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Autor: [s.n.]
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The Bally 1851-1951 Centenary Collection

To celebrate the hundredth anniversary of its foundation, the *Bally's Shoe Factories Ltd.* presented its spring and summer collection at Schönenwerd. It was here a hundred years ago that Carl Franz Bally started to manufacture his shoes which to-day enjoy world-wide fame.

In the house of the "Felsgarten", one can still see the office of the founder where nothing has been changed, and one becomes thoughtful when one considers for a moment the hard work and tenacity of purpose needed for this industry to develop in the way it has. Between the austerity of this

modest workplace and the many modern factory buildings which to-day intrude their compact mass on the rural landscape, one cannot help feeling grateful towards the man who had the courage a century ago to launch out into such a hazardous enterprise. From 1851 to 1951, in spite of difficulties and setbacks, success has been achieved and at present the fame of this firm is firmly established not only in Switzerland but in countries all over the world.

It is interesting to know that Carl Franz Bally was previously the head of an elastic ribbon factory which still exists to-day

and whose products, now as in the past, are indispensable to the manufacture of footwear. This concern has continued to develop and supplies elastic fabrics specially for swimsuits and corsets. One of the latest novelties is a transparent girdle weighing no more than 2 oz., a marvel of good workmanship.

It was quite natural then that this occasion should begin with the presentation on mannequins of swimsuits made of satin and elastic yarns produced by this firm. There followed a delightful flashback of the fashions of 1850, 1875, 1900 and 1925, worn by mannequins with, on their feet, authentic models taken from the "Bally Museum".

After this the 1951 creations were shown which, according to custom, were presented on mannequins. As always, they were in very good taste and extremely elegant. These light, comfortable shoes in light colours are the indispensable complement to spring clothes. From light sandals to shoes for evening wear, they are adapted to meet the demands of clients everywhere, whether to be worn with the creations of Parisian haute couture or the novel and original models of New-York. The styles are



Photos Max Widmer.



as varied as can be — very low cut court shoes, cunning instep straps, low heels or Louis XV heels, classical or asymmetric designs — as are the many materials used — leathers of all kinds, linen, nylon, cotton, lace, satin, strass, plastic, etc. Finally, let us mention the models for young girls ; this display alone gives an idea of the continual efforts and care devoted to its collection every season by Bally in order to please its customers and maintain the high standard of its products.

B.

The mannequins at the Bally presentation wore models by the following houses :

Jersey and knitted wear : « *ALPINIT* » Ruepp & Co. Ltd., Sarmenstorf ;

Swimsuits : *Osweta Ltd.*, Zurich ;

Ready-to-wear outfits : *Geny Spielmann*, Zurich ;

Hats : *Jucker-Petipierre*, Zurich.



BALLY-MODELES DÉPOSÉS

