

May 21, 1940.

Mr. Jim McFarland,
McFarland Drug Store #1,
Topola, Kansas.

Dear Mr. McFarland:

My son, Bob, just told me last night about your having trouble with your arches. He said that he had talked to you regarding the apparatus that I use here for my arches.

Let me explain. Last summer when I taught basketball at Georgia Tech at Atlanta, Georgia, I met a man named Frederick W. Lang, who had come up from Forsyth, Georgia, to discuss this machine with me. He came over to the Ansley Hotel and said he wanted a few minutes of my time to demonstrate this arch normalizer. I used the excuse that I was very busy. I am always harassed by so many salesmen that I attempted to elude him. He asked me then just to give him five minutes. I told him I would. He asked me to take off my shoes and socks and roll my feet over this glorified rolling pin on a ratchet. I spent less than five minutes on it and got off and told him that I wanted one.

I use mine morning and night and I have found nothing that gives me as much pleasure and benefit as this Lang Arch Normalizer. Dean Swarthout, of the School of Fine Arts, and Dean Stouffer, of the Graduate School, have both procured one at my suggestion and they are delighted with it.

I am writing Mr. Lang today asking that he send one to you on his usual thirty-day trial at no charge whatsoever. If it is unsatisfactory, if you will return the same in thirty days he will pay the postage. Therefore, I trust that you will accept this, and if it is not entirely satisfactory, mail it back to him at his expense.