

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1959)
Heft: 2

Artikel: The march of spring
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-798535>

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

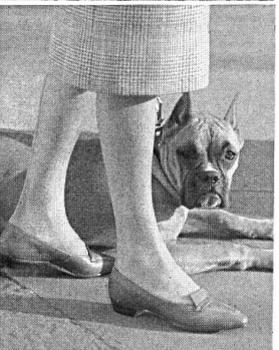
Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 01.04.2026

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

The march of Spring



The *Bally* Shoe Factory at Schönenwerd recently presented its new spring summer models. As it is impossible to comment here on the whole of this collection of footwear, we shall content ourselves with calling attention to several outstanding features.

This season's collection contains a number of surprises, which will soon be all the rage. Never before have shoes been so brightly coloured and so specifically designed to go with the fabrics. New effects, such as absinth on navy blue, and combination of the same or contrasting shades are particularly smart. The « O » line is marvellously suited to this year's silhouette. It gives a soft natural type of shoe, perfectly in keeping with couture's return to the natural silhouette. Its main characteristics are slender lines, the oval toe, great elegance and yet the comfort of a normal fit. We should like to call attention to a sensational technical innovation which considerably reduces the weight of the shoe and at the same time gives it a daintier look. This novelty is the Ponte fibreglass and plastic arch made all in one piece and replacing the usual design. Shoes fitted with this arch are lighter, steadier and keep their shape better. Heels, which vary between 1 ½" and 3 ¼", are even daintier and more slender, while at the same time strong, well balanced and perfectly in proportion with the general line. Smooth leathers predominate. The fashion favours the finest kids and aniline dyed hides. Pumps are all the rage; lovely springlike ornaments provide infinite variety. Straps, thongs, straps of asymmetric shape, large bows, laces plaited into the uppers, buckles and bows, fine lacings, all create new effects. The little walking shoes with 1 ½" heels, which are so practical, exist in a variety of shapes and styles. The famous « Miss » pumps for teenagers for dressy occasions are charmingly decorated.

For summer wear there will be light, woven pumps as well as court shoes in genuine St. Gall embroidery, in shantung dyed in all the latest fashionable shades, and lovely creations in amusingly printed fabrics, which will form a striking contrast to the plain coloured dresses.

Sandals, many of which leave the heel completely free, have 2 ½" to 2 ¾" heels, while most of the « Miss » models have heels averaging about 2 ¼".

In men's shoes, the fashion is evolving more slowly. The masculine version of the « O » line, slender, narrowing to the oval toe, presents a silhouette dipping in front. It recalls the Paris of Toulouse-Lautrec or the London of Oscar Wilde and the Gay Nineties. A second style is particularly suited to mocassins and Granados. It has a dashing air of elegance and distinction and an absolutely new shape. The decoration of men's shoes is also much less elaborate. The line of the classic modern shoe also dips towards the front with a marked instep.