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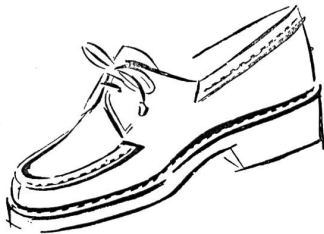
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The Tradition of Swiss Footwear

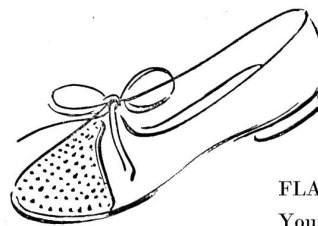
In keeping with a time-honoured custom, *Bally*, the great Schönenwerd firm, presented their new collection of shoes in Zurich on February 27th this year. Fashion writers and reporters were able to admire and examine at leisure a great number of outstanding models and attend a presentation of these displayed by charming

mannequins. The makers gave commentaries on the technical aspects of the new materials used and called attention to the latest trends in the styles of their new shoes. Below, we are giving readers a glimpse of this rich collection which, as always, does honour to Swiss workmanship. *Ba.*



PRIMAIR/AIRLINE

Italian inspired style with light, soft elastic soles.



FLATS

Youthful model with low heel and inside wedge.

AMBIENTE

These comfortable men's shoes with flexible foam-crêpe soles are typical of the lightness and elegance of the Côte d'Azur.



MESH

With openwork net and embroidery in nylon combined with fine leather straps.



VINYLLITE

Instep straps and uppers in transparent plastic material.



NEW YORK

An example of the trend in the New World, where the court shoe is replaced by fine sandals with high, very slender heels.



Modèles BALLY déposés