

**Zeitschrift:** Swiss textiles [English edition]  
**Band:** - (1958)  
**Heft:** 1

**Artikel:** This spring's footwear  
**Autor:** [s.n.]  
**DOI:** <https://doi.org/10.5169/seals-798884>

### **Nutzungsbedingungen**

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. [Siehe Rechtliche Hinweise.](#)

### **Conditions d'utilisation**

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. [Voir Informations légales.](#)

### **Terms of use**

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. [See Legal notice.](#)

**Download PDF:** 19.11.2024

**ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>**

## This spring's footwear

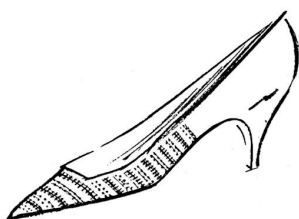
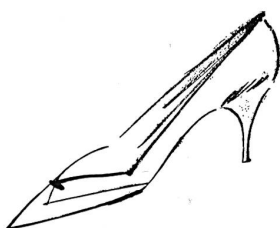
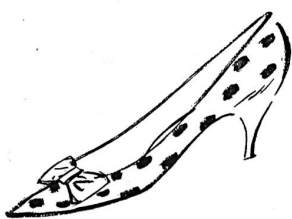
The *Bally Footwear Company Ltd.* invited some fifty journalists to this year's spring showing at Schönenwerd. During the course of the reception, which was as excellently organised as always, those responsible for the design and manufacture presented the new collections for this spring and summer to their guests. The latest fashion, which has shortened skirts, focusses more attention on footwear. It would not be possible to give a detailed account here of all the latest novelties. Let us simply call attention therefore to the most outstanding among them: first of all, the « Paris cut », a sharply

pointed style cut away at the sides, with the heel placed well back, then the continued success of the « broken toe » style launched last season and the creation of a « modern classical » style for men. Developing its research both in the field of fashion and into the technical side of production, the firm of Bally is outstanding not only for its creations and improvements in the field of sports shoes and children's shoes, for example, with regard to increased comfort and better fit, but also in its choice of unusual leathers and original colours.



## The Bally Vocational Training School

The reporters who had been invited to Schönenwerd for the presentation of this season's collections also had the opportunity of visiting the school established by Bally for the training of its personnel. Those attending this school are recruited from among the apprentices, the young clerks and workers in the firm. They are given instruction concerning raw materials, finished products, manufacturing processes and mass-production methods, industrial legislation, wage policies, costing, human relations, etc., and also have the opportunity of doing some of the practical manual work involved in manufacture. The course comprises 300 hours of instruction and lasts two years. Once they have taken their diplomas at the end of the course, students are eligible for good jobs as specialists in the manufacture of footwear, either in the offices or workshops of the Bally concern, or elsewhere.



BALLY modèles déposés

