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This spring's footwear

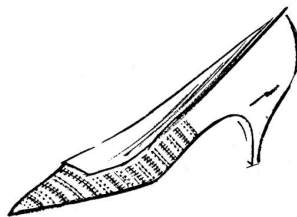
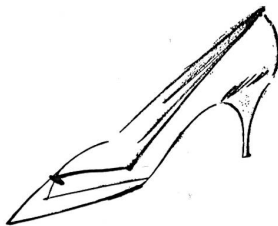
The Bally Footwear Company Ltd. invited some fifty journalists to this year's spring showing at Schönenwerd. During the course of the reception, which was as excellently organised as always, those responsible for the design and manufacture presented the new collections for this spring and summer to their guests. The latest fashion, which has shortened skirts, focusses more attention on footwear. It would not be possible to give a detailed account here of all the latest novelties. Let us simply call attention therefore to the most outstanding among them: first of all, the « Paris cut », a sharply

pointed style cut away at the sides, with the heel placed well back, then the continued success of the « broken toe » style launched last season and the creation of a « modern classical » style for men. Developing its research both in the field of fashion and into the technical side of production, the firm of Bally is outstanding not only for its creations and improvements in the field of sports shoes and children's shoes, for example, with regard to increased comfort and better fit, but also in its choice of unusual leathers and original colours.



The Bally Vocational Training School

The reporters who had been invited to Schönenwerd for the presentation of this season's collections also had the opportunity of visiting the school established by Bally for the training of its personnel. Those attending this school are recruited from among the apprentices, the young clerks and workers in the firm. They are given instruction concerning raw materials, finished products, manufacturing processes and mass-production methods, industrial legislation, wage policies, costing, human relations, etc., and also have the opportunity of doing some of the practical manual work involved in manufacture. The course comprises 300 hours of instruction and lasts two years. Once they have taken their diplomas at the end of the course, students are eligible for good jobs as specialists in the manufacture of footwear, either in the offices or workshops of the Bally concern, or elsewhere.



BALLY modèles déposés

