

‘Echo Chełmka’ - the first Polish shoe factory worker’s newspaper

The first issue of the newspaper saw the light of day on the 14th of May 1934. Released by Polska Spółka Obuwia Bata, the plant newspaper was a pioneering step. The written pieces of writing were not only informing about the shoe industry. They also provided didactic value and informed about local and world news.

The statement closing every issue, was the summary of the production results and successes in sport. Currently, the self governing face of ‘Echo’, continues the tradition which goes back to the 1930s while keeping its historical consistency. There have been many changes in graphic design, publishing technology and covered topics, but many things have not changed - a mission to inform and integrate the local community, not to forget the characteristic ‘Bata’ vignette written with the font projected by Jan Kobzář. Creator of a worldwide known ‘Bata’ logo.

A discovery of vignette’s graphical origin made in 2020 gives us additional satisfaction. By preserving the local legacy and shoemaking traditions we continue to keep the memory of the well-known Czech graphic designer alive.

The digitized collection of archived newspaper issues is presented and available on our site, new and archival editions are being constantly added to the newspaper archive collection. It has been possible, and still is, thanks to the efforts of the organizers of the cultural activities team, journalists, the interns and the volunteers of Miejski Ośrodek Kultury Sportu i Rekreacji. The cultural facility continues the noble mission of redacting, issuing and distributing since the year 2000. The direction of the southern shoe manufacturing plants ‘Chełmek’ S.A. has given the permission to use the press title in a new formula, the Voivodeship Court in Kraków registered a monthly magazine in 2003 as ‘Echo Chełmka’ - the Municipal Informer. We invite you to read the current and archived issues. We hope you will help us enlarge the collection with missing

editions and annals. We assure you that scanned and digitized editions are going to return to your family collections.

Archival editions of 'Echo Chełmka':

<http://moksir.chelmek.pl/o-nas/echo-chelmka>