

October 14, 1940

Mr. Frederick W. Lang
333 East 68th Street
New York City

Dear Mr. Lang:

I acknowledge receipt of your favor of the 11th instant.

In regard to McFarland, you handle the situation just any way you want, and whatever you think is fair will be agreeable to me.

I imagine business conditions over the country are bad, due to the high taxes. As we think of England and some of those other countries, it looks as if the war situation will eat us all up, but I do not know anything else we can do under the conditions. I would rather have our own taxes eat us up than have the Heinies over there do it.

Congratulations on your ability to get your normalizer in the Pennsylvania Railroad, General Foods and the Union Carbide Corporation. If you can crash the subway also it would be an additional feather in your cap. I can appreciate how reticent administrators are in spending money now with so much going out and so little coming in.

If I were you I would write Elwyn Dees, and tell him what Kelly of Texas had to say and also tell him about West Point. Dees told me that he was waiting to get his medical room all fixed up before he ordered one, but I told him I would not wait for that because it is such a small device that he could fit it in anywhere. I believe if you will write him you will get an order. I would suggest that you send him a normalizer on a thirty-day trial, and tell him you want him to try it out, and if it does not prove satisfactory he may send it back. In this way he could take no offense and it would cost you nothing.

Yes, I did notice your ad on page 15 of the Southern Coach and Athlete. Doubtless the good that you will get out of this will be that the coaches will see in what schools your normalizer is being used. Probably it will take a follow-up by someone to call their attention to the fact that the normalizer is helpful. This may be the first line of defense to break through, by using these names, and the people may be interested in them but not interested enough to buy a normalizer. Maybe if someone else mentions it, they will say, "Why yes, I remember seeing where it was used--" and so forth. So I am hoping that you have some luck with your ad.

Personally, I believe that I could sell a lot of these, but naturally I do not have the time.