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Autor: [s.n.]
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Autumn Fashions at Your Feet

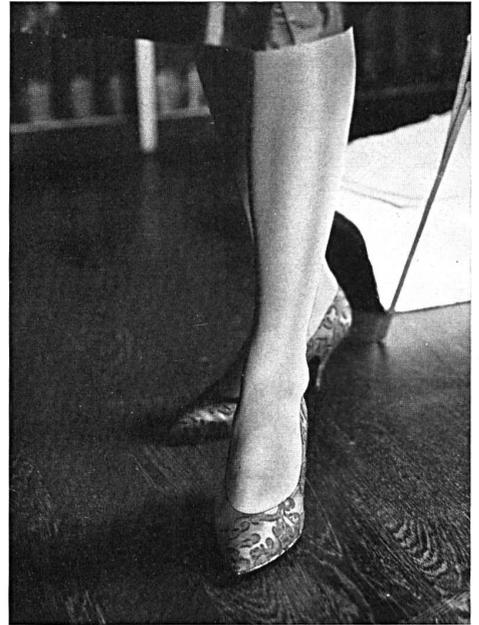
Suppleness, lightness, excellent taste and universally recognised comfort are some of the outstanding features of the new Bally shoes. Styles have become more flexible and freer in the new versions of the «O» line (4). Shoes remain slightly elongated, the vamps end in an oval, toes are shorter, while the general effect continues youthful and slender. Whether extreme or moderate, the «O» line and the pointed styles — which are still popular with the young — have evolved very successfully and make most graceful models.

The Ponte plastic instep (a Bally invention) is made all in one piece. Its advantages are unparalleled stability, increased comfort, no possibility of losing its shape, a freer look and reduced weight.

We do not intend to give a detailed description of this season's colours but would like just to mention the names of some new shades : Iris, Pompadour and Amethyst in the violets, Vulcan, Castor and Tanagra in the browns, Eucalyptus, Ivy and Laurel in the greens, etc. Let us also call attention to the continued popularity of aniline-dyed kids. Other features of this autumn's fashions : the ornaments inspired by modern jewellery (3), the leather sheathed straps and the attractive lacing and draped effects. Heels are $2\frac{1}{4}$, $2\frac{1}{2}$ or just over $2\frac{3}{4}$ in. high.

In the welt-sewn walking shoes, let us mention the new Snow-calf and Novo-calf hides. Another new feature of these smart walking shoes is the straight heel. Let us also briefly mention the delightful new after-ski boots, as fanciful and charming as ever, the pumps (1) and casuals for the young and the invaluable court shoes for evening wear.

In the men's models, the «Slim Look» is popular with the young : low lines, slender vamp and oval toe are the main features of this style. Another successful modern style is the «West Coast» (2), with its squarish lines and slightly rounded edges, particularly appropriate in the unlined casuals and the loafers with their air of unstudied elegance.



1

Finally, let us mention some new or old technical advantages : the «air cushion» inner sole, the «air-flex» sole, the new fine and light Bally-poker sole and the «Parawet» finish, which waterproofs the leather without obstructing the pores. Applied to uppers this treatment keeps the feet without stopping cutaneous respiration.

BALLY Registered Models.

2



3



4

