

Shoes/Footwear/Orthotics



Bradford (1896)

**“The modern shoe”
Causes Musculoskeletal Disease**

Solution: Make a better shoe!

Research

1896-1911

- JBJS archives – over 1600 studies
- 1ST (5) gait studies to 1911
- Problem: Improper footwear
- Solution: Make a better shoe

Last 100 Years

- Heel-toe walking (HTW) described as “normal” gait
- Promote HTW
- Facilitate walking with a plantigrade foot
 - Use modern technology in shoe design and construction
 - Promote orthotic use

Kids & Shoes

A normal young child is always active in its waking hours and should never wear shoes cramping the feet, which should be as free as those of an Indian tracking game.


Shoe Deformities. BY E. H. BRADFORD, M.D., Boston, 1902.

Shoe Technology

Modern Athletic Shoe (MAS)

June 73

NIKE CORTEZ - *a dream becomes reality*



NEW Features for the 70's:
 "Anti-wear plus" at heel for miles of extra wear.
 Choice of 3 styles of uppers for optimal comfort and styling: buffed leather, nylon or suede.
 4-way stretch inner-soles for added comfort and blister protection.
 Extra-wide toe available for the runner with problem feet.

THE CORTEZ STORY:
 Originally designed in the mid-sixties by Bill Bowerman, the 1972 U.S. Olympic Coach, the "Cortez" was conceived as the supreme training shoe for the long distance runner. The Cortez combined a thick long-wearing outer sole with a full-length sponge mid-sole cushion to absorb road shock and reduce leg fatigue, simultaneously elevating the heel to reduce Achilles tendon strain. The Cortez was a new concept in distance training shoes. With the experience of the 60's as a base, Bill Bowerman and NIKE have evolved the Cortez into a line to meet the varying needs of all runners.

Available from:
The Athletic Dept.

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855 Olive Street Eugene, Oregon 97401 (503) 342-9210	26 Summer Street Natick, Massachusetts 01760 (617) 656-6078	13101 "A" Harbor Blvd. Garden Grove, Ca 92704 (714) 636-3291
1207 Jericho Turnpike New Hyde Park, L.I. New York 11040 (516) 488-1877	2114 Addison Street Berkeley, California 94704 (415) 842-7767	16113 Washington Blvd. Culver City, California 90230 (213) 836-4848
		3822 North Rosemead Blvd. Rosemead, Ca. 91770 (213) 673-8880

- Modern athletic shoe (MAS)
- Advanced technology
 - Materials
 - Lightweight, compressible materials
 - Manufacturing
 - Injection molding
- Evolutionary trade-off
 - Increased species survival
 - Decreased individual post-reproductive fitness
 - Musculoskeletal mismatch diseases



MINIMALIST SHOES

- Uses a Dynamic foot
- Painful to heel strike
- Facilitates DW/HBW
- Transition period
- Reduced MSK injury if walking and running gait changes



MINIMALIST SHOES
