

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