

The interwar period in the history of Bata's enterprise still provides with a number of subjects for more thorough historiographic research. Even at the end of his shift, the worker was made to operate in the environment which made part of the company's property. In the heyday of Baťa's company, the „average“ worker was housed in a facility in corporate ownership, shopped in the shops which made part of the company's property, enjoyed his spare time in the establishments which belonged to the firm, even the holidays were often projected bearing the working collective in mind. As a result, „Baťa's man“ came into being as a perfect product of this conditions, possessing exemplary work ethic and social skills. Tomáš Baťa along with his brother Jan Antonín were not only admirable entrepreneurs but also competent social engineers that governed the life of the urban inhabitants.