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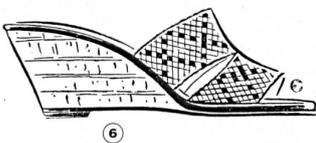
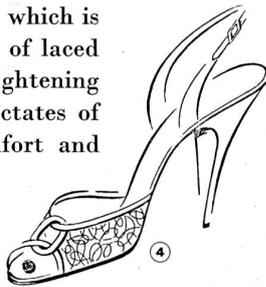
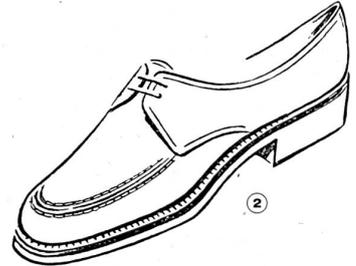
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Ne ultra crepidam...

No higher than the shoe, master shoemaker...

Even if one does not go beyond the shoe, in deference to the famous advice given by the Greek painter Apelles to the shoemaker who had dared to criticize his painting — there is still not nearly room enough for all that could be said on the subject. And yet, no field of clothing is so restricted by the human anatomy as the shoe; that is to say that one cannot expect any startling revolutions as the foot would not stand for them — particularly in this active day and age, when elegance is no longer at the expense of comfort. And this leads us to one of the guiding principles in the development of modern shoe-making. It is this concern for comfort, lightness, suppleness and freedom of movement that has been responsible for the success, more and more apparent these last few years, of sandals and evening slippers, ballerina flats, mocassins for men, and soft and light rubber soles. Among the latest creations in men's footwear, attention should be called to the «Granados» series (fig. 1), which draw their inspiration from Spain and possess something of the nonchalant elegance of the toreadador, as well as to the «lo-line» style (fig. 2) which is at present all the rage in America. It is a sort of laced loafer marking a further step forward in the lightening of men's footwear and its submission to the dictates of fashion. Since we have been speaking of comfort and



lightness, let us note in passing that comfortable shoes of the Mandarin type are still very fashionable, as well as the Ballerina flats for young girls and «Air-line» soles. Generally speaking, shoes show a tendency to become narrower and longer, to follow in line and colours too the trends of haute couture. With regard to combinations of colours, it should be noted that white is no longer used for large surfaces but rather as a border to set off coloured leathers (fig. 3). Plain or printed textiles are always popular for the summer and are used to make elegant pumps and sandals (fig. 4). In this connection, let us call attention to the original combination of stitching and open-work which makes it possible to achieve attractive embroidered effects for elegant afternoon models (fig. 5). Straw braid — a Swiss speciality — remains popular for holiday sandals (fig. 6) in gay combinations of colours. To bring to a close this very incomplete review of new summer shoes, let us mention the latest style: the front strap with «Roman quarter» and wide open toe (fig. 7).

All these interesting novelties and many others besides were shown by the firm of *Bally's Shoe Factories Ltd., Schönenwerd*, at a reception and fashion parade for the press organized as every year in Zurich at the beginning of March.

Registered BALLY models