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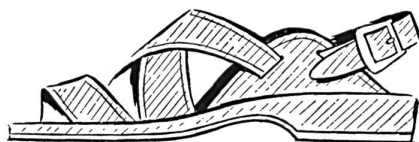
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News in Shoes



there is a very marked Italian and even oriental influence noticeable at the moment.

While Bally caters mainly for women and young people, the men are not forgotten. The men's shoes are in fact extremely well made, particular emphasis being laid on smartness and comfort.



The latest creations of Bally Footwear Manufacturers Co. Ltd., Schoenenwerd, have once again lived up to this firm's fine reputation for perfectly finished and eminently smart products.

The presentation of the new models for men, women and children (worn by mannequins) was accompanied by an exhibition which gave an idea not only of the diversity and wide range of the articles put on the market but also of the work carried out by Bally Co. Ltd. in the field of the scientific testing of materials and laboratory research.

Footwear plays an important part in clothing, and the manufacturer is required constantly to create new models suited to the new lines and trends. Inspiration must take into account the novelties and creations of fashion, and

