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New in Shoes

Twice a year the *Bally Shoe Factories Ltd.* present their new collections to the fashion press. This autumn, the reporters invited to Schönenwerd were initiated into the work of the experimental and research laboratories (to which we shall be returning in a later number) and the rubber footwear department. They also had the pleasure of strolling through the factory's magnificent large gardens which give this hive of industry an unexpected atmosphere of quiet and beauty.

The presentation of the new footwear—suffice it to say that there were shoes for all tastes, all weathers, all hours of the day and evening and all activities, for it would be quite impossible to attempt to describe here, even briefly, the main features of the principal ranges—enabled us to see some charming revivals from days long gone by: the Poiret heel, clipped toes, buttoned straps, etc., as well as the very lovely fashionable browns of suede and a raspberry red as delightful as original.

BALLY, modèles déposés.



Members of the press visiting the Bally factories' testing and research laboratories.



Fashion reporters attend the showing of the collection.

Some models from the 1957-58 autumn/winter collection.

