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# New Shoes

The presentation of the new spring collection of Bally shoes took place as usual in Zurich on February 29th this year, in the presence of a large gathering of journalists and fashion reporters. True to tradition, the great firm of Schoenenwerd had done everything in grand style and it was easy for those present to become fully acquainted with the classical

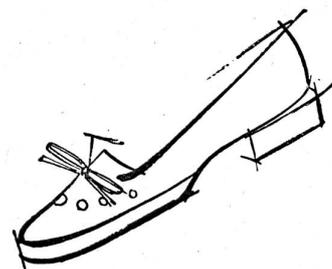
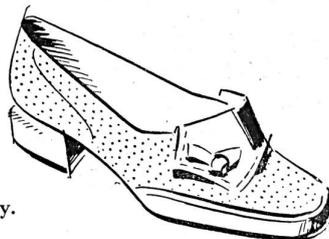
or fancy shoes offered for the coming season ; first of all they were on display, then they were presented by mannequins and commented on by those responsible for their creation. We cannot go at any length here into all the details of everything we saw, but we shall quote from the programme the brief notes devoted to the different kinds of shoes.



Both sides of the Atlantic

New York : Rhythm and originality.

Paris : Quiet elegance, fineness of line.



The low heel ( $\frac{1}{2}$ " to 1")

Low and youthful heels, lightly made or with a sporting touch.



The medium heel (1.4" to 2.3")

Recently popularised by Dior, the medium heel remains the favourite with women.



The high heel (2.8" to 3.15")

Its elegance is enhanced by the fine line of the high Louis XV heel.



Men in action

« Masculine correctness » remains the keynote.  
Sporting styles and new models.

Men by the Mediterranean

Models inspired by Florida for mid-summer in town. Their summery lightness makes a striking contrast with the heavy winter styles.



Holiday wear

Light sandals, in bright colours and original combinations.

