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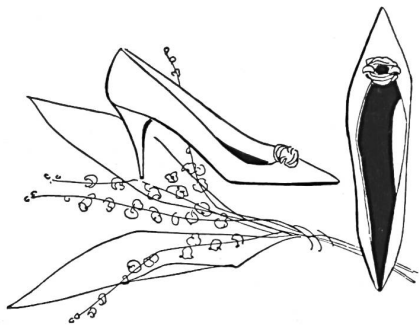
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New shoes for spring and summer 1960

Gay, comfortable styles, supple leathers and soft colours are the main features of Bally's new spring collection.

There is a new „Piccato” pigskin (fig. 4), dyed in softer and more natural tones than the usual orange-brown, as well as several fine calfs with an attractive variety of grains, while aniline-dyed kid remains the favourite for finer shoes (fig. 2). Note should also be made of the lavish use of fabrics (fig. 1) for fine summer shoes: linen, cotton, prints, nylon net, etc. One striking novelty is waterproof gabardine used like leather.

Lines are long and slender, ending in a pointed or oval toe. The ornaments — buckles, bows, etc. — are arranged with great originality on the uppers, which they tend to shorten. Heels are always high and tapering... Those of the Miss range (fig. 3) are even more slender than before.

Like the latest fashions, the whole collection has a sporting touch about it. Just as in Paris tweed is used for dressy occasions, Bally has made a series of models with high spiked heels in rather sporting leathers. But the woman who is looking for a really sporting line will be able to select a welted shoe whose incomparable comfort is matched by its really stable shape.



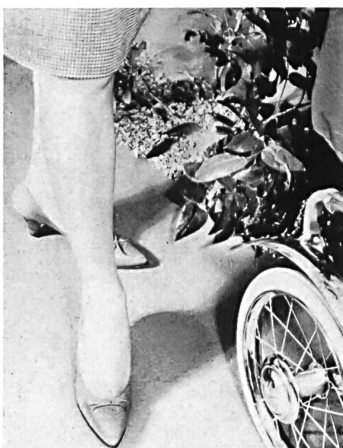
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During 1960, men will be wearing shoes that are as soft as gloves. The distinguishing feature of the smart town shoe is its very low line, its cut and the special handsewn effects that add to its fineness. The long, slender upper ends in an oval toe.

The difference between the classical and fancy models is even more marked. The sporting-style shoes generally feature great suppleness, remarkable flexibility, square lines with rounded corners, toes not reinforced, while the classical models have simple and even occasionally severe lines. From this range, let us mention the noble „Scribe” (fig. 5), a masterpiece of the shoemaker's art, also available in a feminine version.

Modèles BALLY déposés.

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