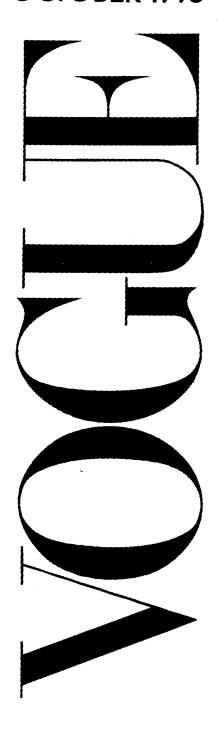
OCTOBER 1995





The classic ballet pointe shoe, unchanged since the 1830s, has finally evolved. The new Gaynor Minden shoe incorporates athletic-shoe technology into its design. Dancers need no longer balance painfully on burlap, newspaper, and glue. The Gaynor Minden shoe cushions the foot with shockabsorbing foam and supports the arch with a strong polymer shank. Dancers used to hammer their old stiff shanks to make them fit better. Now they only have to heat the shank and toe box with a blowdryer and shape them to the foot. Gaynor Minden already counts principal dancers of the Kirov and Joffrey Ballets among its customers. A model for dancers with a wide forefoot and narrow heel will be available soon. For information, call (800) 637-9240. \square