4 cartons of official picture postcards; these latter are quite a new departure being issued only in this country.

The exhibition collection includes samples made by bookprint, copper-plate, and steel-die processes. Only raw material of Czechoslovak origin has been used in the manufacture of these stamps.
The Central Union of Czechoslovak Manufacturers in Prague

The Central Union of Czechoslovak manufacturers in Prague is the central organization for the whole of industry in the Czechoslovak Republic. Its task is to defend the interests of Czechoslovak industry and to agree upon common actions, to co-operate, at the request of the Government or on its own initiative as representative of Czechoslovak industry, in carrying out legislative and administrative measures as far as they concern industrial production.

In order to ensure that, within the compass of the Central Union of the Czechoslovak manufacturers as an industrial organization for the whole state, the particular interests of individual industries in addition to the general interests, will be adequately and justly dealt with, the Central Union has founded from industrial associations already existing, or from newly founded associations, technical groups and industrial sections which form a uniform branch organization divided into 20 special groups as follows:

I. Technical group of the sugar industry (1 association),
II. Technical group of the wood industry (2 associations and 1 section),
III. Technical group of the chemical industry (7 associations, 21 sections),
IV. Technical group of the porcelain industry (1 association),
V. Technical group of the building materials industry and architectural ceramics (10 associations),
VI. Technical group of the glass industry (1 association, 4 sections),
VII. Technical group of the outfitting industry (4 associations, 2 sections),
VIII. Technical group of the distillery industry (3 associations),
IX. Technical group of the brewery industry (1 association),
X. Technical group of the leather industry and boot and shoe industry (2 associations, 3 sections),
XI. Technical group of the milling industry (1 association),
XII. Technical group of the paper industry (1 association, 1 section),
XIII. Technical group of the food industry (7 associations, 15 sections),
XIV. Technical group of the textile industry (2 associations, 11 sections),
XV. Technical group of the machine and smelting industry (2 associations, 15 sections),
XVI. Technical group of the industries of raw material and mining industry (1 association),
XVII. Technical group of the malt industry (2 associations),
XVIII. Technical group of the electrical industry (1 association, 2 sections),
XIX. Technical group of the industry of metals, celluloid and turnery industry (1 association, 6 sections),
XX. Group of miscellaneous industries (6 associations).

The executive body of the Central Union of Czechoslovak manufacturers as a universal industrial organization is its central secretariat which contains the following sections:
1. social political, 2. financial and taxes, 3. commercial-political and export, 4. forwarding, 5. coal, 6. insurance, 7. sample fair.

In this publication it is especially necessary to note the commercial-political and exporting section. This department has to discuss and to adjust commercial questions and to help the foreign trade of Czechoslovakia. This section follows the commercial politics of Czechoslovakia as well as commercial and political measures in the laws of other states as far as they concern the export or import of the Czechoslovak Republic. This section takes part also in the negotiations for commercial treaties by giving its advice and by sending its experts to conferences.

Another task of the exporting section is to make our industries known in foreign countries and, also, to provide Czechoslovak industries with information about foreign markets so as to make mutual contacts easier. Anyone interested in any of the branches of industrial production in Czechoslovakia or in the quality of its products will be given exact and detailed information by this section.

The address is as follows: Exporting Section of the Central Union of Czechoslovak manufacturers, 4, Masarykovo nábřeží, Praha 1, Czechoslovakia, Europe. Wire-address: VŠEPRÚMYSL. Nos. of telephones 316-51—316-56.
Try the products

of the Czechoslovak

State Tobacco Monopoly
The Export Institute of the Czechoslovak Chambers of Commerce, Prague.

This is an autonomous institution of the Czechoslovak chambers of commerce founded with the object of the coordination and increased efficiency of their services to foreign trade. It furnishes a centre of information about commercial services both concerning other countries and also for foreigners about Czechoslovakia. It also attends to all propaganda for the Czechoslovak export trade abroad.

In its activities it emphasizes the importance of foreign trade to the Czechoslovak nation, and the necessity of its keeping in close touch with world conditions. It thus furnishes a convenient centre for international commercial co-operation. As such, it is at the disposal of all who are interested in the import or export trade of this country and who may require suitable agents or buyers. It supplies information as to possibilities in the buying and selling markets, and will, if required, act as intermediary between foreign and local firms.

Through its incorporation with all Czechoslovak chambers of commerce it is in touch with the whole country, and with all sections of Czechoslovak trade and commerce; thus it is able to place any foreign demands with the precision that comes of a full knowledge of the detailed requirements of the individual chambers of trade throughout the Republic.

The chambers of trade, to the number of 12, are situated in important industrial districts of the Republic. They are, by virtue of the charter of incorporation, autonomous representatives of the commercial and trade interests of their respective districts. Being in such close touch with the manifold ramifications of the interests of their local industries and trade, these chambers are fully competent to equalize differences of economic interests, and to promote the steady and organized growth of Czechoslovak national commerce.

The tourist trade in the Czechoslovak Republic

The Czechoslovak Republic is a country predestined to attract foreigners and tourists. Its health resorts especially are unequalled; Karlovy Vary (Carlsbad), Mariánské Lázně (Marienbad) and Františkovy Lázně (Franzensbad), to mention only three, are among the world’s most famous spas. The best proof of their world-wide renown is the number of visitors who come for the sake of their health or for pleasure, which number amounts to 270,000 annually in Carlsbad, 133,000 in Marienbad, and over 15,000 permanent visitors in Franzensbad. These resorts, where all diseases of the stomach, liver and intestines are so successfully treated, are equipped with every possible convenience. The Czechoslovak Republic has, in addition to those already mentioned, a great number of watering places and health resorts among which we may mention the famous radium spas of Jáchymov and Pištany, Trenčianské Teplice and Teplice Šanov, all very renowned for the treatment of chronic rheumatism, Poděbrady for diseases of the heart, Luháčovice for the respiration organs, Gräfenberg-Frývaldov with its excellent
hydropathic Priesnitz establishment, Dolní Lipová (Nieder Lindewiese) well known for Schroth’s dietary treatment. There are, too, a great number of health resorts in the High Tatras, the highest mountain range in the republic, which rival even the most renowned Swiss resorts. Tatranská Lomnica, Štrbské Pleso, Starý (Old) Smokovec and Nový (New) Smokovec, all being situated more than 1,000 m above sea level and at the foot of mountains which rise higher than 2,500 m, possess luxurious hotels which offer all possible comfort even to the most exacting international visitors. Dr. Sontaghi’s sanatorium at New Smokovec, which is world-famous for the healing of pulmonary diseases, is furnished with the most modern equipment. In addition to these health resorts, we may also mention Tatranská Poljanka, Vysné Hlavy, Tatranské Matliáry and many other health and summer resorts which are ideal for summer sojourn, offering as they do the advantages of incomparable natural beauty, splendid walks along well-planned paths and roads.

Other very remarkable parts of the Czechoslovak Republic are the Moravian Karst, Demänová near Liptovský Šv. Mikuláš and Domica. Here we find vast underground labyrinths of stalactitic caverns of unique beauty and
rarity, which excite the liveliest admiration in all visitors and which may be regarded as being among the most remarkable features of Europe, perhaps of the whole world.

The Krkonoše (Giant Mountains), the largest part of the mountain range of the Sudetes with their highest peak Sněžka (Schneeckoppe) 1603 m high, are very interesting from a tourist’s point of view and are ideal for winter sports. Great care in all respects, is taken of visitors both in summer and in winter.

Where the Krkonoše slope down to the east, appear the rocks of Adersbach and Teplice whose remarkable contours give the impression of dead stone towns. Along the Bohemian-Saxon frontier on both banks of the river Labe (Elbe) is the sandstone region known as the Bohemian Saxon Switzerland which is characterized by fantastic rock formations, the result of centuries of weathering. The region extends from Podmokly (Bodenbach) as far as Pirna and is very popular with tourists. Other weather-worn sandstone rocks of bizarre formation are to be found farther on near Turnov in the district called the “Czech Paradise”. A remarkable feature in this region is presented by the ruins of Trosky, a castle which was built in the XIVth century on the top of two high basalt rocks and which attracts even from afar, the attention of visitors to the “Czech Paradise”. Of the same origin are the rocks of Prachov near Jičín which form an entire labyrinth of fantastic rock formations.

When enumerating the mountain ranges of Czechoslovakia, we must not forget Jeseníky, the eastern portion of the Sudetes containing the two peaks “Praděd” (Grandfather), 1490 m high, and “Kralický Sněžník” with their dense covering of fine forests. In this region are situated the towns of Graffenberg-Fřivaldov, Dolní Lipová (Nieder Lindwiesie), Karlovy Lázne (Carlsbrunn) offering splendid opportunities for winter sports.

On the west-northern frontier of the republic are the Rudohorí (Erzgebirge). Not far from the radium springs of Jáchymov is the highest peak of the Rudohorí, Klínovec (1245 m) on which there is an observatory and a large modern hotel.

The Šumava (Böhmerwald: Bohemian Forest) is an unbroken mountain range stretching from Vyšší Brod as far as Cerchov near Domažlice (Taus) and bordering Bavaria. Javor (Arber), the highest peak, is 1438 m high.

The centre for the tourist trade and for winter sports is Zelezná Ruda (Eisen-stein), which is well known even abroad, and which has many visitors both in winter and in summer.

On the northern edge of the Carpathian mountains in Moravia and Silesia are the Beskydy with their highest peak Lysá Hora 1329 m high. The Beskydy are very much sought after by tourists for their picturesqueness and for their natural beauties. On all the more important points have been erected places of refuge and houses for tourists. The Beskydy also offer good opportunities for winter sports, and especially Pustevny, on the mountain Radhoště, near the famous springs of Rožnov. Mention should be made, too, of the charming town Štramberk where can be seen the ruins of the castle Štramberk Trůba and the hill of Kotelč which is remarkable from a geological as well as from a paleontological standpoint.

In addition to the natural attractions already mentioned Czechoslovakia has also a large number of historically and culturally remarkable towns, fortresses, castles, and ruins. Among most beautiful castles in Czechoslovakia are Karlštejn, Křivoklát, Konopiště, Orlik, Krumlov in Bohemia, Perštejn, Bouzov and Buchlov in Moravia, and Orava and Zvolen in Slovakia.
Mělník

the leading town for wine in Czechoslovakia.

It is situated in a lovely corner of Bohemia, a town surrounded since times immemorial by vines, at one time the seat of the Dowager-Queens of Bohemia. It is scarcely an hour’s run from Prague in a car. The Burgundy grapes introduced by Charles IV from Burgundy flourished here best, especially the variety known as “pinot”, but the Riesling and Traminer grapes which were introduced later also supply a high class wine. In the deep cellars of the castle, which are hundreds of years old there are stored about 8000 hectolitres of wine from the castle vineyards and about 200000 bottles of the delicious champagne „Château Mělník“ the product of the 26 Lobkowicz vineyards which have an extent of 150 hectares. The cellars may be visited on weekdays between 8 a.m. and 5 p.m. No visitor to Czechoslovakia should forget to try these wines. (Brands: Mělnické zámecké „Samotok“ and „Ludmila“ red and white wines.) In the castle there is a museum devoted to viticulture and a picture gallery containing works of celebrated old masters, to which visitors are admitted free of charge. Visitors can taste the well cared-for wines in the cheerful wine restaurant in the castle. The lovely circular view which can be had from the garden of the restaurant over the wide plain and the junction of the rivers Elbe and Vltava, not to forget the St. George’s Mount (Rip) a spot rich in traditions and legends, will leave a permanent impression in the visitor’s mind and induce him to return again to this charming place.

CZECHOSLOVAK

STATE RAILWAY LINES

Visit Czechoslovak Republic!

You will find there unique natural attractions, remarkable historical and cultural memorabilia, romantic mountains with comfortable roads & hotels, world-famous spas with healing mineral springs, health resorts, unique beauties of underground stalactitic and ice caverns, good and inexpensive hotels, quiet conditions and pleasant people.

The offices do not trouble the foreigners with any formality, on the contrary, they are ready to bring them counsel and satisfaction.

Direct connections by express trains, from almost all European harbours, with restaurant and sleeping carriages, make it both easy and pleasant for you to visit this country.

The train journey lasts 13 hours from Hamburg to Praha, 23 h. from Paris, 21 h. from Vlissingen.
Prague

Prague has not the ambition to rival Naples with its famous saying “Napoli vedr e poi morir”—no, Prague is much more modest and does not want to be situated on the banks of the river Lethe. On the contrary Prague would prefer to be ranked among the towns which strengthen and heighten the desire and the joy of living, and it has all the conditions to fulfil this task.

Everyone has the roots of the joy of living in his own heart. But his surroundings can help and develop its flowering. From what do we get most of the joy of living?

Dr. Karel Baxa,
Mayor of Prague.

Prague: Castle Hradčany and St. Vitus’ Cathedral seen from the Charles Bridge.
—Some people say from Nature.  
—The natural situation of Prague is charming—in the valley of the Vitava (Moldau), surrounded by hills with beautiful views and with the imposing castle of Hradčany in the foreground. If we consider the beauties of its immediate surroundings and its charming parks, we find that Prague has no rival in these respects.

Other people say that the world of ideas strengthens the desire to live. When going by bus from the Castle Hradčany, through the picturesque Malá Strana, over the ancient Charles bridge, to the old part of the town (with the Townhall, the Týn Church and the old Ghetto), on the National Theatre and the National Museum or to the new building where the fairs, especially the Sample Fairs, which are so renowned are held, when seeing all these interesting sights, we have a feeling that the whole history of Central Europe and the development of human thought lies in front of us—the Middle Ages, Gothic, the Reformation (Hus), the Humanism and the Renaissance (Rudolf II), the Countre-Reformation, the beginning of the 30 years war, the battle of the White Mountain, etc., the resurrection of the nation at the end of the XVIIIth century, the modern democratic period, and even the professional traveller may find much of interest and importance in the museums, the libraries and in the records.

A third person finds the source of the joy of living in Art. Even this strictly aesthetic longing is entirely satisfied. Prague is especially famous for its beautiful baroque buildings, but even the lover of modern art is amply
Sokol women in a procession at the Pan-Sokol festival (1932) in Prague.

Gymnastic drill of men and women at the Pan-Sokol festival in Prague, 1932.
satisfied (the Modern Gallery, theatres, concerts, etc.).

Ultra-modern people find their expectations fulfilled in Prague. The situation of Prague with all the differences of height have made the solution of the problems of communication-lines of traffic, of canalization and of water supply much more difficult than in other capitals. There are many new buildings in Prague owing to prospering industry and commerce. Prague has many first-class hygienic and social institutions which are really worth seeing (the hospital Bulovka, the Masaryk Asylums, etc.).

Those who only seek amusement will also leave Prague with regrets. In this respect Prague is developing fast into a big town and the present intermediate transition from a provincial town into a metropolis has a special charm and freshness for those who are tired of the society life of other capitals. There are able hotels and many chances of amusement.

A critical reader will say that everybody always praises his own town. But we, who have been born in Prague find that we have one drawback compared with strangers: we cannot feel the deep and powerful impression which Prague makes on those who see it for the first time when of a mature age, an impression that you never forget, as all visitors state.

Therefore no one who has the opportunity of seeing Prague—and everyone who visits Central Europe has this possibility—should omit to visit Prague; for the charm and beauty there found is more than worth his while.

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GRAND HOTEL ŠROUBEK
IN PRAGUE

is situated in the very centre of the city within a small distance of the railway stations. It has all possible comforts; so that even the most particular guests may find every satisfaction. The only aim of the management is to make the sojourn in Prague agreeable to its guests not only by an exemplary service but also by their renowned Czech and French cuisine. Grand Hotel Šroubek is one of the most popular hotels in Prague as may be shown by a great number of ever returning guests of all classes. It is a favourite resort of artistes and eminent personalities like Baklanoff, Maestro Toscanini, and it has also been visited by the late Čermák, Mayor of Chicago, as well as by many other important visitors.
The standard quality and moderate prices
of Czechoslovak leather gloves
both for usefulness and fashion:
nappa, nappa lined, kid, chair, suède etc.
ARE FAR-FAMED

In the year 1931, 42 countries all over the world have imported
the Czechoslovak leather gloves in the sum of 253 mill. Kč.
The import from U.S.A. amounted to 46 millions Kč.
THE wonderful China clays of Western Bohemia form a part of China made by the skilled craftsmen in the CARLSBAD district (Karlový Vary) and Czechoslovakia’s greatest China Ware Corporation, the EPIAG, associating EPIAG, BENEDIKT, UNION and ALP Ltd. Cies and consisting of nine big manufactories, are leaders in the Czechoslovak China industry known throughout the world for its excellence. Generations of expert workmen have established a craft for which PIRKENHAMMER, Epiag’s most excellent manufacture, founded 1803, and ELBOGEN (Loket), have long been famous as a High Class Production. Superb modelling and exquisite colours have been brought to a perfection that has won for EPIAG China its world-wide repute. The historic charm of the 18th and 19th Century is captured in a delightful variety of Epiag-China designed in pure style with its characteristic delicacy and loveliness of form and colour. Amateurs are pleased with the special EPIAG shapes and novel decorative treatments so as to conform with the newest vogue in fine dinner service. EPIAG possesses the rare ability of interpreting the public’s taste and present day requirements by pleasingly familiar yet distinctively individual designs. EPIAG China is remarkable for its great strength and for the intensity of the colours of the decoration. It comprises many exquisite examples of the Potter’s Art, which will please the most fastidious. EPIAG have specialised in the production of China for over one hundred and twenty five years; and today the name serves the world over as an unconditional guarantee of superlative quality in craftsmanship and design. Representatives and Agents all over the World.

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CARLSBAD (Karlový Vary)
KEA, a perfect food for infants from the earliest age, contains all elements required for the building of a healthy and sturdy organism in a highly digestible form.

The child willingly takes it, assimilates it easily and consequently sleeps soundly. The preparation is very simple, the food requiring only mixing with cold water and boiling for a short while. The food is prepared in accordance with some of the most recent discoveries in science and is acknowledged as an up-to-date European dietic specialization. The inventor of this preparation is a specialist, Dr. Kubelka of Prague. Copies of testimonials from responsible medical institutions of Europe can be supplied if desired. Orders will be gratefully received and executed by

KEA Pharmaceutical Company,

PRAGUE-Strašnice

CZECHOSLOVAKIA

TAPESTRY, PSALM XXIII

[240 × 180 cm]

THIS handmade tapestry comes from South Bohemia from a beautiful town with a fine Renaissance castle. It was inspired by pictures appearing in the Christmas number of the Geographical Society’s magazine of New York. The subject is from the Lebanon hills.

M. H. Teinitzer’s Studio of Hand- and Machine-weaving was founded 22 years ago and has since produced many beautiful textiles alike for private homes and for ministerial palaces.

Teinitzer’s Studio is based on a study of the weaving technique of all Europe, i. e. Slovak, Swedish, Italian, etc., and at the Paris Exposition des Arts Décoratives of 1925 was awarded the Grand Prix for 7 gobelins of Professor Kysela’s design and 1 after Professor Švabinsky.

This tapestry of the psalm is appropriate to the materialistic spirit of our time.

Antonín Dvořák, sometime Director of New York Conservatoire, who immortalized his impressions of America in his symphony «From the New World» also composed music for this psalm.

TEINITZER’S STUDIO can supply copies of this tapestry with either Czech or English text.
JÁCHYMOV RADIUM

The Jáchymov Radium is unrivalled for purity throughout the world being made from Jáchymov pitchblende which does not contain thorium. There are no secondary Uranium ores in the pitchblende lodes of Jáchymov so that the Jáchymov Radium guarantees absolute purity by its origin alone.

The Czechoslovak Government guarantees the purity and the standardization measurements of Jáchymov Radium.

The Jáchymov Radium is supplied:

a) in the form of Radium Chloride, soluble in water, which is filled into double glass packing in arbitrary quantities, and of concentration according to the wishes of the customer,

b) in the form of Sulphate filled into various radiophores supplied by the customer, or which are supplied by the State Radium Factory of Jáchymov according to the wishes of the customer.

Enquiries, demands and orders for the Jáchymov Radium have to be sent to the following address:

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180th Anniversary of the LOBKOWICZ Vineyards Mělník, Czechoslovakia.