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## Following in the steps of spring

The return of spring brings us a new fashion, which no more repudiates the old than the young, newly blossomed branch can repudiate the tree that bears it! Consequently the new Bally collection for the spring is a prolongation of the autumnal trends, with a finer, more open look. Lightness of line is the main theme of the new collection; the cut, of rare perfection, remains free and neat. The pump is cut very low and so light that it often resembles a sandal. An outstanding feature is the lavish use of straps, both narrow and wide.

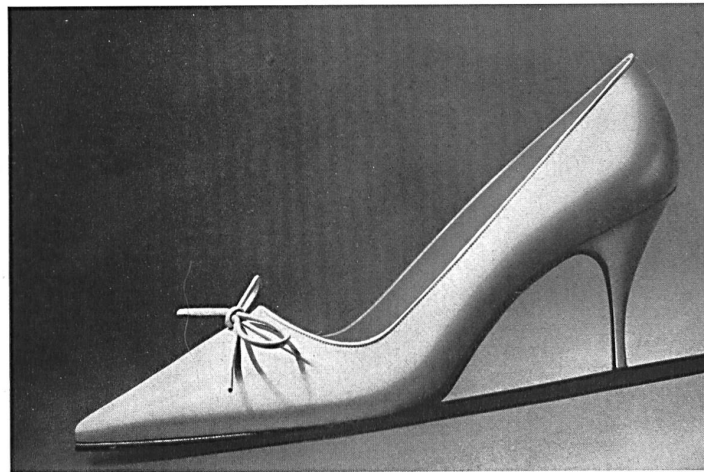
For the summer, there are a great many attractive classical pumps in transparent nylon net, embroidered with exquisite motifs, stitched or plain, or in braided leather. Airy, daintily cut, these small walking shoes offer firm support and great comfort.

The 1 ¼ to 2 ¾ in. heel remains fine and beautifully curved. Attention should however be called to the tendency to widen the heels of certain walking shoes. The palette of colours presents an unusual appearance: combinations of brown and black, black and beige, blue with green, red with black. In addition there are of course the fashionable light colours such as caramel, brown, whisky, polar beige, Atlantic blue, jade, a luminous green and a great deal of white in a subtle play of shades reminiscent of luxury silks, on fine, supple and light hides.

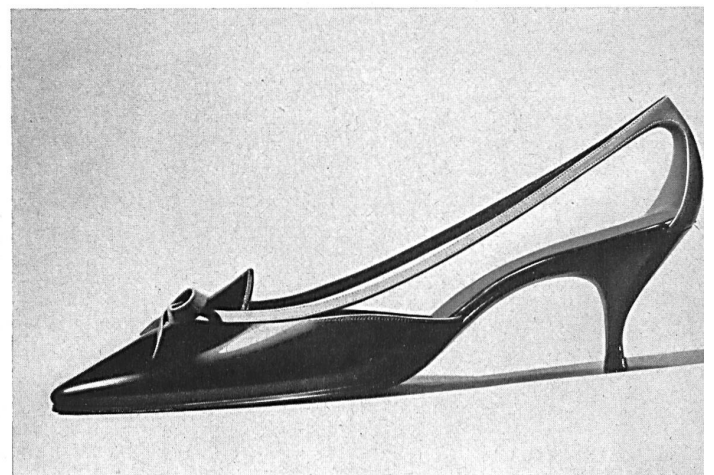
Let us also mention the perennial charm of the Country Life style walking shoe, which is both comfortable and practical, and a great Bally speciality.

Men's shoes feature a new streamlined look matching the flowing lines of this year's cars. Top favourite this season will undoubtedly be the youthful international style going by the name of Junior Executive Look. Loafers are being worn more and more for town. They have outstanding practical qualities and come in a wide choice of models. Fairly high and extremely neat, they go marvellously with cuffless trousers. The musketeer style, decorated with wide buckles, is also made in the new styles, with a plain and neatly profiled upper, round or square toes, sides slightly higher.

Finally let us call attention to the Chelsea boot, a range of very smart town boots designed especially for the nar-



Bally Madeleine - La nouvelle ligne fusée

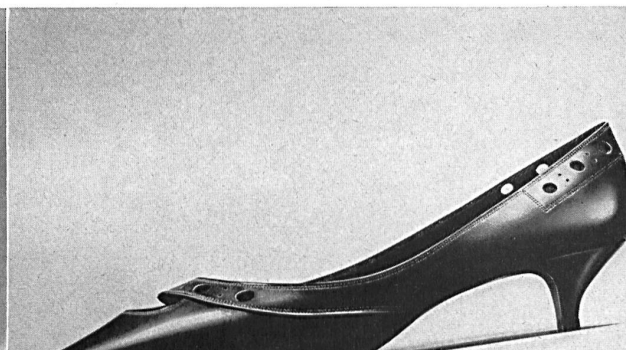
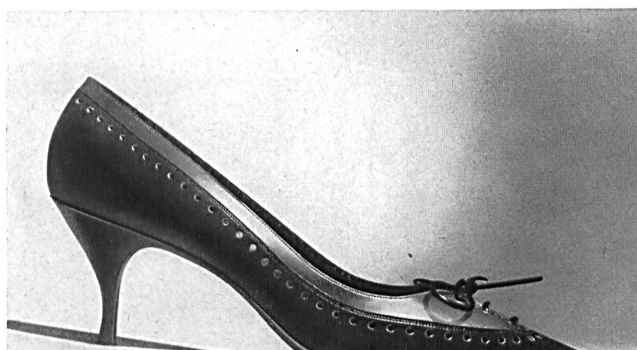


Bally Madeleine - Escarpin-sandale, style jeune mode

row line of modern trousers, and the braided shoes, synonymous with summer comfort. Looking very dressy in spite of their lightness, these exclusive models are remarkable for their originality and very masculine elegance.

Bally Boutique de Paris - Trotteur d'été; coupe basse, très déliée, la nouvelle silhouette

Bally International - Petit trotteur jeune, non doublé



Modèles  
BALLY  
déposés