

June 28, 1940.

Mr. F. W. Lang,
Forsyth, Georgia.

Dear Mr. Lang:

I am very happy to write to Adolph Rupp, of Kentucky,
and am enclosing a copy of my letter to him.

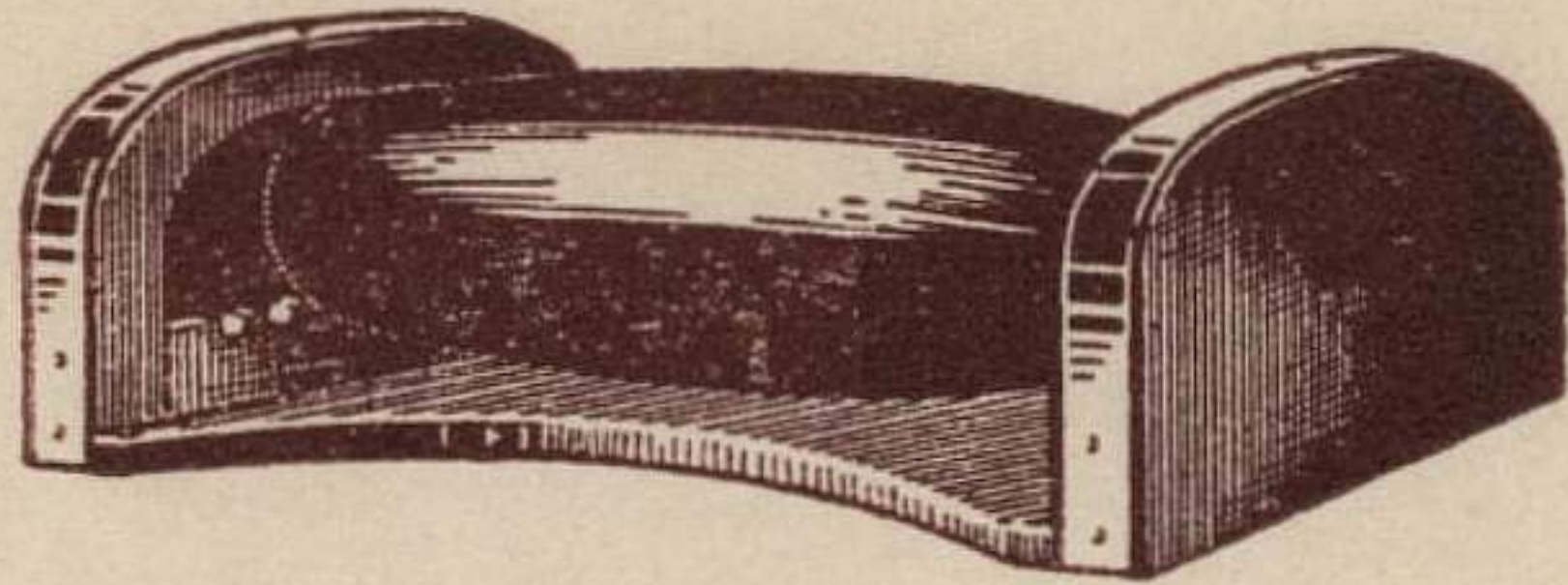
I have also written to Mr. McFarland, of Topela, and
I thought you would be interested in my letter to him.

With best wishes, I am

Sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

Roll Away



Your Foot Troubles

LANG FOOT & ARCH NORMALIZER CO.

FORSYTH, GEORGIA

June 25, 1940

Dear Dr. Allen:

I just read a magazine article written by Adolph Rupp, Basketball Coach of the University of Kentucky. Among other things this article stated that he was coached by you when he played at Kansas.

I have just written to him. Do you think that it would help if you dropped him a line stating among other things that I wrote you that I was sending him one of my circulars and requested you to write him telling him of your experience.

You best whethere or not it would do any good with this particular individual.

Kindest regards.

Sincerely yours,

Frederick W. Lang
Frederick W. Lang

June 28, 1940.

Mr. Adolph Rupp,
Basketball Coach,
University of Kentucky,
Louisville, Kentucky.

Dear Adolph:

I notice in the July issue of the Southern Coach and Athlete that you are to teach at the Georgia Coaching Clinic this summer. Last August I conducted a basketball clinic at Georgia Tech for the Georgia Coaches Association, and while there I met Mr. F. W. Lang, of Forsyth, Georgia, the inventor of the Lang Foot and Arch Normalizer.

Mr. Lang came to my hotel one day and asked that I try out his device. My arches had been bothering me, but I had so many things to do and so many interruptions that I was rather niggardly about the time I consented to give to Mr. Lang. All he asked me to do was take off my shoes and step on his normalizer, and after five minutes of it I said, "Send me one".

This normalizer is the most ingenious little rolling pin device built on a ratchet that I have ever seen. The weight of your body irons the bones of the feet and arches back into their normal place and gives you immediate foot relief. The basketball player depends on his feet more than any other athlete because he takes such a severe pounding on the floor.

So impressed was I with this normalizer that I ordered two for our Physical Education Department (one for the men and one for the women), and we also use them in the training room. One day last fall one of the football players came into the training room complaining of his feet, and Dean Nesmith, our trainer, told him while he was waiting to step over and try the arch normalizer. In a few minutes he came back and said, "There is nothing wrong with my feet". I use it constantly with my basketball players.

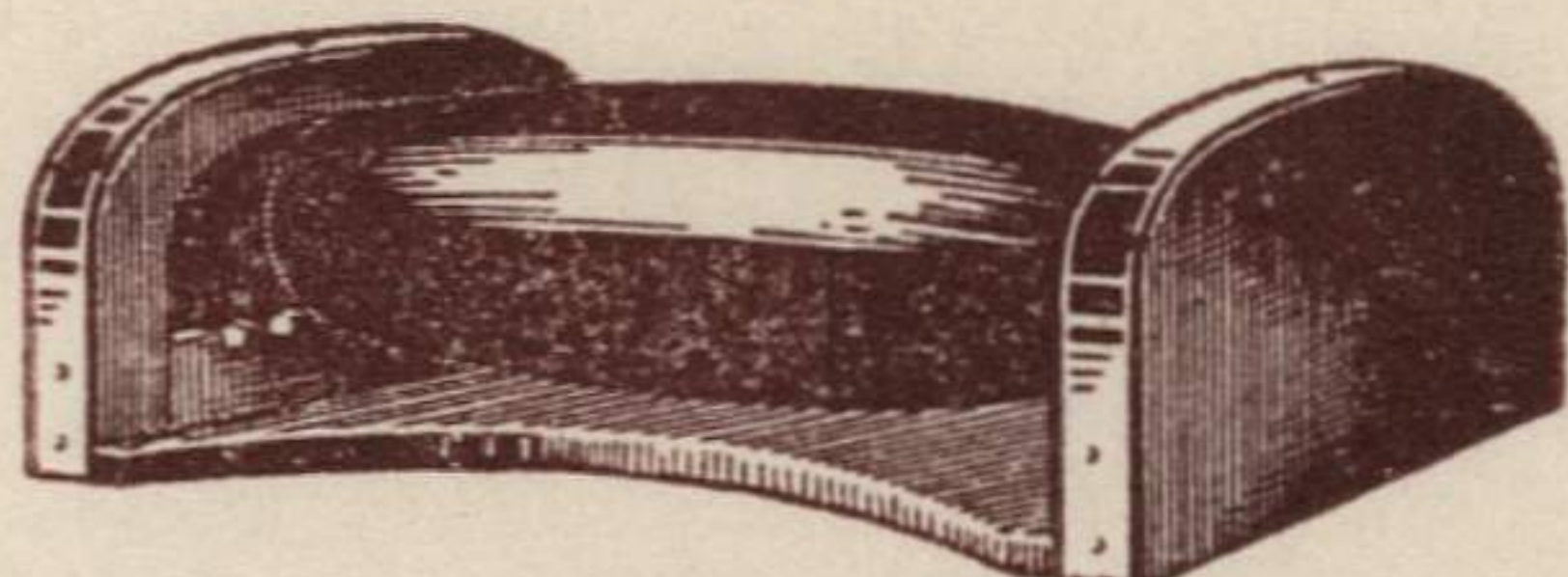
I thought you might possibly see Mr. Lang, and I wanted you to know about his normalizer. Personally, I would not take anything for mine if I knew I could not get another one. I advise it for golfers who often complain of pains in their knees. I think it is a great little machine, and I wanted you to know about it.

With best wishes, I am

Sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

Roll Away



Your Foot Troubles

LANG FOOT & ARCH NORMALIZER CO.

FORSYTH, GEORGIA

June 29, 1940

Dear Dr. Allen:

Yours and enclosed letter of McFarland received. Many thanks for same. I am delighted that he has received so much benefit thru its use. I mailed him a bill so suppose that I will hear from him soon. If he should handle them thru his stores I will have to figure with you on a percentage. He might even go one step further and get his parent company the United Drug Co. to handle it for their chain. That would amount to something.

I sent all the data and a sample machine to your friend A.A. Schabinger of the Basketball Educational Bureau and suppose that in the fall we might get some results from him, as basketball is dead in the summer.

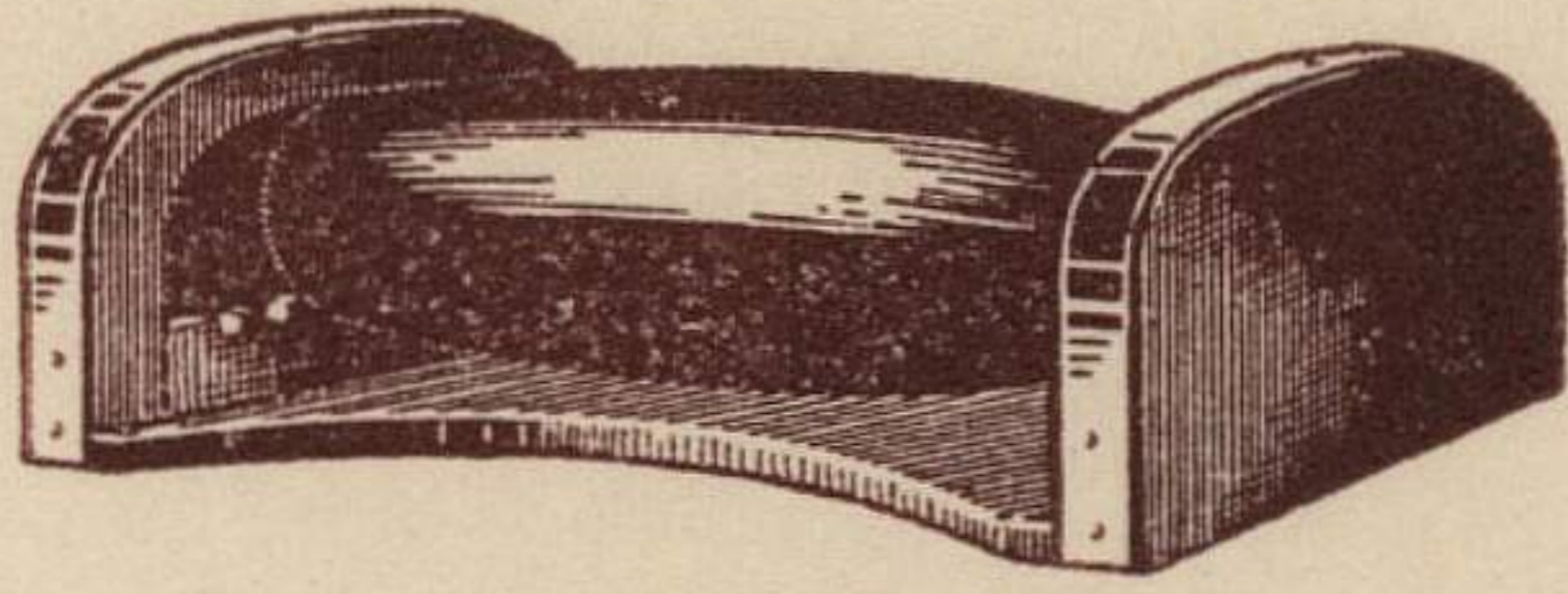
Do you know of any way that we could get this in the U.S. Army under the physical athletic end. It cannot go in under the Physical Therapy Department of the Department of Medicine for the reason that it is not approved by the American Medical Assn. I tried to get it approved and could not.

Kindest regards.

Sincerely yours,

Frederick W. Lang

Roll Away



Your Foot Troubles

LANG FOOT & ARCH NORMALIZER CO.

FORSYTH, GEORGIA

July 1, 1940

Dear Dr. Allen:

Enclose a check for McFarlands Com. minus \$2.35 for Darling.

I wrote McFarland to see if he would write me regarding any benefit that he received thru its use also to see if he would handle the sale. I quoted him forty off in dozen lots. If he takes me up you and I will work out our end of it on that basis.

I hope that you wont forget to write to Cox of Harvard and Smith Trainer of Ohio State. We want to get the money ^{from} those machines.

Kindest regards.

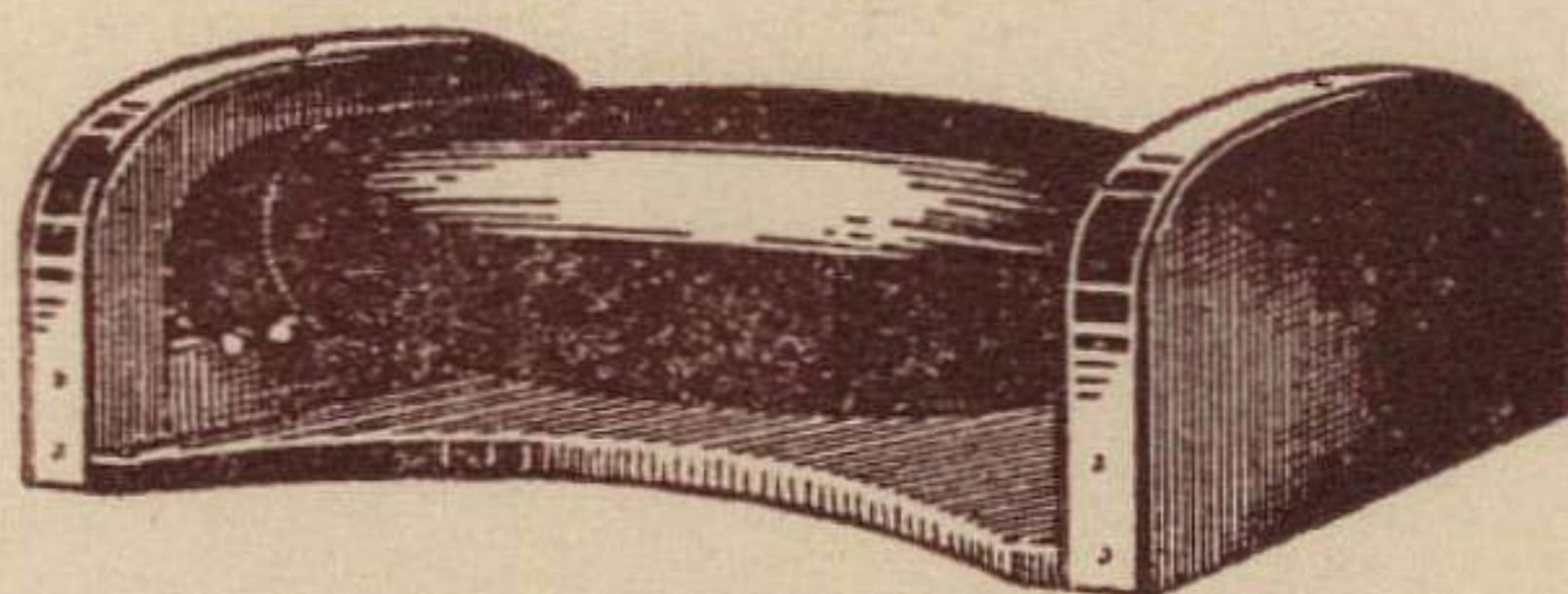
Sincerely yours,

A handwritten signature in blue ink that reads "F. W. Lang". The signature is written in a cursive, slightly stylized font.

Frederick W. Lang

Have you any idea how we could get this thing into the Army from the exercise end. It cannot get in thru the medical department as the American Medical Assn. will not pass it therefore their Surgeon General will not pass it but from a standpoint of exercise it should not have to be passed upon by a Doctor. If this could be worked it would be worth some money. I can and have sold them to individual Army Surgeons for their family use but not for army use.

Roll Away



Your Foot Troubles

LANG FOOT & ARCH NORMALIZER CO.

FORSYTH, GEORGIA

July 10, 1940

Dear Dr. Allen:

I just received a confirmation of the sale made to Ohio State so the bill will or should be paid very shortly. Your contact with Tucker Smith must have done the work. Now how about the one sent to your friend Cox of Harvard.

I have sent 6 Normalizers to McFarland Drug Co upon consignment and if and when sold I will take this up with you.

War and or conscription should make little difficulty for me to make deliveries as the man who makes my machines is about sixty years of age and has one disabled ankle so would not be called for military duty.

The 1939 Year Book of Physical Therapy, edited by Richard Kovacs, M.D., on page 360, contains a digest of an article upon the efficacy of using foot rollers such as mine, by a German Physician, Dr. E. Payr of Leipzig. The Editors footnote was follows. "Simple foot rollers as described have been constructed in the United States, but their use in suitable cases is not as frequent as it should be

Kovacs, the Editor has had one of my machines for the past three years. He is Secretary of the American Council of Physical Therapy of the American Medical Assn. I have asked this Assn for a rehearing to try to get their approval of my device. They turned it down once when it first came out.

Business is mighty slow now. Kindest regards.

Sincerely yours,

JW Lang

July 13, 1940.

Mr. F. W. Lang,
Forsyth, Georgia.

Dear Mr. Lang:

Yesterday I played golf with Mr. Van K. Bruner,
manager of the Lawrence Steam Laundry. His feet were
bothering him and I recommended your arch normalizer to
him. He asked that you send him one on your regular 30
day trial inspection.

I am very sure that Mr. Bruner will find great
benefit from it, as have our other golfers and contemporaries
to whom we have asked you to send this excellent device.

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH

July 20, 1940

Mr. Frederick W. Lang
Lang Foot & Arch Normalizer Co.
Forsyth, Georgia

Dear Mr. Lang:

I saw Van K. Bruner on the golf course yesterday afternoon and he said that he had received the normalizer and appeared to be happy. I just shouted at him from a distance but I am quite sure that he will be pleased with it.

I was playing golf with Mr. Irving Hill, President of the Lawrence National Bank, and was telling him about it. But I did not get to the point where I offered to send him one because I did not want him to feel that I was trying to force anything on him. He has some knee trouble, especially if he carries his golf bag and that is why he uses a caddy. He really likes the exercise but his knee bothers him and I told him about the normalizer. In another week I believe he will want one because I believe in them very definitely for conditions such as his.

Thank you very much for the check from the University of Oklahoma. You remember I wrote Tom Stidhan quite some time ago about it. Oklahoma is always a little slow but they are sure. I am glad that Ohio State is coming through. I will write to Jimmy Cox at Harvard and see if he will not send you a check.

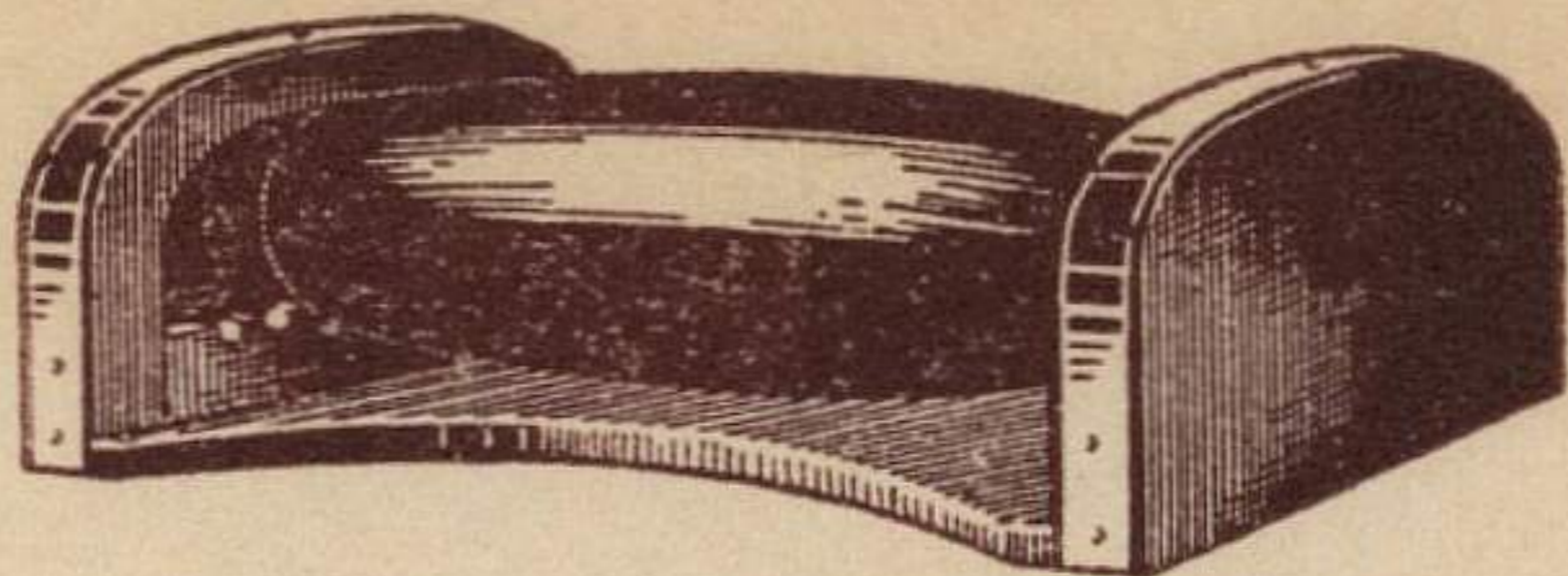
Elwyn Dees told me that they are trying to get a new training room and he was waiting until they got that before he ordered. He said he wanted a couple. I told him I would not wait for a new training room because I considered the normalizer too valuable to wait that long. However, Elwyn is a Dutchman and he takes his own sweet time.

Sincerely yours,

Director of Physical Education and Recreation
Varsity Basketball Coach

FCA:lg

Roll Away



Your Foot Troubles

LANG FOOT & ARCH NORMALIZER CO.

FORSYTH, GEORGIA

July 15th. 1940

Dear Dr. Allen:

Yours of the 13th. just received and in accordance with same am sending via this same mail one Normalizer on a free trial to Mr. Van K. Bruder, Mgr. Lawrence Steam Laundry.

Enclosed herewith you will find a check for commission for University of Oklahoma. I wrote to them some time ago using your letter of recommendation and made the sale. They have taken sixty days to pay.

Ohio State University have sent me a confirming order so they will soon pay their bill. Now the only one left is your friend Jimmy Cox of Harvard. I hope that you can get a sale to Elwyn Dees for University of Nebraska.

Kindest regards.

Sincerely yours,

F. W. Lang
Frederick W. Lang

August 24, 1940

Mr. Frederick W. Lang
Lang Foot & Arch Normalizer Co.
Forsyth, Georgia

Dear Mr. Lang:

While at the University of Texas Coaching School I had the foot and arch normalizer that I always carry with me, and presented it to the basketball class and gave them your name and address. They may write you if they need one. I recommended it to them most highly and told them I always carry it with me. I am sure you will hear from some of these high school people asking you to send one on approval.

I also visited a class in therapeutics at the University of Texas, taught by some woman Ph.D. (I have forgotten her name). I lectured there two different days and told the class about your foot and arch normalizer and believe you will hear some results.

The apartment that we rented in Austin was owned by Mrs. Neitche. She came to me with a very bad foot and ankle, and I got the normalizer out of the car and used it to work on her badly sprained foot, which had been injured some two or three months before. I recommended the normalizer to her and she said she was writing you. I imagine you will hear from her and I trust that she will find much benefit from the normalizer.

By the way, I had a talk with M. W. Kelly, my old trainer who is down at the University of Texas. This is what he told me. " I think this is wonderful and if I could not get another I would not take \$50.00 for this one." So you see, while you may not get all these boosting letters, I want you to know what he said. You might write him and tell him what I said he said, and see if you can get him to say something like that for you.

The first of this week I came to Topeka to the Kansas State Coaching School and gave a demonstration of your foot and arch normalizer to the class of coaches and told them all about the normalizer. They took the address and I am very sure that you will receive some inquiries from these people.

Just before leaving for Texas I met Van K. Bruner here in Lawrence and he said the normalizer was doing satisfactory work for him. I am

Page Two

sure he is well pleased. This about brings the matter up to the present, so I will await a communication from you learning how prospects have been coming in.

With all good wishes, I am,

Sincerely yours,

Director of Physical Education and Recreation
Varsity Basketball Coach

FCA:lg

August 26, 1940

Mr. Frederick W. Lang
Lang Foot & Arch Normalizer Co.
Forsyth, Georgia

Dear Mr. Lang:

I have your two letters of August 23 and 24 confirming orders from Coaches Ed. Shinn and D. C. Cannon. Doubtless our letters crossed in the mail because I wrote you a letter concerning the Kansas Coaching School set-up and I believe that you will hear from some other coaches regarding the arch normalizer.

I recommended your normalizer to the boys at the Kansas Coaching School as enthusiastically as I recommended it to the other two places in Texas; namely, the Coaching School and the Department of Physical Education there. You will be happy to hear what Kelly, the trainer at Texas, had to say regarding your normalizer.

I note that you will be in Cleveland from the first to the thirteenth and then you will go on to New York. I wish you all kinds of good luck with your venture. I am leaving in the morning for Louisville, Kentucky to visit my daughter and grandchildren, then I will go on to Chicago on the 6th and 7th of September for the N.C.A.A. Executive Committee meeting, but will return about the 9th or 10th to Lawrence. Any communication that is important will be forwarded to me.

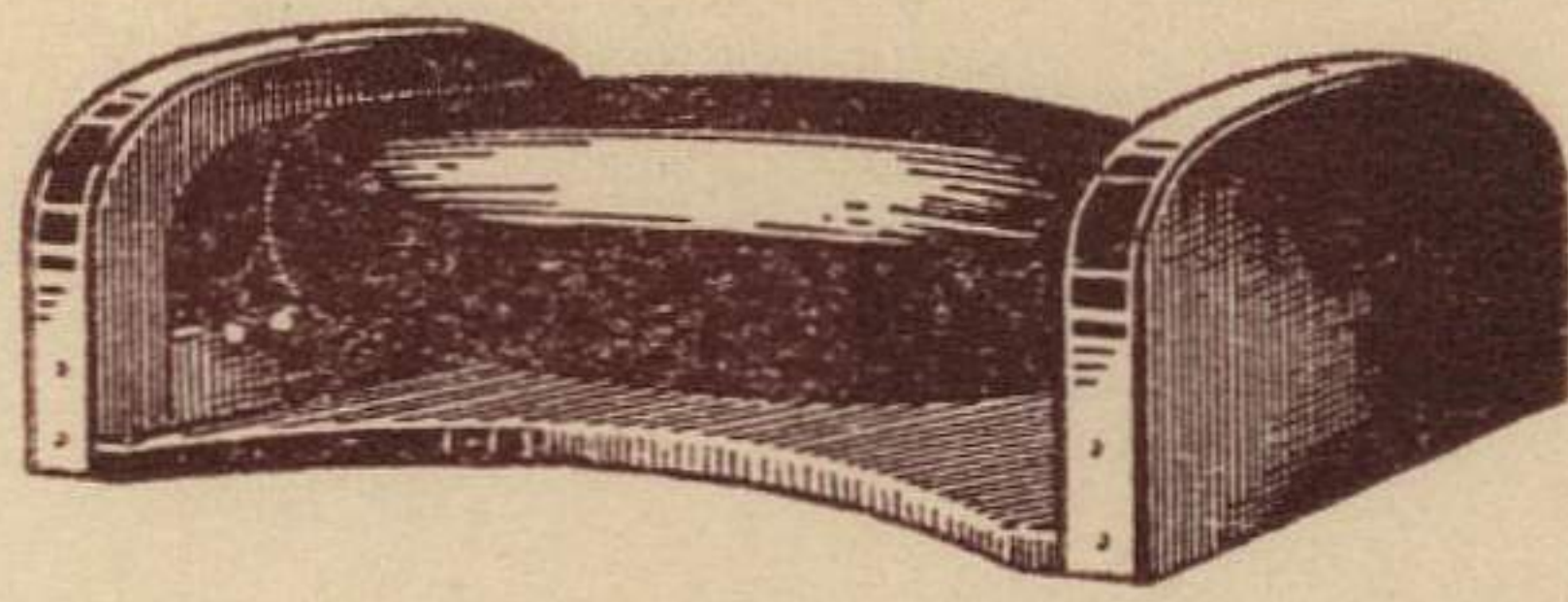
If there is any way I can help you it will be a pleasurable activity. With all good wishes, I am,

Sincerely yours,

Director of Physical Education and Recreation
Varsity Basketball Coach

FCA:lg

Roll Away



Your Foot Troubles

LANG FOOT & ARCH NORMALIZER CO.

FORSYTH, GEORGIA

August 24, 1940

Dear Dr. Allen:

Just received a card for a trial order to go to

D.C. Cannon, Athletic Dir.
Edinburg High Schools
Edinburg, Texas

Same has been sent. I also write to each one sending them circular folder, list of athletic users, a few testimonial letters, etc.

I will not acknowledge each individual order as it takes too much time but I just want you to know that you are beginning to get results from your contacts in Texas.

Kindest regards.

Sincerely yours,

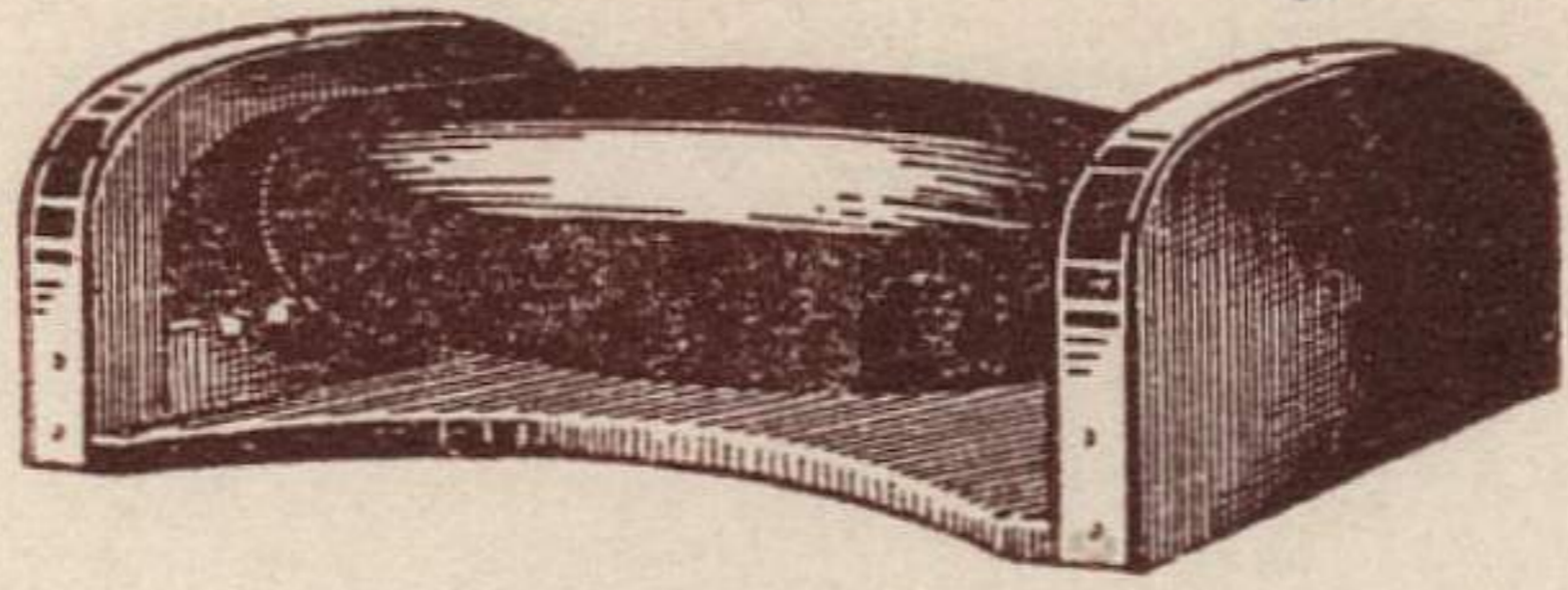
A handwritten signature in cursive script that reads "F. W. Lang". The signature is written in dark ink and is positioned above the printed name.

Frederick W. Lang

P.S.

Even when I am away if you will write me to my same address Normalizers will be mailed out the same as usual. Expect to leave Sept first and return about Oct. first.

Roll Away



Your Foot Troubles

LANG FOOT & ARCH NORMALIZER CO.

FORSYTH, GEORGIA

Aug. 23, 1940

Dear Dr. Allen:

Thru you I received an order for a trial for a high school football player of Coach Ed. Shinn at the Cuero H.S. Cuero, Texas. This has been attended to.

I am going to Cleveland, Ohio Sept. 1-13 to exhibit at both the American Congress of Physical Therapy (branch of Am. Med. Ass.) and then the American Dental Ass. Convention. Then on to New York City for two weeks.

If you have any connections in either Cleveland or New York advise me and if sales made they are yours.

Kindest regards.

Sincerely yours,

A handwritten signature in cursive script that reads "F. W. Lang". The signature is written in dark ink and is positioned above the printed name.

Frederick W. Lang