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Autor: Méré, Andrée Brossin de
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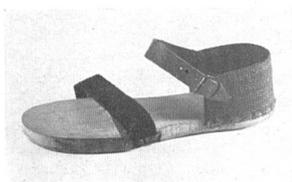
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A Little Story

Once upon a time... there was no leather with which to make shoes... But, in spite of everything, there were still such things as taste, craftsmanship, elegance... and Bally's.

So we return to charmingly capricious shoe fashions, born of the designers' ingenuity, to wooden shoes and shoes of wood.

Taste and charm are eternal...



1.

1. In 1919 a dainty sandal was worn in Germany. It had a wooden sole with leather joints and specially prepared and woven paper straps.

Bally offers the best protection against cold and damp...

7. In primitive times, they wore this iron-shod clog with raised edges, bound to the foot by two straps, one of which was cut to the shape of the instep.



7.



2.

2. In 1941, Bally's present « Intermezzo ». A sandal with jointed red wooden sole. The upper part is of red, white and blue plaited leather.

8. For this Winter a warm and cosy Bally slipper with thick wooden sole.



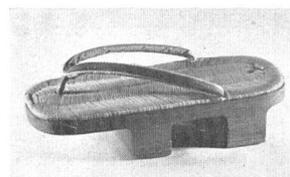
8.

Bally is universally synonymous with good taste.

3. In Japan quaint clogs are worn, raised on thick soles and carved from on piece of wood (fig. 3).



3.



9.

The spirit of ingenuity reigns supreme at Bally's.

9. In Japan, bamboo and raphia are used for carved clogs.

4. Another Bally model. A brown leather tie shoe with brown wooden sole trimmed with white spots.

This is the first wooden-soled tie shoe.

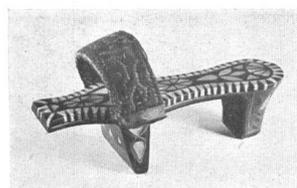


4.



10.

10. Bally's have sought and found woollen fabrics and a specially fine wood with which to create a most original shoe.



5.

Bally's, the craftsmen of genius.

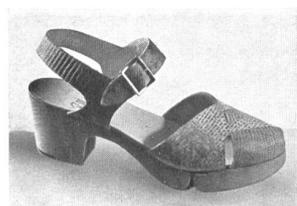
5. Many miles away... in the country of the Arabian Nights, skilled craftsmen have created a woman's clog of wood decorated with ivory and mother-of-pearl incrustations and a strap embroidered in metal thread. For wear on festive occasions.

Bally and the wheel of time...

11. In 1917 Bally produced a black leather sandal mounted on a wooden sole.



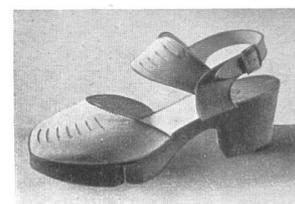
11.



6.

6. In Switzerland a shoemaker and artist created a grey lizard model mounted on unpainted wood soles.

12. In 1941, in a fresh burst of inventiveness, Bally has created a handsome white leather sandal mounted on unpainted wooden sole.



12.

Andrée Brossin de Méré