

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1965)
Heft: 5

Artikel: Wool and bally in partnership
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-798378>

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: 14.09.2025

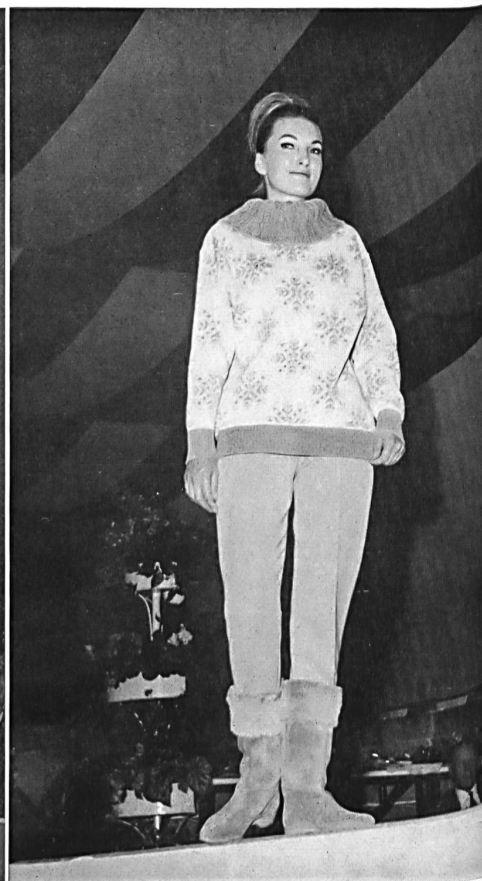
ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

Wool and Bally in Partnership



The presentation of two Australian merino sheep

Two features shared by the Swiss wool textile industry and the Bally footwear factory are that they both belong to the field of clothing and both maintain worldwide relations for their exports. These common interests encouraged them to give a very original and highly successful joint display last September in the magnificent gardens of the Bally Footwear Factory. Approximately 400 representatives of the press and various circles had been invited to Schönenwerd, where they were entertained, in a circus tent specially set up for the occasion, by different perfectly staged and produced «numbers». There was a very interesting series of lectures on technical subjects cleverly combined with documentary and fashion displays. Six merino sheep, flown in specially by Swissair (three from South Africa and three from Australia) and a number of Swiss sheep, paraded on the podium accompanied by mohair sheep, alpacas, llamas, sheep from Cashmere, moufflons and a camel kindly loaned by the Basle Zoo. To their amazement and great delight, the spectators were also treated to the shearing of two sheep by Swiss experts. A number of interesting details were revealed on this occasion such as, for example, that there are approximately 2000 different types of wool and that Switzerland's wool consumption is equivalent to 8 million fleeces. The fashion parade which followed showed wool in all its most varied aspects, from the garment for everyday wear to the evening dress in St-Gall wool

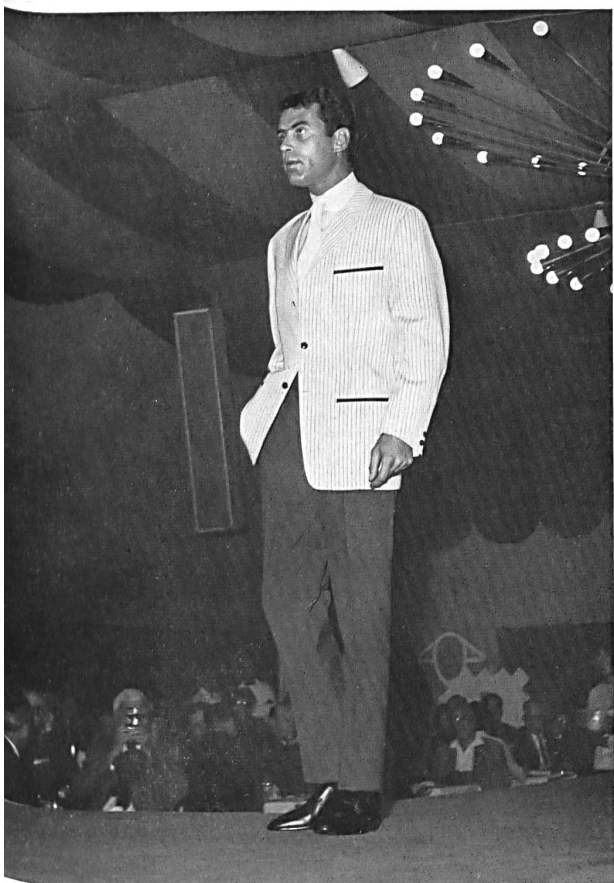


The mannequins, modeling sports and town wear in pure virgin wool, all wore appropriate shoes and boots of the famous Bally brand.



Modèles BALLY déposés

A partial view of the rich exposition of Bally shoes presented on this occasion in a woollen setting



embroidery, including sports outfits, knitwear, men's wear, etc. The most striking feature was undoubtedly the parade of uniforms, giving a colourful picture of the various uniforms used in Switzerland by train drivers and ticket collectors, stationmasters, postmen, postal car drivers, special delivery women, ship's captains, customs officials, soldiers and officers, members of the women's auxiliary services, Swissair hostesses and pilots; the most amusing part of this parade was that none of these uniforms were worn by professional mannequins but by actual representatives of the different professions. In this connection, let us mention that in 1964 Swiss cloth mills sold some 953,000 yards of uniform cloth, valued at 21.6 million Swiss francs (\$5 million) to the Confederation, the Federal Railways and the private railway companies, the Swiss Post Office, Swissair, the frontier guards, the police force and fire brigade, and various bands.

We must congratulate the organizers, Mr. A. Helbling, Head of Agor Co. Ltd. (Bally publicity) and Mr. E. Nef, Head of the Swiss Association of the Wool Textile Industry in Zurich, on the success of this highly entertaining and instructive fashion event.

From head to foot... immaculately but comfortably dressed.