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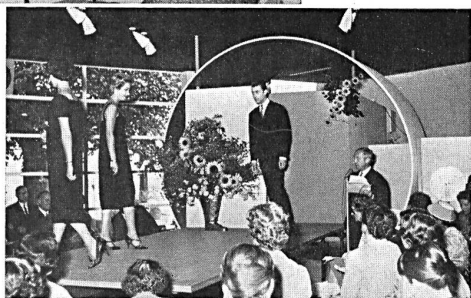
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New shoes for the 1958/59 autumn-winter season



The Bally's Shoe Factories Ltd., Schoenenwerd recently presented their latest collections at SAFFA, the 2nd Exhibition devoted to "The Swiss Woman, Her Life and Work", which is featured elsewhere in this number. It is difficult to sum up in a few lines the main features of a production that covers such a wide range of models, from women's fashionable footwear to ski-boots, including many attractive styles for after-ski wear, as well as the various series "Miss", "Sport", etc. However let us just mention the continuation of the narrow effect and the broken-toe line, as well as a novelty, the very soft and essentially feminine "O" line, characterised by slenderness and an oval toe; nor must we forget the new after-ski boots with their very ornamental designs and knitted elastic tops, as well as the ski-boots which are much lighter now without any sacrifice of comfort or the strong adhesion between foot and ski. Bally has been manufacturing ski-boots for forty years now, a period long enough to enable it to acquire a vast store of experience. Its latest creation in this field, the "Schuss" with patented Fixomatic tension ensuring perfect adhesion of the heel to the sole of the boot, will certainly be a sensation. Men's shoes are slightly lower and rounder in shape, although the pointed styles, which are still so popular with the younger set, are maintained; then again, the square-toed styles, which are very smart and virile in appearance, are meeting with great success in countries all over the world.

The leather is always of very fine quality, in the delicate and original shades made possible nowadays by aniline dyes. The Parawet waterproofing process is a remarkable innovation, and has the advantage of in no way detracting from the natural sheen of leather.

Lastly, let us add that Bally supplied the shoes worn by the mannequins at the showings of many famous designers, not only in Florence but also in Paris, where Bally shoes were exclusively used for the whole Cardin collection.

