



KANADSKÉ LISTY

Second Class Mail-Reg. No. 3088

BOX 520, POSTAL STATION D, TORONTO 9, ONTARIO, CANADA M6P 3K1

No. 4., Vol. 22., 15. dubna-April 15th, 1988.



Canada's Fitweek is coordinated by Fitness Canada, Government of Canada; 12 provincial and territorial governments; and 20 national organizations.

Suzanne R. Green :

SONJA BATA

FAMOUS FOR FOOTWEAR

In the midst of World War II, a seventeen year old Swiss girl dreamed of being the world's greatest architect, so she studied the subject at the Swiss Federal Institute of Technology in her home town of Zurich. Less than three years later, however, her life was irrevocably altered — through marriage to a Czech shoe manufacturer.

"Given the situation in 1946, there was very little question that I would get into the shoe business," says Sonja Bata, member of the board of directors and the policy committee for Bata Industries Limited (the world's largest manufacturer and vendor of footwear), and wife of current chairman Thomas J. Bata.

The Bata family had been the cobblers of Zlin, Czechoslovakia for nearly 10 generations. At the turn of the century Mrs. Bata's father-in-law, Thomas Bata, Sr., transformed that family tradition into a shoe manufacturing business. "He always wanted a chimney," recalls Sonja. "That was the sign of a successful industry then." By the time the war started, he not only had the chimney, but branch operations in France, England and Holland.

With the Nazi invasion of Czechoslovakia, though, he lost the business. Mr. Bata had nothing left but his branch operations — all of which were damaged or destroyed during the war.

"A team of highly trained people from the original company decided to work with us to start the whole thing over in London, England," explains Sonja. "It was in bits and pieces, in a mess. Everybody was needed." Eventually, in the early sixties, the company headquarters was moved to

Toronto, Ontario in Canada.

With her architectural background, Sonja's eye for design and proportion came in handy for working with store design and product development. She and her husband decided upon a working arrangement — Sonja would work on special projects with autonomy. But as the corporation grew and branch operations expanded to more countries, she had to work more closely with her husband or face the prospect of never seeing him.

"I had to travel with him if we were ever to be together," she says, "so we struck upon an excellent concept. He would deal with the administrative and finance people, and I would meet with the marketing and advertising people."

As her involvement with the company increased, Sonja realized that she needed more technical expertise, so consequently set out to learn more about the shoe business. She took courses in shoe design and pattern-making, and also managed one of the retail stores to become more knowledgeable about the Bata shoe customer.



Sonja developed other interests as well, joining the National Design Council of Canada in 1964 (serving as chairman from 1973 - 75). She also became involved with Junior Achievement of Canada and the World Wildlife Fund, where she is on the executive committee under Director Prince Philip. Sonja is also a director for several organizations including Alcan Aluminum Ltd., the Urban Transportation Development Corp., Canada Trustco, the Canadian Council for Business and the Arts in Canada, York University and North York General Hospital.

In addition, Sonja travels nearly six months of the year, visiting many of the factories and the 6000 Bata retail stores in more than 90 countries. Aside from North America and most of Western Europe, those countries include Africa, points in South America, the Caribbean, Ireland, Indonesia and Japan.

Bata Industries is comprised of more than 100 companies including tanneries, engineering plants, product development studios, quality control laboratories, hosiery factories, shoe factories, retail stores and more than 50,000 independent retailers. More than 75,000 people, who produce and sell approximately 300 million pairs of shoes each year, are employed by the company.

Undaunted by these many statistics, Sonja Bata is enthusiastic about the progress and future of Bata Industries, as she is about most activities which are a part of her life. This enthusiasm extends to her dream of a specialized museum dedicated to the history of Western footwear and the development of shoe production, as well as housing important ethnological collections of shoes.

This idea grew from her interest in shoe collecting which developed soon after her marriage. "I collected European guild material, and it was a natural transition to shoes," explains Sonja. "I would find shoes in the shape of snuff-boxes or delft shoes, shoes with fascinating uses of decoration or fabric."

A chance meeting with an anthropologist resulted in the idea of the museum, and this field scientist

Continued on p. 2.

Sedmý březen „88” v Lánech

V pondělí 7. března 1988 americký velvyslanec v Československu Julian M. Niemczyk a další zástupci amerického velvyslanectví v Praze navštívili hrobku prvního prezidenta Československé republiky, Tomáše G. Masaryka na hřbitově v Lánech u příležitosti komemorace 138. výročí jeho narození.

Z jeho projevu vyjímáme:

"Today, we gather to commemorate the birth of Tomáš Garrigue Masaryk. In many ways he personified the bond between our two peoples. It is therefore my great privilege to be here today as a representative of the United States and the American people.

In 1878 Tomáš Masaryk first saw America and married Charlotte Garrigue, one of its citizens. Upon his return to Europe, he continued his brilliant academic career and quickly established himself as a man of unquestionable integrity and intellectual honesty. His willingness to stand up for truth, even when it was not popular, set him apart....

Later, at a time in life when most people look forward to retirement, Tomáš Masaryk embarked on a new career. He again travelled to America where he tirelessly worked to lay groundwork for the day, when Czechoslovakia would take its rightful place among nations.

On behalf of the American people, who cherish the ideals and memory of Tomáš Garrigue Masaryk, I place this wreath..."

Perestroika will be failure

Mikhail Gorbachev, in his book, *Perestroika*, vows to gain the No. 1 position for the Soviet Union. He is undoubtedly right that in the atomic age some sort of global authority is in the cards for the survival of humanity. The stakes are high. Both communism and capitalism are scurrying to lead the way.

As a child of Czech patriots, I grew up in fear of the Austrian police. I witnessed displaced Polish and Jewish refugees trying to escape from the eastern front and grey-clad Austrian soldiers of hodgepodge languages marching reluctantly to it. Fighting and World War I blockade were responsible for food shortages and scarcity of everything else.

Then, Professor T.G. Masaryk, whose wife was a native-born American, returned to Prague from the United States and under his guidance, a democratic republic of western type was established and things returned to normal peace conditions. But in the Soviet Union, 70 years after the revolution, the common people still live in a war atmosphere I experienced only in my childhood.

In the rest of the world English has become the medium of communication, leaving the Russian language far behind.

That will be the fate of Gorbachev's *perestroika* (reconstruction).

Karel Buzek
South Palm Beach

Kanadské Listy

INDEPENDENT MONTHLY
IN CZECH AND ENGLISH LANGUAGES.

Publisher and Editor: Mirko Janeček.
Editor of English Section:
Monica Janeček.

Články, objednávky inserátů, opravy
adres a předplatné lze poslat na:
"KANADSKÉ LISTY", Box 520,
Station "D", Toronto, Ont. M6P 3K1.

Pokud jsou články podepsané, nemusí
se redaktor ztotožňovat s jejich
obsahem.

Předplatné na 1 rok:

Kanada a USA ... \$ 15:00
Zámorí lodí ... \$ 17:00
Zámorí letecky ... \$ 20:00

O NÁS

*Jsou dvě školy
hodnocení lidí
/pravděpodobně je
jich daleko víc, ale já se omezím jen
na dvě/: jedna škola zděrazňuje úspěch
na úkor lidských kvalit a ta druhá na-
opak. Patřím, i když často jen margi-
nálně, k té druhé. Ale to nijak nezmenšuje moji radost z krásného
obrazu, elegantní básně, kouzelného románu, strhujícího hereckého
či pěveckého výkonu, nového vynálezu, obchodního úspěchu, či pocti-
vě udělaných bot. A udělají-li něco pěkného naši lidé, je moje ra-
dost ještě o trochu větší. -- Myslím, že to byl Masarykův životopi-
sec, který se vyjádřil, že největší jsou ti, o kterých nikdo nic ne-
ví. Pravděpodobně to nemyslel doslova. V každém případě jsem měl
radost z řady zpráv, které jsem zahlédl v torontském tisku během ně-
kolika posledních měsíců. Posuďte sami:*

Kanadská národní baletní společnost uvedla v Torontu nové dílo Jiří-
ho Kyliána "The Desolate Land" a torontský tisk přinesl nadšené
kritiky. Román Milana Kundery, který byl kritikou přijat neobyčejně
pochvalně, byl zfilmován a začátkem února byl uveden v torontských
kinech. Film je populární a kritika byla zase znamenitá. Pak toront-
ským tiskem proběhla zpráva, že Lord Robert Mammell / syn českého
židovského zemědělského dělníka, který nečekal na Hitlerův koncen-
trák, odešel včas do Anglie a sloužil se ctí v anglickém uniformě/,
jeden z nejbohatších anglických tiskových baronů, který se považuje
za přesvědčeného socialistu, investuje už neví kolik milionů v tí-
skovém koncernu v Montrealu.

Torontský "Star" na první stránce cestovní sekce uveřejnil půlstrán-
kové panorama Hradčan a známý výrok Goetheho o Praze, jako o "vác-
ném klenctu". Petr Šťastný byl znovu zařazen mezi nejlepší hokeji-
sty na tomto kontinentě a zahlédl jsem titulky se jménem Miroslava
Fryšera a zmínku o úspěšných bratřích Jhnačkových, Antonu Šťastném,
Petru Klímovi, Svobodovi, Pivonkovi a Musilovi.

Na zimní Olympiádě Ploč získal stříbrnou a Dluhoš bronzovou medai-
ly. A ozvěna minulosti: členové rakouské vlády, Frau Havlicek, Herr
Blecha a Herr Lacina, se vyslovili pro resignaci
podivného rakouského presidenta Waldheima.

Jistě mi utekla celá řada jiných zpráv a v jiném
časovém úseku bych našel o nás záznamy ne právě
lichotivé. Ale za dobu, o které píš, jsem o nás
četl jen hezké věci. Josef Čermák.



Toronto, 1952-53: dp. A. Bernáček se svými ovečkami na Wellington St. W. Vzpomínáte na jména: Ad-
laf, Paulínek, Honig, Then, Kynkal, Meissner, Lekeš
a Misłowski? Kdo pozná tyto tváře a kde jsou
dnes? /Rev. Bernáček působí v jižní Francii./

SONJA BATA

Continued from p. 1.

became the curator of the shoe collec-
tion. Sonja formed the Bata Shoe
Museum Foundation in 1979, and
began collecting in earnest. While the
perfect building site in Toronto has yet
to be found, the 6000 pair collection
stands patiently waiting in a carefully
controlled vault, where the tempera-
ture is kept at exactly 20 degrees C
(68 degrees F.) and the humidity level
at 45 per cent. There are ultraviolet
filters on the lighting, and rubber shoes
are kept in plastic bags to prevent the
fumes from damaging the silk shoes.

A quick visit to the storage facility
(watched over by a glass-encased
statue of St. Crispin, patron saint of
shoemakers) begins with the oldest
pair — Egyptian sandals from 2500
B.C. Sonja proudly calls the collection
of beaded moccasins and boots from
various North American Indian tribes
"one of the most important collections
of its kind in the world."

Then there is the "celebrity collec-
tion" — certain to be a favorite exhibit.
Karen Kain and Veronica Tennant's
ballet slippers are on a shelf just above

the ceremonial shoes of several popes.
Those are near John McEnroe's ten-
nis shoes and Robert Redford's off-the-
set cowboy boots from the filming of
"Out of Africa". The collection even
contains footwear from the first Cana-
dian to climb Mount Everest. Many
are signed on the soles by their former
owners.

But simply gathering and displaying
old and famous shoes isn't Sonja's
only objective. She would also like her
museum to focus on a visual depiction
of the history of footwear develop-
ment, and the shoe production process
in both an historical and contemporary
context.

While the museum project has her
looking to the past in footwear history,
she is also mindful of the age of tech-
nology, and the uses Bata has made
of this age. Bata was the first to use
CAD-CAM (computer aided design,
computer aided manufacturing) tech-
nology in the layout of patterns and
design of volume shoes. They have de-
veloped models in this field which are
now being sold to other shoe com-
panies.

Sonja isn't entirely sold on the com-
puter's ability to reproduce the human
mind's capacity for creativity though.
"It is a little bit more difficult to get our
older Italian designers to accept that
shoe design could be done on a
screen. They are sculptors ... they
pick up a last and create from it."

"You hear computerized music, see
computerized art, but I think this
technology can restrict the freedom of
man's thinking." She admits, though,
that the technological advances are ex-
cellent achievements for the industry
and is proud of Bata's leadership in this
area.

From pre-war Czechoslovakia to the
hi-tech 1980s in North America, Bata
Industries has grown from one man's
dream to an international corporation
with a unique commercial and indus-
trial influence in many countries.

"Our greatest pride is that we are
considered a national company in
many places," says Sonja. "We have
visited with people in many countries
who were shocked to learn that our
headquarters is in Canada, when they
assumed it was in their country."

She reflects on the past as being part
of the reason for feeling pride at that
thought. "Maybe it is because the old
seat (in Czechoslovakia) was destroyed
that we take pride in having such a de-
centralized organizational structure."

CANADIAN

JEDNOU VĚTOU V Ottawě bude
ve dnech 13.
až 15.5. tr 40. Kongres Čs.
sdružení, nazvaný "Náš od-
kaz". Místo: Chimo Hotel, 1199

J. Cyr St. Sobotní an-
glická panelová disku-
se za vedení dr. J. Čer-
máka se bude zabývat
osmičkami v naší hi-
storii. /Další členové
panelu: dr. Jar. Bouček,
J. Škvorecký a prof. H.
Gordon Skilling. -- Za
paní Olgou Wágnerovou
přijel do St. Cathari-
nes, Ont. její ruský
snoubenec Vladimír Kar-
pov, kterého poznala v
Moskvě v r. 1957. -- V
knize fed. ministerstva
energie, dolů a zdrojů
/360 stran/ je zdůraz-
něna mimořádná zásluha
ved. účetního Oty Hory. --
V Ottawě se dodnes
mluví o přednášce dr.
J. Boučka o tom, proč A-
meričané neosvobodili
Prahu v r. 1945, kterou
měl v SVU v únoru. --
Budeme vděční za jakou-
koliv informaci o Jin-
drovi Zoderovi. /Pro pu-
blikaci red. Pejškara. /
-- Dr. Petr Macák předná-
šel o astronomii. -- Na
dotaz sdělujeme, že inž.
Z. Bečka zemřel v Missi-
ssauga na podzim r. 86. --
Revue "Maclean's" při-
nesla nedávno pěkný
článek o krajanovi I.
Petrákově, více-pres.
spol. CP Hotels Ltd.
v Banffu, Alta. --

Pražské uzenářství

638 Queen St. West,
TORONTO, ONT. M6J 1E4

Tel.: 364-1787



CZECHOSLOVAK (TORONTO)
CREDIT UNION LIMITED

KAMPELIČKA

740 Spadina Avenue, Toronto, Ontario M5S 2J2 (roh Spadina a
Bloor). Tel.: (416) 925-0557

24 HODINOVÁ INFORMAČNÍ SLUŽBA



American Express
Travellers šeky
BEZ POPLATKŮ!

- Dlouhodobé vklady
- Denní úrokové vklady
- Speciální vklady
- RRSP

Platíme úrok na šeková konta.

- Hypotéky
- Osobní půjčky
- Speciální půjčky na nová auta
- Line of credit
- Šeková konia bez poplatků za šeky

Přijďte, pítte nebo volejte pro podrobnější informace.

Otevřeno:

Pondělí, úterek, pátek: 10-7, úterý a středa 10-5, sobota 10-2.