

February 23, 1940.

Lang Foot and Arch Normalizer Co.,  
Forsyth, Georgia.

Gentlemen:

In reply to your inquiry I beg to state that since last fall we have been using four of your normalizers to good advantage. They are being used in the men's and women's gymnasium, and one in each of the basketball and football training quarters.

We have had excellent results from these normalizers and I would not think of having a basketball training room without using these normalizers on the boys. Basketball is a game that is very severe on the arches of the athletes, and this normalizer works the arch back into shape and rests the feet more than any machine that I have ever used. It is the best thing of its kind that I have ever seen. I heartily endorse it for all basketball players.

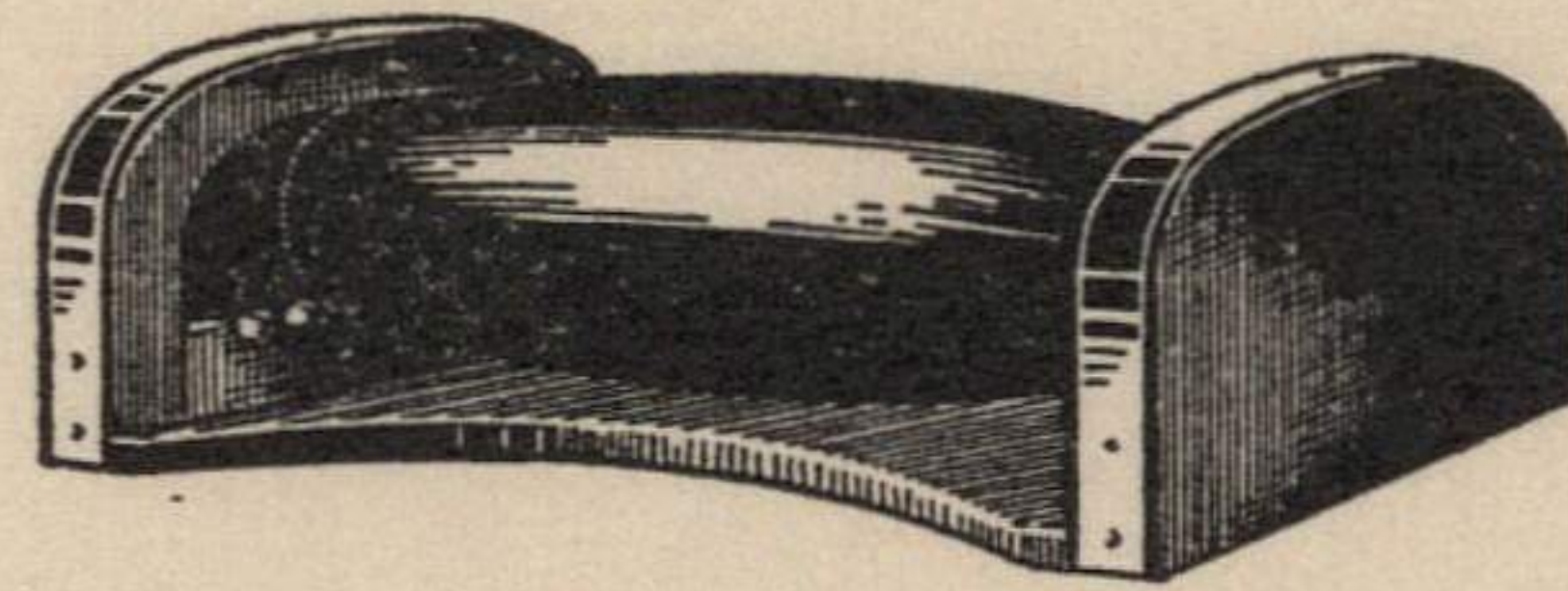
Sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.

FCA:AH



Roll Away



Your Foot Troubles

## LANG FOOT-ARCH EXERCISER CO.

FORSYTH, GEORGIA

Dear Dr. Allen:

February 19, 1940

Would you mind writing me something like the enclosed copy. I will promise not to use it for advertising. I would like very much to have it for my own files. I have quite a nice collection of them now.

The Normalizer has been accepted by the Kirksville College of Osteopathy for use in their foot clinic. It is being tested out now by the Des Moines Coll. of Osteopathy. Business is terrible. Weather awful. Ten miles of mud up to my axles to get to town.

Sincerely yours,

*JW Lang*



Date \_\_\_\_\_

Lang Foot & Arch Normalizer Co.  
Forsyth, Ga.

Gentlemen:

In reply to your inquiry I beg to state that:

Since last fall we have been using four of your Normalizers with good satisfaction. They are being used in our mens and womens gymnasias and one each in the football and basketball training quarters.

Yours very truly,



Lang Foot & Arch Normalizer Co.  
Forsyth, Georgia

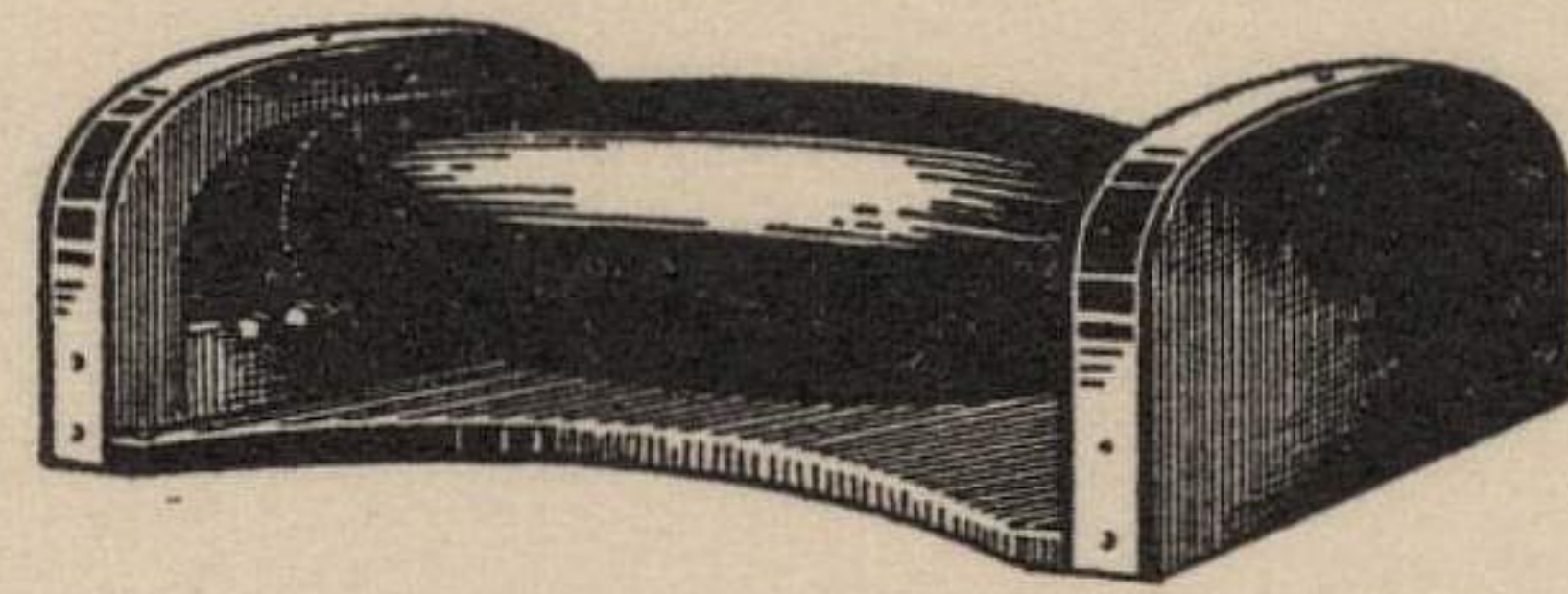
Also used by the following:

University of Georgia  
Mississippi  
Alabama  
Kansas  
Texas  
Pennsylvania  
Toledo

Georgia Tech  
Mercer University  
Louisiana State University  
St. Benedicts College  
San Jose Junior College  
U. S. Military Academy  
Albright College  
The Berry Schools  
The Starr Commonwealth for Boys  
The School of the Ozarks  
Forsyth High School  
Washington Redskins Pro. Football Club  
Atlanta Police Department  
Venetian Athletic Club  
Hollywood Athletic Club  
Bill Brown's Physical Training Farm  
Miami Baseball Training School  
Bill Frey, Secty-Treas. College Trainers Assn.  
The Health Roof, Grand Central Palace, New York  
Reilly's Rockefeller Center Gym, New York  
Elizabeth Arden Co. Fifth Avenue, New York  
Davison Paxon Co. Atlanta, Ga.  
J. P. Allen Co. Atlanta, Ga.  
Swedish Inst. of Physiotherapy & Massage, Atlanta  
Raymond Van Cleef, M. G. Medical Gymnastics, N.Y.  
Caroline Brown " " "  
Dorothy Nye " " "  
Lucy Marvin Adams " " Atlanta  
Kirkville College of Osteopathy and Surgery  
University of Detroit



Roll Away



Your Foot Troubles

## LANG FOOT-ARCH EXERCISER CO.

FORSYTH, GEORGIA

Dear Dr. Allen:

Mar. 4, 40

Sorry to hear about Bill Saip's misfortune.

Received a letter of inquiry from Schabinger, Dir. of the Basket-  
-ball Ed. Bureau and mailed him all my data. Suppose that I will  
hear from him again.

I mailed bills again to Don Elser and Quigley.

Many thanks for your testimonial letter. I shall not use it without  
first securing your permission.

I met Claude Bond, Ga. Teck. Trainer a few weeks ago and he sent me  
a nice letter. He is sold on its use.

Am getting a writeup in the Boot and Shoe Recorder Magazine by the  
Editor of same.

Business very bad since Xmas. I hear that all business is slack.

Am writing to your friend Cox of Harvard. We sent one thru Swede Olson  
to Dick Harlow and perhaps he turned it over to Cox.

Regards.

*JWH*



March 28, 1940.

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

Dear Mr. Lang:

The Normalizer which you so kindly sent us last fall has done wonders for my mother's knee. She used it consistently and each week she would be bothered less and less with the pain that had troubled her for so long. During the past month or six weeks I haven't heard her utter a complaint about her knee. We are deeply grateful to you for making it possible for her to have this relief.

Sincerely yours,

Secretary to Dr. F. C. Allen.



Dear Dr. Allen:

Thought that you would enjoy reading your friend Mr. S. S. H. H. Stephenson's note.

This Normalizer will fix knee trouble when the primary cause is foot trouble.

With the advent of good weather my business has started up again.

Sincerely yours,

*W. Lang*

Is your Secretary's mother getting any results.

Please mail back Stephensons letter.



P.S. I talked to John Glenn, of Beardstown, Illinois, who was here last week, and who is coming again Saturday, and he told me that he had four out to some bankers and others in Beardstown. Have they been paid for? How about Quigley and some of the others - have they all paid yet?

FCA.



Lawrence, Kansas  
March 28, 1940.

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

Dear Mr. Lang:

I have been so busy with arranging details of our N.C.A.A. basketball tournament in Kansas City that I have neglected to acknowledge your note of recent date. I am glad to see that Mr. Stephenson is so well pleased with his Normalizer. I am returning his letter herewith.

With the advent of golfing weather we should be able to place a number of Normalizers.

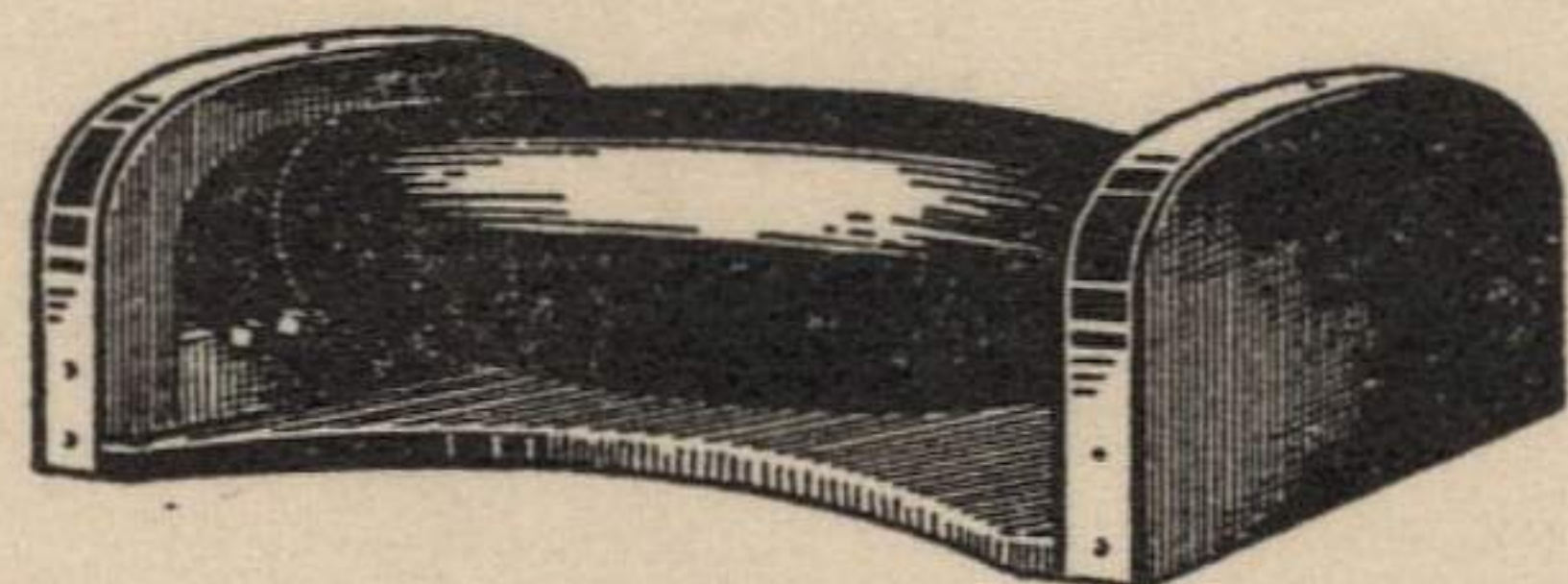
Mrs. Hulteen, my secretary, is writing you about the fine results her mother has had from using the Normalizer.

Sincerely yours,

Manager, N.C.A.A. Basketball Tournament.



Roll Away



Your Foot Troubles

## LANG FOOT-ARCH EXERCISER CO.

Dear Dr. Allen:

FORSYTH, GEORGIA

Mar. 30, 1940

Have written personal letters to Quigley and Don Elser as they haven't paid yet.

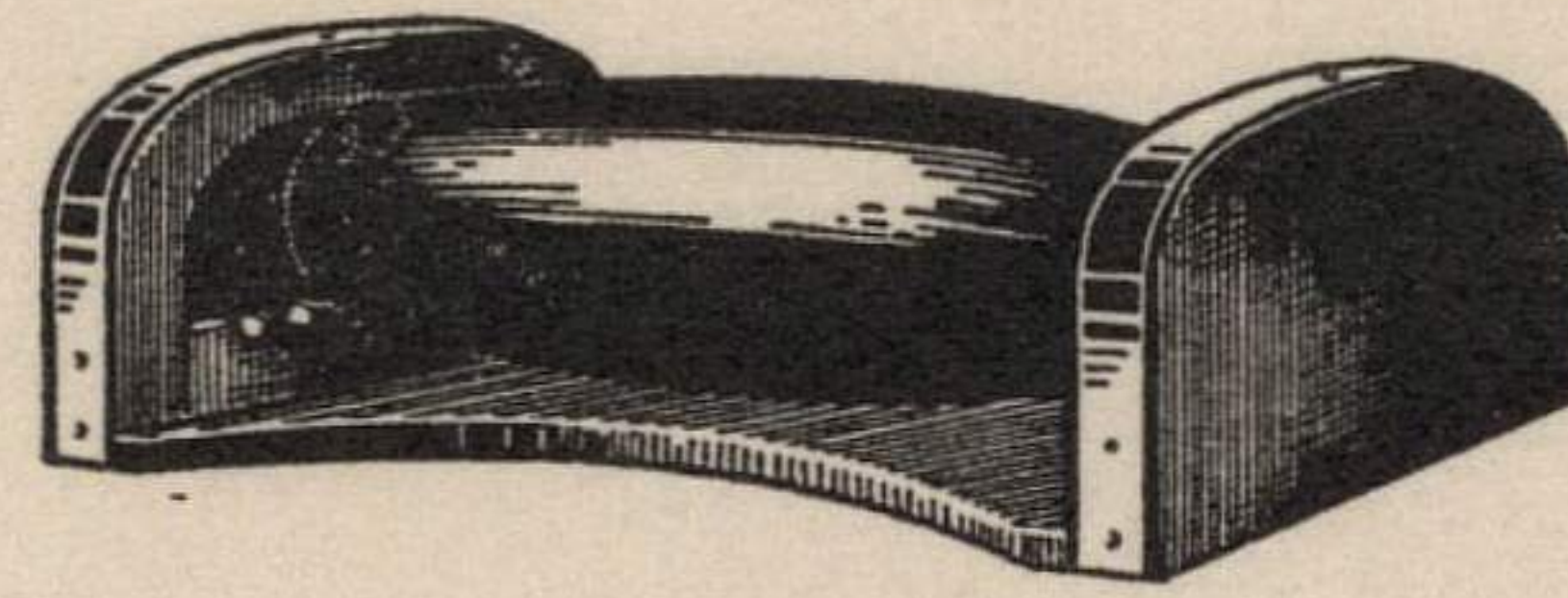
Re Glenn he did write me to send a machine to Mr. Condit, Pres. of the Bank in his town but Condit sent it right back stating that his feet were O.K. I presume that three or four told Glenn that they were going to send for Normalizers but unfortunately the orders never reached me. I have plenty of machines and the mails are still going. I will write to Mr. Glenn and ask him how he likes his Normalizer and tell him about his banker friend. He probably does not know that he sent it back. I am not grouching about this but just stating facts. My average is pretty darn high out your way for results.

Dentists are fine prospects. Am getting some orders from them and am exhibiting at the State State Dental Assn. Convention in Macon, Ga. this May. I have six Dentists who are helping me. Am very pleased that the N. helped Mrs Hulteens mother. Please thank her for writing the letter. Kirksville Osteopathic Coll. is using one. Chicago Osteo. Coll. is now trying it out. Regards.

*J. W. H.*



Roll Away



Your Foot Troubles

## LANG FOOT-ARCH EXERCISER CO.

FORSYTH, GEORGIA

Dear Dr. Allen:

Nov. 1, 1979

Through your good efforts I just received a definite order from the University of Texas, signed by M.W.Kelley. It is going forward this day.

I am now having both poplar, red gum and also maple trees cut and sawed and kiln dried enough to make many thousands of Normalizers so that I will have enough to last for a few years and always intend to have raw materials ahead.

Yesterday I got an order from one of the Executives of the American Red Cross for personal use and am going to get a test with their workers, so it came sooner than I expected.

Am laying plans to get credit from West Point if I am correct I believe they are using my machines. I don't like their attitude.

I am plugging away. Regards.

FWL.



April 12, 1940.

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

Dear Mr. Lang:

When our team stayed at the Hotel Continental in Kansas City, which was formerly the Kansas City Athletic Club, our boys ate in the dining room of the coffee shop and while there we discussed with some of the girls who were on their feet your splendid arch normalizer.

I told Miss Jane Darling, who is cashier at the coffee shop, and Miss Curtis, who is cashier at the hotel, that I would ask you to send them one of your arch normalizers so they might try it out. They complained of their feet bothering them so much, and I told them I had the exact answer.

In the name of the Kansas basketball team, I would like to have you send Miss Darling, at the address I have given you, one of your arch normalizers on trial. Frankly, I believe that if this normalizer helps the girls as much as I think it will, that this would be a very good advertisement for your normalizer among cashiers who are required to be on their feet.

I am going to Kansas City, Kansas, today, and then I am going over to the hotel to settle the bill for the Kansas team as well as the other teams that played in the national tournament. I will tell the young ladies that you are sending them a normalizer on trial, and I am very sure that the normalizer will give them good service and they, in turn, will recommend it very highly after they have received benefit therefrom.

With all good wishes, I am

Very cordially yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.

PCA:AH



April 12, 1940.

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

Dear Mr. Lang:

I don't want this arch normalizer given to these young ladies, but I don't know whether they are able to pay for it. However, I would like for you to send them one, and if it does prove satisfactory I am sure they will find some way to buy it. If not, we can pick it up and sell it some time.

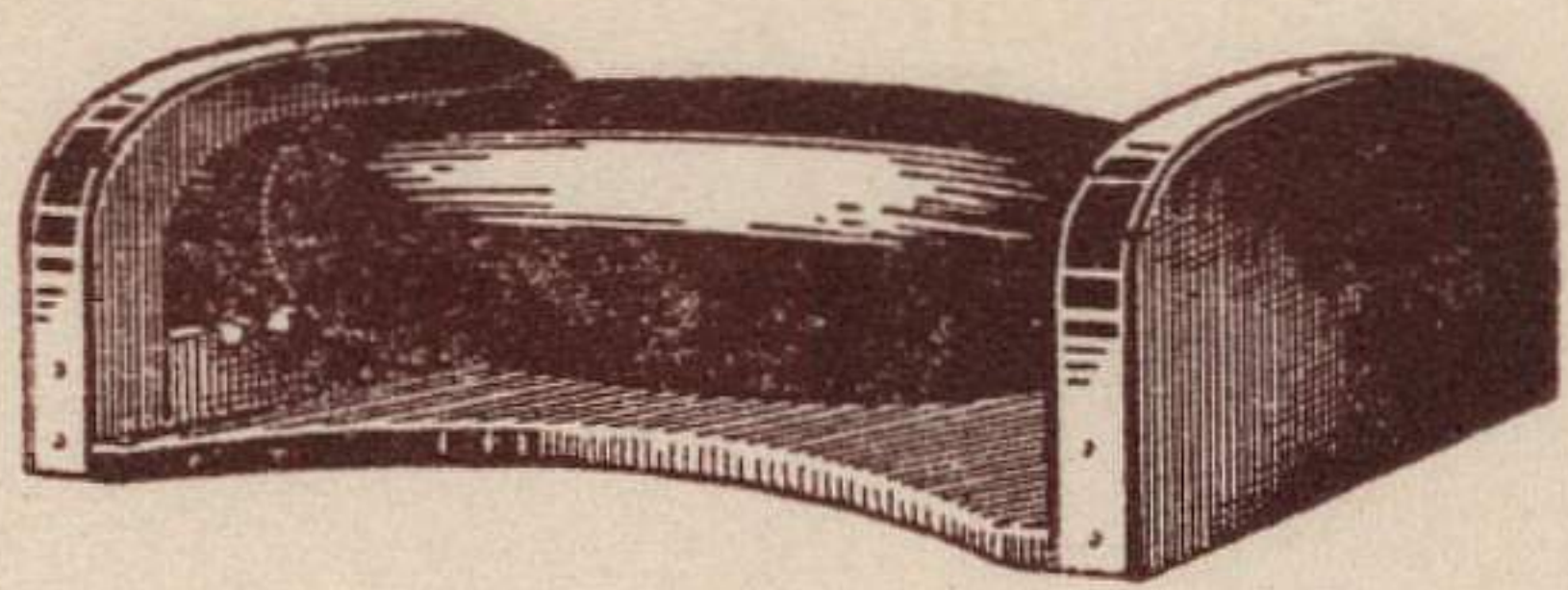
Sincerely yours,

FCA:AH

Director of Physical Education and Recreation,  
Varsity Basketball Coach.



Roll Away



Your Foot Troubles

## LANG FOOT & ARCH NORMALIZER CO.

FORSYTH, GEORGIA

Apr. 16, 1940

Dear Dr. Allen:

Am sending a Normalizer for a free thirty day trial to Miss Jane Darling, Cashier Coffee Shop, Continental Hotel, Kansas City, Kansas.

I had to get a lawyer in New York to collect from Quigley. He promised to send his check this week. He is not slow pay he is impossible.

Sincerely yours,

*JW Lang*



April 30, 1940.

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

Dear Mr. Lang:

I expect to be at the University of Texas this summer for a short basketball course from August 12 to 17, and I believe it would be better for me to see Milton Kelley at that time and see just what we can do. If you want to, I believe it would be well for you to send a Normalizer down to me at that time and I will be glad to demonstrate it to the coaches in that school. Of course, I could take mine along, which I always do, but it would not be new and would not make the impression that a new one shipped to me there would make. I could tell them that I had just received this Normalizer for demonstration purposes from you and then I could mail it back to you.

I am sold on it more each day. I use it every morning and night, and if I have any knee or foot trouble I immediately work overtime on the Normalizer and it does the job. Only day before yesterday I played golf and strained my foot some way that caused pain in walking and I just did double duty with the Normalizer and eradicated the difficulty pronto. So you can see that I believe in the efficacy of your invention.

Don Elser is not a trainer, but he is the athletic director at St. Benedict's College. He is the old Notre Dame football, basketball and track star. I don't believe he knows much about training, so I am not sure just how much a letter from Elser would help. However, I see him from time to time and it might be that when I run into him I can interrogate him better than by writing. He is very friendly to me and I know that he would be glad to give you a good recommendation.

In addition to my son, my daughter-in-law is using the Normalizer and she is stronger for it than my lazy son who neglects to use it, and his feet are plenty flat - ha! ha! But he never has much foot trouble, so he thinks. So when he walks he drags his sacro-iliac like some old man, I tell him. I have made this observation - any time you find a fellow swaggering or pulling his body along he has sacro-iliac trouble and if he will use your Normalizer it will correct much of that difficulty. I have not only observed it but I have gotten action on some of these fellows, and in making a man walk more erectly and snappily. So you see I am sold on your device.



I am surprised at E. C. Quigley. Ernie has always been a good man to have his expense account presented in a fulsome manner, so far as each item of expenditure is concerned. He is a good bargainer, but I have heard before that it is rather difficult for him to pay promptly as he always seems to have financial trouble, yet draws a very handsome salary. Some people are that way, you know.

I expect to be here during our eight weeks Summer Session, so will not be out over the country much, but I will naturally contact a lot of golf players on the country club courses and that is where I think we will be able to recommend a lot of these Normalizers - to golfers who have foot and leg and knee trouble. This fellow Stephenson swears by the machine - it keeps him playing golf and he had practically given it up.

There is a dentist in this town who is now at a dental convention, but he will return in another week or so. I have been expecting to talk to him but each time I see him it slips my mind or he is busy or it is not an opportune time to talk to him about the matter. I believe the summer presents more foot trouble, so I should be able to get you some good business as the summer months come on.

My secretary, Mrs. Hulteen, says that her mother continues to use her Normalizer to great advantage. Her foot and knee trouble has been greatly helped, and both Mrs. Hulteen and her mother are strong boosters for the device.

Very sincerely yours,

FCA:AH

Director of Physical Education and Recreation,  
Varsity Basketball Coach.



Dear Dr. Allen:

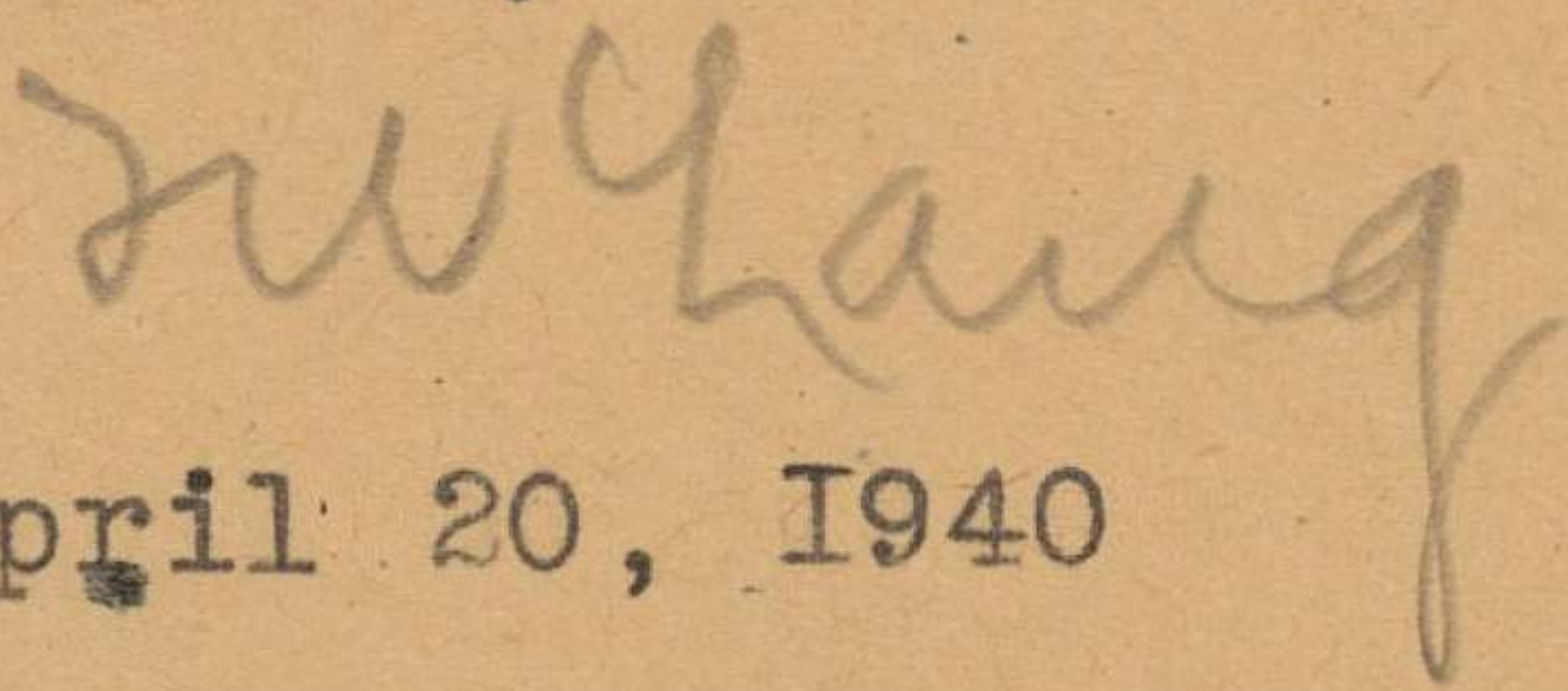
I wrote to your friend Milton Kelly Trainer of the Univ. of Texas regarding the use of the Normalizer and sent a self addressed stamped envelope, (as I do to all) but he would not answer me.

Would it be O.K. for you to write him and also Don Elser. It would help us to know of their experience. Some of these Trainers (and in fact we cant confine it to Trainers) are queer guys. Claude Bond of Georgia Tech wro e me a nice letter Fritz Lutz of U/ of Ga. would not answer my letter.

Is your son getting any results thru its use.

Pardon paper.

Hastily



April 20, 1940

E. C. Quigley sent the Normalizer back after he told the lawyer in New York he would send him a check. So I would not accept the Normalizer and wrote the lawyer to collect the money. He needs to get some semse.



May 15, 1940.

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

Dear Mr. Lang:

Elwyn Dees, who was formerly trainer at the University of Pittsburgh, has gone to the University of Nebraska as head trainer. I am going to Lincoln this week-end and expect to see Elwyn. I will remind him of the arch normalizers and try to sell him a couple.

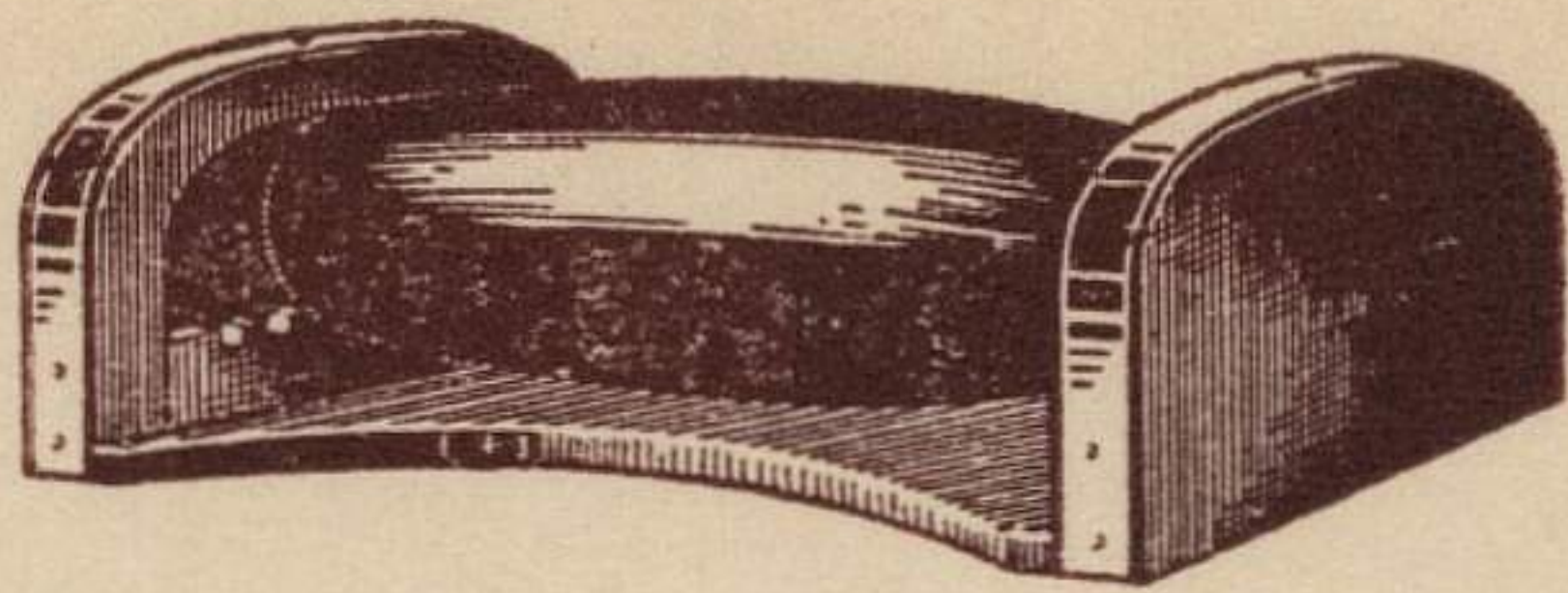
Very sincerely yours,

FCA:AH

Director of Physical Education and Recreation,  
Varsity Basketball Coach.



Roll Away



Your Foot Troubles

## LANG FOOT & ARCH NORMALIZER CO.

FORSYTH, GEORGIA

May 4, 1940

Dr. Forrest C. Allen  
Lawrence Kansas

Dear Dr. Allen:

Yours of April 30th. received. I will be only too pleased to send you a new machine when you go to the coach at the University of Texas this summer. Will you please remind me about the right time?

I am delighted that you and all our customers are getting good results thru the use of the Normalizer.

I remember that your friend Elwyn Dees at the University of Pittsburg said that he was going to send for two of these Normalizers. I havent heard from him. I would love to have his University to add to my growing list. Could you remind him?

Dont forget your Dentist. On May 13-16 I am exhibiting at the Ga. State Dental Convention. Dentists as a class have great foot trouble.

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



May 21, 1940.

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

Dear Mr. Lang:

I am writing to ask you to send a Foot and Arch Normalizer on your usual thirty-day trial offer to Mr. Jim McFarland, McFarland Drug Store No. 1, at 9th and Kansas Avenue, Topeka, Kansas. Mr. McFarland understands that if the normalizer is not entirely satisfactory he may return it to you within the thirty day period at your expense.

Very sincerely yours,

FCA:AH

Director of Physical Education and Recreation,  
Varsity Basketball Coach.



June 11, 1940.

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

Dear Mr. Lang:

I will see that the arch normalizer that you sent Miss Darling is returned or paid for. As I told you, our boys ate at the coffee shop and Miss Darling was on her feet a great deal there. I told her about the normalizer. She has just written me sending me the bill. I will see that the normalizer is returned or that it is paid for.

I am going to Kansas City tomorrow and I will contact Miss Darling and Miss Curtis, who wanted to use it, and see what they want to do about it. If they do not want to pay for it, I will see that it is sent back.

Answering your letter regarding the Springfield College, I would say that E. J. Hickox would be the man to write to. He is a very good friend of mine and you can use my name when you write him. He is also basketball coach at Springfield College. I would suggest that you ask Hickox any of the questions that you want to ask and he will be able to furnish the names of the people at Springfield. And of course he knows all of the Springfield graduates.

The name of the director of physical education at the University of Iowa is E. J. Schroeder. I am also acquainted with him but not as well as with some of the other people.

With all good wishes, I am

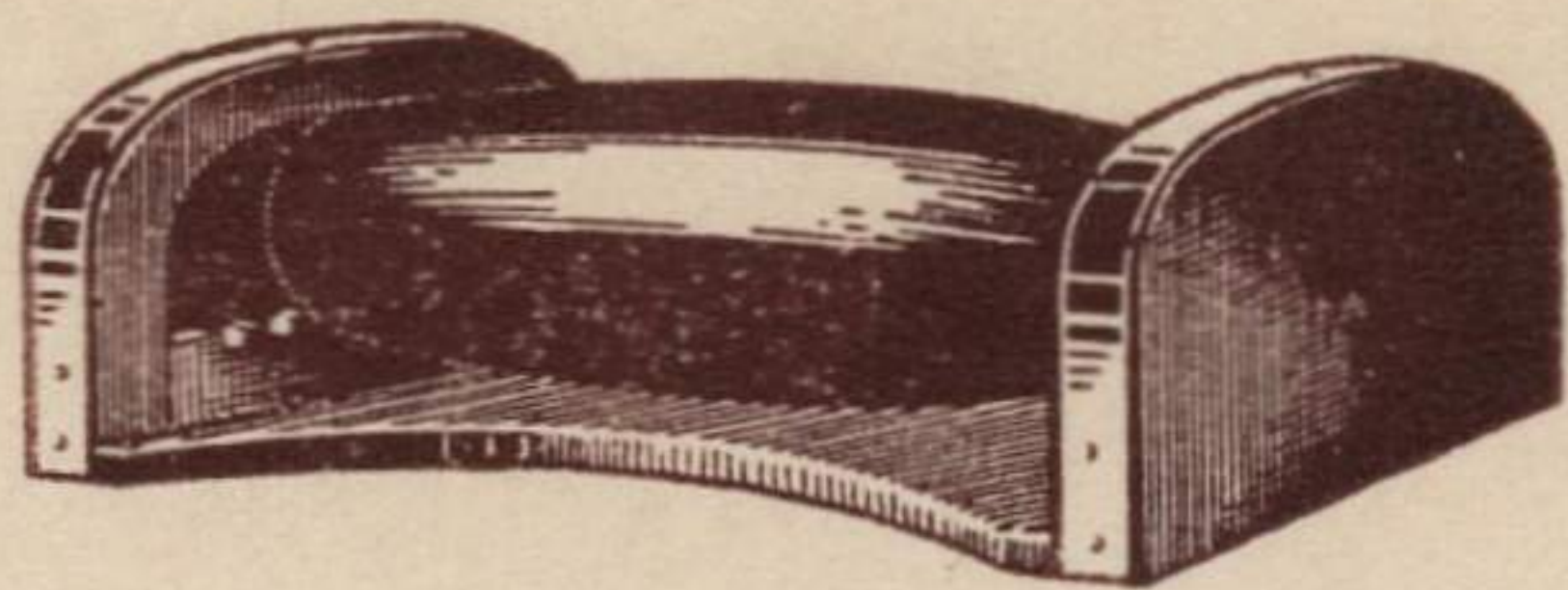
Very sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.

FCA:AH



Roll Away



Your Foot Troubles

## LANG FOOT & ARCH NORMALIZER CO.

FORSYTH, GEORGIA

June 5, 1940

Dear Dr. Allen:

I would like to either have the machine re-  
-turned or paid for that I sent to Jane Dar-  
-ling at the Coffee Shop at the Hotel Contin-  
-ental, Kansas City, Kan. I wrote to her but  
she did not reply to same. She has had it now since  
May 16th.

Saw a man in Atlanta yesterday who is the Phy.  
Dir. at the Atlanta Athletic Club who is a grad  
of Phy. Ed at Springfield Coll. He suggested  
that I contact the heads of all the college  
Phy. Ed. Departments. Do you know many of them?  
Also have they any organization so that I might  
obtain their names? This looks like a good  
idea.

Kindest regards.

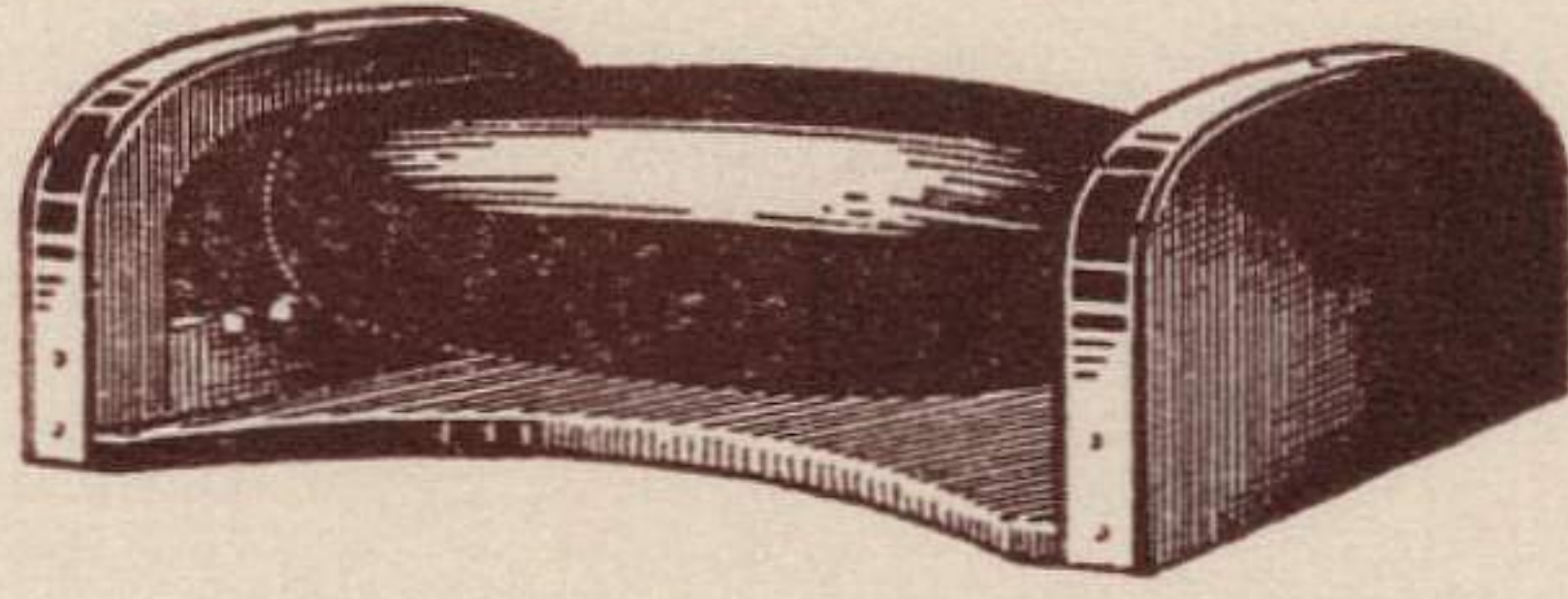
Sincerely yours,

*F. W. Lang*  
Frederick W. Lang

Do you happen to know the name of the Dir. of  
Phy Ed at Un. of Iowa.



Roll Away



Your Foot Troubles

## LANG FOOT & ARCH NORMALIZER CO.

FORSYTH, GEORGIA

June 15, 1940

Dear Dr. Allen:

James Cox of Harvard has now had a machine on trial for three months could you in any way sound him out how he likes its use.

The first machine that was sent him did not work properly and this one was sent at a time when possibly he did not have any opportunity to use it. I would like mighty well to have one in use at Harvard, so I want to be careful how I handle him.

Does your University have a course in Physical Education?

Kindest regards.

Sincerely yours,

A handwritten signature in blue ink that reads "F. W. Lang". The signature is written in a cursive style with a large, prominent "F" and "L".

Frederick W. Lang



June 20, 1940.

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

Dear Mr. Lang:

It was very generous of you to return my check for the normalizer you sent to Miss Darling at my request. If you will let me know the cost of the machine to you I will send you my check at once. I would much prefer to handle it this way, because the normalizer was sent to her at my request. It would cost me to go to Kansas City to try to collect for it, so I will be glad to pay for it and forget about the whole thing.

Elwyn Dees, the trainer at the University of Nebraska, is coming to Lawrence in a few weeks for a vacation, and during the time he is here I will play golf with him. I will see that he gives the normalizer a thorough trial while he is here. I still use it on my own feet regularly, and I think I can sell him the idea.

I know the people at Ohio State and could find out the names and send to you, or if you want me to, I will write to Tucker Smith.

You asked if we had a Physical Education Department here. Yes, we have a four-year major course in Physical Education. Through my position as head of this department I was able to order the two normalizers - one for the women's department and one for the men's department. These normalizers are doing a lot of good and we are using them in many ways with our majors and athletes.

With best wishes, I am

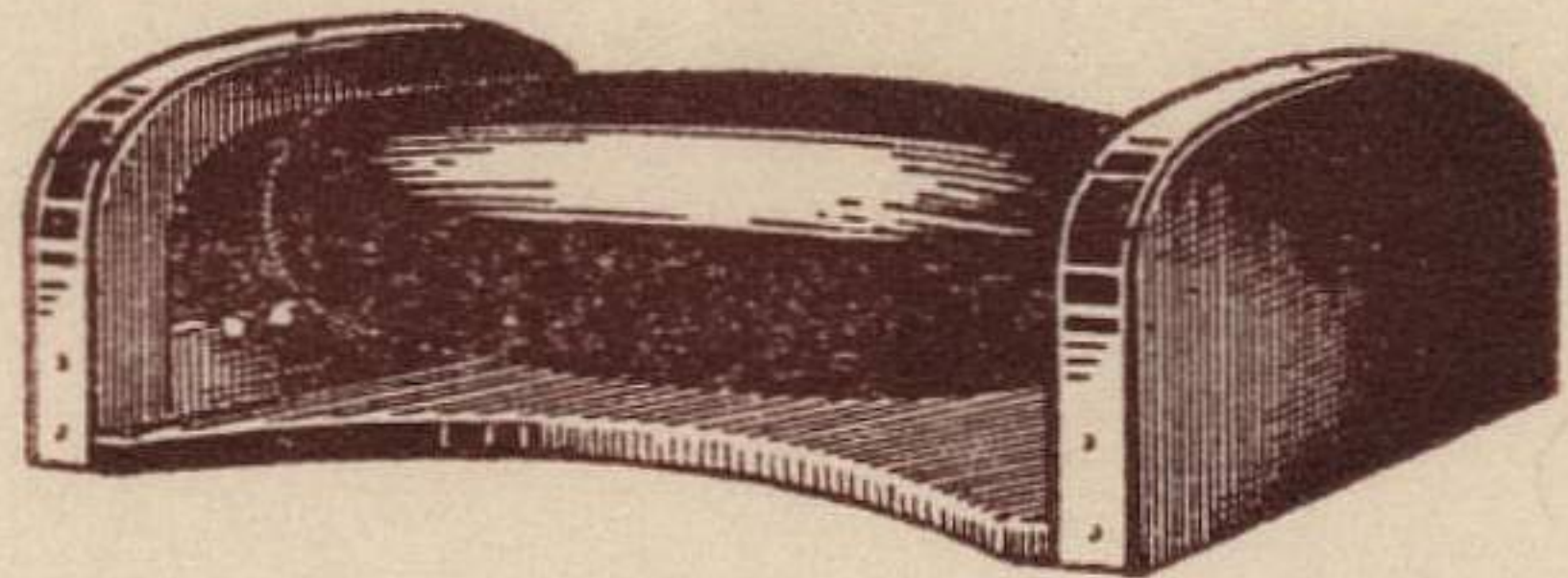
Sincerely yours,

Director of Physical Education and Recreation,  
Varsity Basketball Coach.

FCA:AH



Roll Away



Your Foot Troubles

## LANG FOOT & ARCH NORMALIZER CO.

FORSYTH, GEORGIA

June 17. 1940

✓ Dear Dr. Allen: Many thanks for your offer to make good for the Darling machine but I do not desire <sup>you</sup> to take any loss on this. Also the amount of your check is too large, as all I would be entitled to is my exact cost and not the retail cost minus commission. I am returning your check enclosing same herewith, and with many thanks to you for your fairness in this matter.

I have lost very few this same way so therefore we can still afford to take a chance on others.

I would like to add your friend Elywee Dees at the University of Nebraska to our list. I have sent for a copy of the magazine entitled Journal of Health and Physical Education and would like some way to be able to obtain a list of the Directors of Phy. Ed. at the various colleges. Do you know how I could obtain such a list? Dont you think that the Directors would be just as interested in obtaining our device as the football or basketball trainers.

Trainer

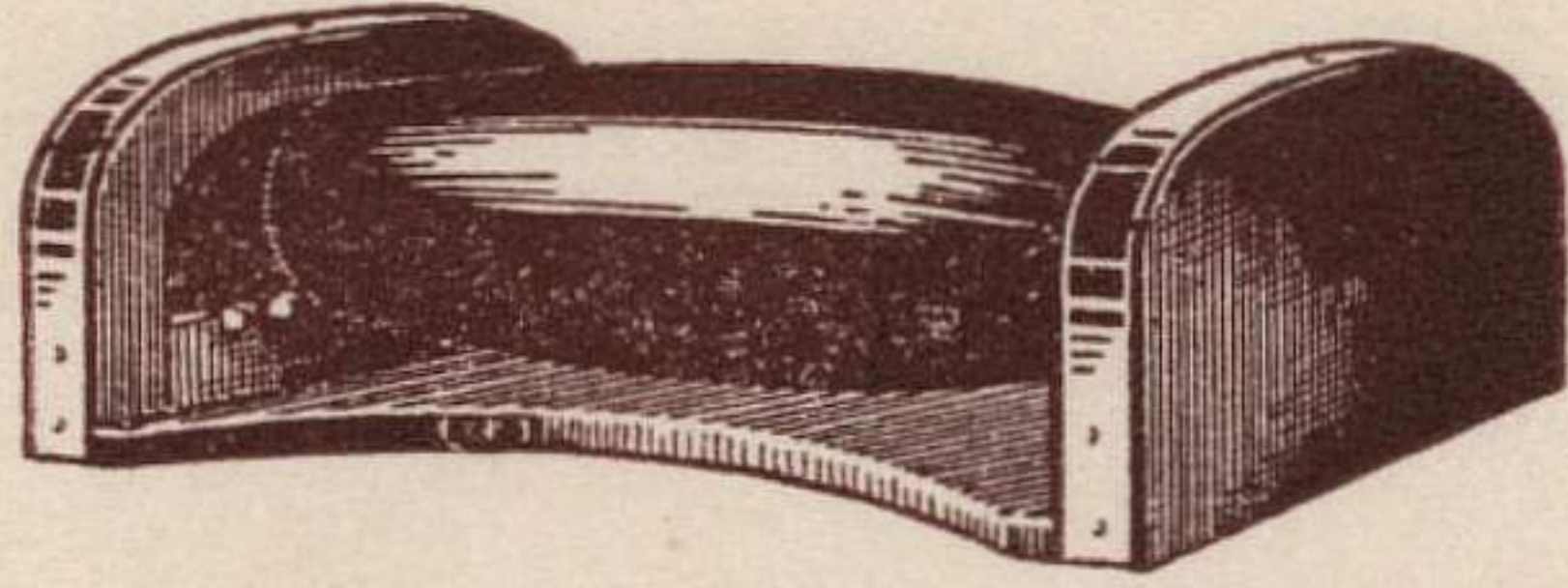
Tucker P. Smith at Ohio State Univ. has had a machine since last fall but hasnt paid for it. Frankly I would rather give it to him rather than to get the device back but naturally we would rather get paid for it. Could you in some way find out what his reaction is as to its use?

Frankly business conditions due to the war are now terrible. I look for some drastic changes to be made in this country. I have taken exhibit space at the Am. Congress of Physical Therapy (Am. Med. Ass. branch) to be held in Cleveland Sept 1 to 7 and am going to try to get my machine passed by that body and then I can have it adopted by the U.S. Army and Navy and other U.S. branches but not unless they first pass it. Two of the Trustees of this outfit know me and my machine and are for me however this is not easy to get passed. Do you know any of these men. Kindest regards.

JW Lang



Roll Away



Your Foot Troubles

## LANG FOOT & ARCH NORMALIZER CO.

FORSYTH, GEORGIA

June 24, 1940

Dear Dr. Allen:

Yours of the 20th. received. Two dollars and thirty five cents will include shipping costs and will deduct it from the next check for commission. Maybe we will collect from McFarland as his time is up today. Am sending him a bill.

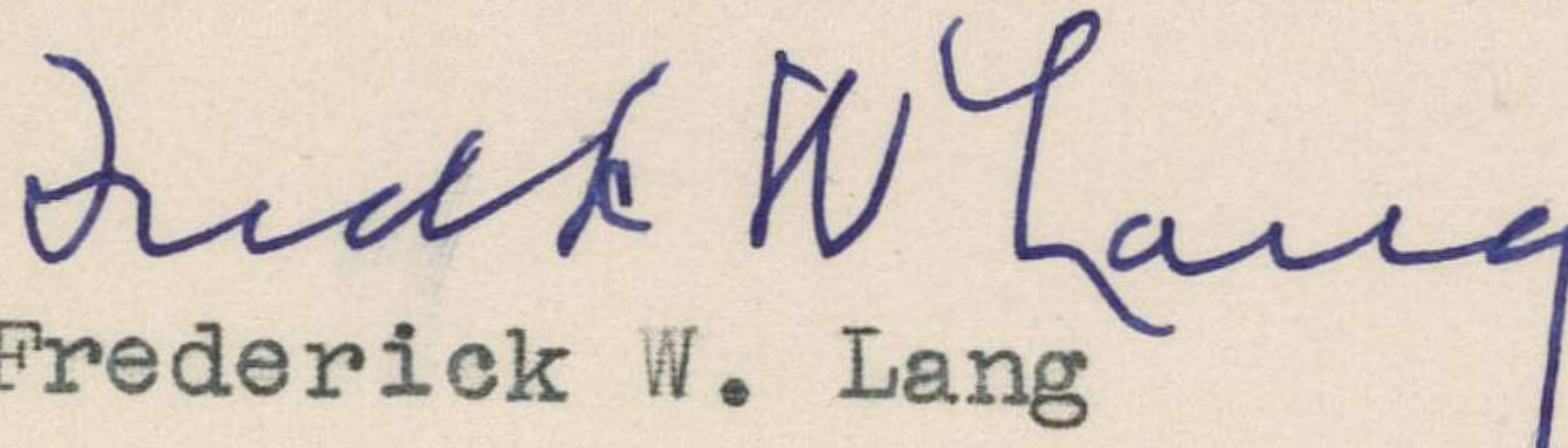
Wish that you would write to Tucker P. Smith the Trainer at Ohio State who has had a machine since last fall. I would like to get paid for it but dont want to force him.

Will you also write to Jimmy Cox at Harvard to see how he likes it as I would like him to keep it and to pay for it. You might cite him your experience.

Would be interested to get elwyn Dees at Nebraska as each University makes it easier for the next. I can telll you that times are terrible now on account of the war abroad. Business has dried up to nothing in all lines.

I would like to offer this to the U.S. Army now that we are about to get prepared but they would not use them for it is not approved by the American Medical Ass. I believe that every man should do his bit now but red tape is red tape.

Sincerely yours,

  
Frederick W. Lang