

# Wool and bally in partnership

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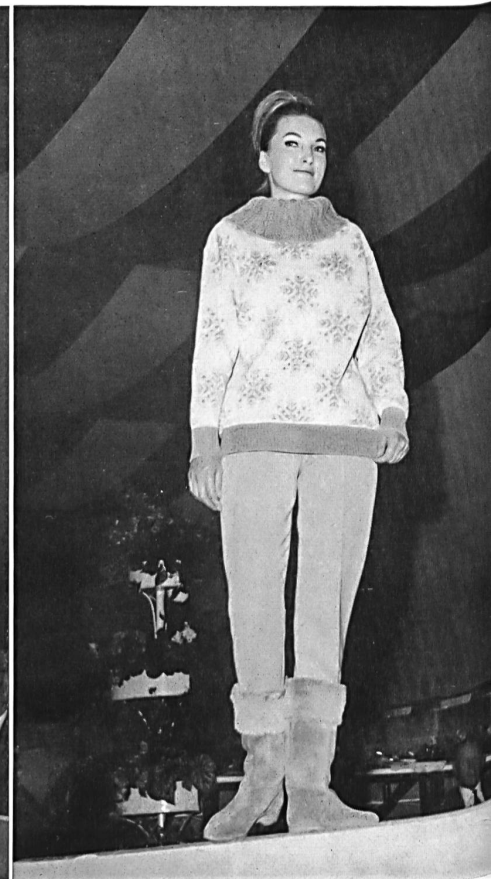
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## Wool and Bally in Partnership



The presentation of two Australian merino sheep

Two features shared by the Swiss wool textile industry and the Bally footwear factory are that they both belong to the field of clothing and both maintain worldwide relations for their exports. These common interests encouraged them to give a very original and highly successful joint display last September in the magnificent gardens of the Bally Footwear Factory. Approximately 400 representatives of the press and various circles had been invited to Schönenwerd, where they were entertained, in a circus tent specially set up for the occasion, by different perfectly staged and produced «numbers». There was a very interesting series of lectures on technical subjects cleverly combined with documentary and fashion displays. Six merino sheep, flown in specially by Swissair (three from South Africa and three from Australia) and a number of Swiss sheep, paraded on the podium accompanied by mohair sheep, alpacas, llamas, sheep from Cashmere, moufflons and a camel kindly loaned by the Basle Zoo. To their amazement and great delight, the spectators were also treated to the shearing of two sheep by Swiss experts. A number of interesting details were revealed on this occasion such as, for example, that there are approximately 2000 different types of wool and that Switzerland's wool consumption is equivalent to 8 million fleeces. The fashion parade which followed showed wool in all its most varied aspects, from the garment for everyday wear to the evening dress in St-Gall wool

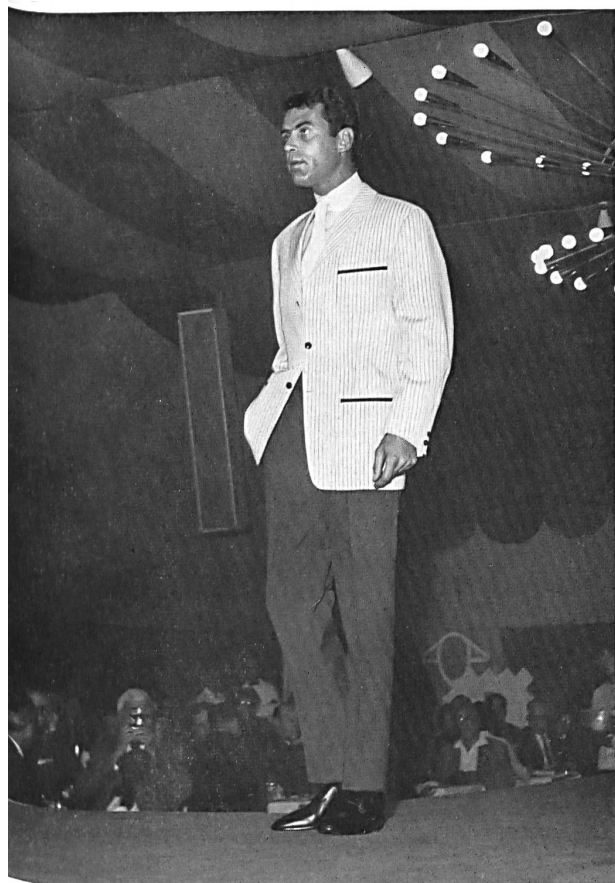


The mannequins, modeling sports and town wear in pure virgin wool, all wore appropriate shoes and boots of the famous Bally brand.



Modèles BALLY déposés

A partial view of the rich exposition of Bally shoes presented on this occasion in a woollen setting



embroidery, including sports outfits, knitwear, men's wear, etc. The most striking feature was undoubtedly the parade of uniforms, giving a colourful picture of the various uniforms used in Switzerland by train drivers and ticket collectors, stationmasters, postmen, postal car drivers, special delivery women, ship's captains, customs officials, soldiers and officers, members of the women's auxiliary services, Swissair hostesses and pilots; the most amusing part of this parade was that none of these uniforms were worn by professional mannequins but by actual representatives of the different professions. In this connection, let us mention that in 1964 Swiss cloth mills sold some 953,000 yards of uniform cloth, valued at 21.6 million Swiss francs (\$5 million) to the Confederation, the Federal Railways and the private railway companies, the Swiss Post Office, Swissair, the frontier guards, the police force and fire brigade, and various bands.

We must congratulate the organizers, Mr. A. Helbling, Head of Agor Co. Ltd. (Bally publicity) and Mr. E. Nef, Head of the Swiss Association of the Wool Textile Industry in Zurich, on the success of this highly entertaining and instructive fashion event.

From head to foot... immaculately but comfortably dressed.