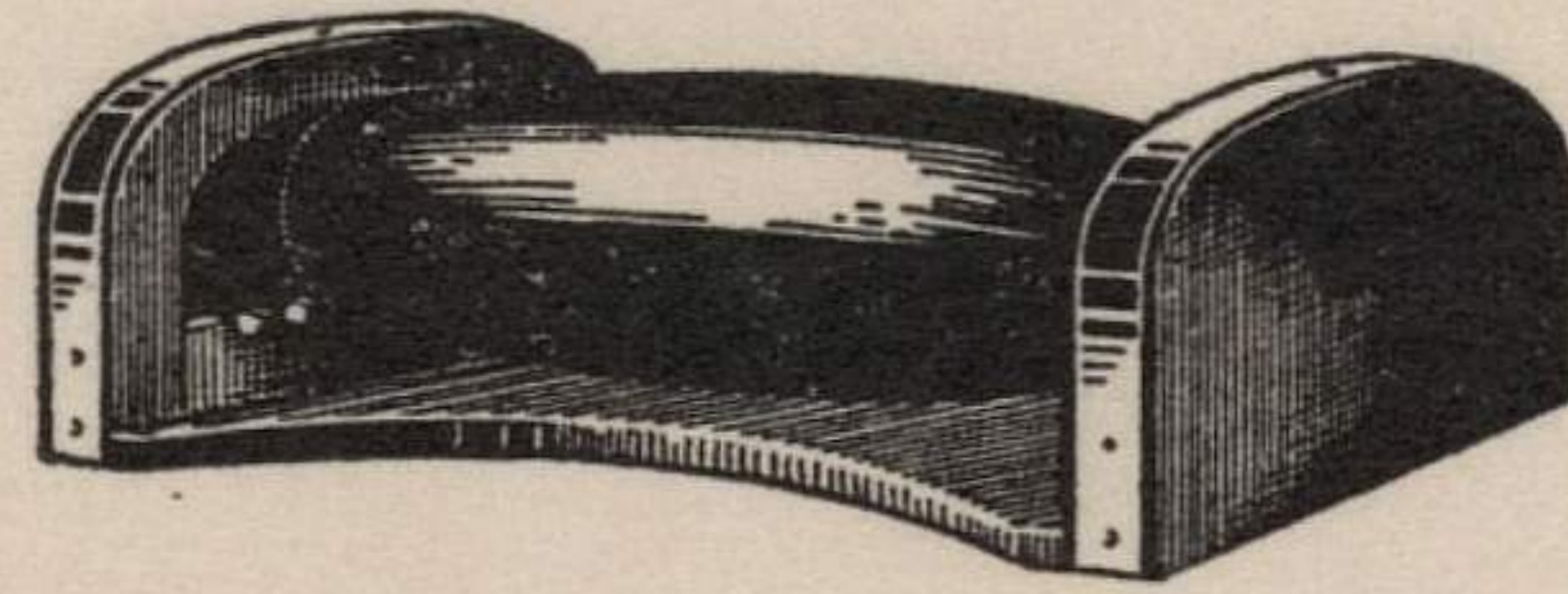


Roll Away



Your Foot Troubles

LANG FOOT-ARCH EXERCISER CO.

FORSYTH, GEORGIA

Dec. II. '79

Dear Dr. Allen:

Your friend McBride Sports Ed. of Kansas City Star was the one who told Mr. Hawkinson and caused him to order. McBride says that he seems to be better. Give him another two months and we want a story in his paper.

Orders from orders should now follow. I am getting them from satisfied Dentists in Florida. Try your Dentist. I showed one to a Dentist today and showed him the letters from three other dentists whom he happened to know and he wanted one, pronto. He is going to try to get the State Dental Supply man to sell them. Dentists as a class catch the very devil with their feet.

Regards.

FWL

The enclosed is for your Dentist

THIS SIDE OF CARD IS FOR ADDRESS



**NOW - YOU CAN THROW
AWAY YOUR ARCH SUPPORTS!**

**Roll away your FOOT TROUBLES with
Lang Foot & Arch Normalizer.**

Endorsed by Doctors and Trainers

For Tired Aching Feet.

For Fallen Arches.

For Cramped Foot and Leg Muscles.

For Use After Some Injuries.

For Post Operative Cases.

**OF SPECIAL AID TO DENTISTS
WHO LOSE VITALITY and STRENGTH
DUE TO WEAKENED FOOT MUSCLES**

THE LANG NORMALIZER exercises
the unused muscles, tendons and ligaments.
It acts as a mechanical lever, which aids to
restore articular motion to the
bones of the foot . . . PRICE **\$10.**

FREE TRIAL OFFER!

Use Normalizer for ten days. If you are not
absolutely satisfied, you may return machine
and your money will be refunded.

Write us for our circular folder.

**Lang Foot & Arch Normalizer Co.
Forsyth, Georgia**

Dr. E. C. Lunsford, D.D.S., Miami, Fla.
Dr. Willard Parry, D.D.S. " "
Dr. A.W. Sears, D.M.D., Jacksonville, Fla.
Dr. Yela Brichta, M.D. D.D.S. Fifth Av. New York

Roll Away



Your Foot Troubles

LANG FOOT & ARCH NORMALIZER CO.

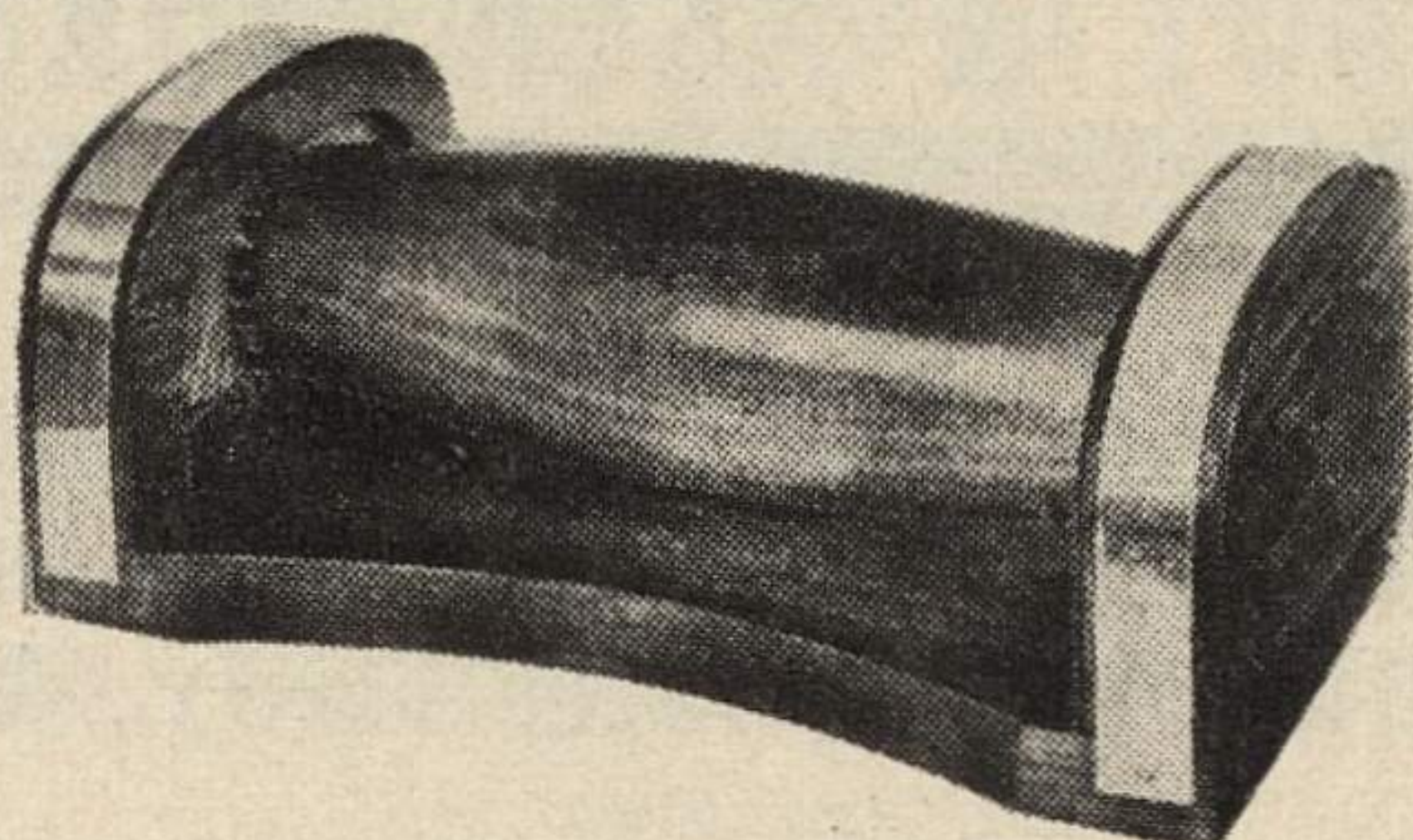
FORSYTH, GEORGIA

A FEW OF OUR WELL KNOWN PURCHASERS AND/OR USERS

American Telephone & Telegraph Co. New York City
Atlanta Police Department, Atlanta, Ga.
Bill Brown's Physical Training Farm, Garrison on Hudson, N. Y.
Theda Bara, Beverly Hills, Calif. Former Motion Picture Star
May Sutton Bundy, Santa Monica, Calif. Former Woman's Tennis Champion
Miss Margaret Budd, Los Angeles, Calif.
Tony Canzoneri, Former World Champion Light Weight Fighter
Max Carey, Pres. Miami Baseball Athletic Training School
Milton Chapman, Mgr. Director, Miami Biltmore Hotel
Clark Thread Co. of Ga. Clarkdale, Ga.
Dr. Lee DeForest, Ph.D. Los Angeles, Calif.
Bill Daly's Gymnasium. Atlanta, Ga.
Mrs. E. V. Durling, Los Angeles, Calif.
Ensign Cotton Mills, Forsyth, Ga.
Foot Clinics of New York, New York City
E. H. Hartford, Desk Clerk, Yale Club of New York
W. O. Hauck, Athletic Trainer, U. S. Military Academy, West Point
Mrs. Will Hays, Beverly Hills, Calif.
John Jacobs, Squash Professional Harvard Club of New York
Royal Jackson, So. Pasadena, Calif.
Carl Johnson, Physical Trainer, Hollywood Athletic Club, Calif.
Agnes Christine Johnston, Santa Monica, Calif.
C. W. Jones, Physical Trainer, University of Georgia
Dorris Kenyon, Santa Monica, Calif. Motion Picture Actress
Frank Laffergue, Squash Professional, Yale Club of New York
J. Warrington Lewis, D.D.S., New York City
Harry J. Mehre, Athletic Director, University of Mississippi
Robert Moore, Squash Professional, Montclair Athletic Club, N.J.
R. H. McCartney, D.S.C., T. Eaton Co. Calgary, Canada
W. E. McFarland, Havana, Ill.
M-R-M Gymnasium, Atlanta, Georgia
Nat Pendleton, Santa Monica, Calif. Motion Picture Actor
Polyclinic Hospital, New York City
Lawson Robertson, Coach Track Team, University Pennsylvania
C. E. Rauch, Former Editor of Walking Magazine, New York
Rosendahl's Gymnasium, Atlanta, Ga.
A. Schwartz, Pres. Popular Dry Goods Store, El Paso, Texas
H. W. Silvernail, D.D.S. Santa Monica, Calif.
T. A. Torrance, Supt. Foil Mill, Aluminum Co. of America
Maj. E.G. Tobin, Pres. Aerial Surveys Inc. San Antonio, Texas
Venetian Athletic Club, Miami, Fla.
H. M. Warner, Pres. Warner Bros. Pictures, Inc.
Weavers Gymnasium, Atlanta, Ga.
Mrs. William E. Werner, Rochester, N.Y.
Julian Ybarlecea, Mexico City, Jai-Alai Professional

DOCTORS NAMES ARE OMITTED TO COMPLY WITH ETHICS OF THEIR PROFESSION

ROLL
AWAY



YOUR FOOT
TROUBLES

• L A N G •
FOOT & ARCH
NORMALIZER

LANG FOOT & ARCH NORMALIZER CO.
FORSYTH, GEORGIA



TESTIMONIALS

• •

MONROE COUNTY BANK
Forsyth, Georgia

Sept. 20, 1935.

To Whom It May Concern:

The Lang Foot & Arch Normalizer Co. of Forsyth, Ga., is one of our Bank's valued depositors. We hear good reports of their product. We have read the original letters from which the following excerpts have been taken, and are keeping the original letters in our vaults for safe-keeping.

(Signed) C. F. HEARD,
Cashier.

LANG FOOT & ARCH NORMALIZER ROLLS AWAY YOUR FOOT TROUBLES

For the first time in three months, I walked out of the store today with feet that felt like feet. (Sales Lady, Atlanta.)

For years I have suffered from soreness in the calves of my legs and hips. I have been free from pain now for the first time in years. All due to your "Normalizer". (Nationally known Motion Picture Scenario Writer, Santa Monica, Calif.)

Up to May, 1935, due to an accident two years ago, I was unable to stand unassisted upon either foot, and unable to walk without difficulty and limping. After three months' use of your Normalizer can now stand upon either foot and walk without limping. (Auto Parking Station Operator, Brooklyn, New York.)

Before using your Normalizer both feet pained like an old fashioned toothache. After three months' use, I am playing tennis twice a week from one to four hours at a time. Wishing you great success with your "painkilling" device. (Barber, Piedmont Hotel, Atlanta.)

I have used your device with real satisfaction. (Doctor, New York.)

I consider it a good piece of apparatus and use it frequently in my clinic. (Doctor, Newark, New Jersey.)

I have had extremely gratifying results with same, and wish you the greatest success. (Doctor, Macon, Georgia.)

After four months' use I feel with the results thus far obtained that your device can do more to break up adhesions, place the arches in normal position, and develop the muscles and ligaments of the foot than anything I have as yet seen. (President, Georgia State Board of Chiropractic Examiners.)

There is no doubt that muscular tone of the foot and leg is tremendously improved and articular motion is definitely enhanced. (ex-President, Eastern Osteopathic Association, New York City.)

Your little device is so simple it is astonishing the results that it accomplishes. (Treasurer Mfg. Corp., Havana, Ill.)

I have completely removed that tired feeling and thru its daily use am strengthening my arches. (Editor, Walking Magazine, New York City.)

I have tested your machine and am satisfied that it would be of great benefit to officers and others suffering from flat feet. (Chief of Police, Atlanta, Ga.)

In my opinion your device deserves great praise. I shall be pleased to recom-

mend its use in our gym. (Physical Director, Atlanta Athletic Club.)

Your new foot device has my unqualified approval. I shall recommend its purchase to the House Committee. (Supervisor, Turkish Baths, Yale Club, New York City.)

That it has given me more relief than any and all devices which I have experimented with in the past. (Desk Clerk, Yale Club, New York City.)

My trouble had been diagnosed as Metatarsal Nerve trouble which acted very much the same as a toothache. I used your device about three times a week. The improvement was very noticeable after two or three times of use. The trouble has practically disappeared. (Supt. Textile Mill, Clarksdale, Ga.)

I feel sure you have something which, if used consistently, would be a great help to foot sufferers. (President Georgia Assn. of Chiropodists.)

I believe your device to be of exceptional merit for the majority of foot ailments. (Chiropodist, Piedmont Hotel, Atlanta, Ga.)

Lang Foot & Arch Normalizer Co.
Forsyth, Georgia

December 11, 1939.

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

Dear Mr. Lang:

Thank you very much for your two letters and checks, one dated December 7th, the other December 9th.

Yes, I agree with you that this endless chain of sales is going to be great.

While I was in Kansas City last week I ran across C. E. McBride and he told me that he had sold two Normalizers - one to Mr. A. E. Hawkinson and one to Mr. Turner, a fellow-worker on the Kansas City Star. Hawkinson is a crack tennis player. I think it might be a good idea if you would write McBride and thank him for these orders. He has tremendous influence. He is immensely pleased with his Normalizer and says it has done his wife more good than it has done him, and he is very happy about that. Mrs. McBride had a great deal of difficulty with her knees and she says she is going to take the Normalizer with her either to Miami, Florida, or to Pasadena, for this winter's football season.

I appreciate your sending me the check for Mr. Hawkinson's Normalizer because that shows me that you are keeping an unerring set of books and play the game with me one hundred per cent. I agree with you that to play fair is the best way to success.

I was in Warrensburg, Missouri, the other evening where we played a basketball game, and while there I made three contacts which means three sales for the Arch Normalizer. I wish that you would send one to Mrs. Erna Crossley, 209 E. Gay Street, Warrensburg, Missouri. Mrs. Crossley is one of the wealthy women of Warrensburg and the wife of the former lieutenant-governor and senator from Missouri. Mr. Crossley is editor of the newspaper at Warrensburg and has one of the large political administrative jobs on the national alphabetical dispensation list.

Also, please send one to Mrs. Tom Cheathan, 414 South Holden Street, Warrensburg, Missouri. Mr. Cheathan is president of the Citizens Bank at Warrensburg, and one of the very durable citizens in that community.

Will you also please send one to Mr. U. A. McBride, Lock Drawer 300, Jefferson City, Missouri. Mr. U. A. McBride is a cousin of C. E. McBride, of the Kansas City Star. Mr. McBride is a former postmaster of Warrensburg, Missouri, and a very dear friend of mine. He is in the State House at Jefferson City.

While at this party I told the people of the wonderful effects of the Arch Normalizer and they all wanted one, so I am sure you will get your checks. Of course, I want you to write them the usual letter offering them the thirty-day trial, but I am sure you will receive checks from most of these people at once. Since Mr. McBride has a political position he may be slower in remitting. I understand that his finances are more limited.

Now, the best one. I wish you would send one to E. C. Quigley, of St. Marys, Kansas. Mr. Quigley is Supervisor of Umpires of the National League. His home is in St. Marys, and I see him quite often. I had my Normalizer with me in a grip and I took him up to my room and demonstrated it for him. I told Ernie Quigley of the great possibilities that he might have of putting this normalizer in each of the baseball camps. He said, "Sure, I can do it, and if it does the work I have untold contacts." So I believe that we can eventually make a deal with him that will mean much to us financially. I am still feeling that we could get together on a partnership deal that would mean more money for each of us.

I believe that it would be a good idea to let all of these fellows pay for the first one and then let the business deal come later. What do you think?

In regard to the U. S. Rubber Company, I will write you more fully at a later date. I have just returned from this trip, and want to have a little more time before I write you on this. I know so many of the U. S. salesmen who sell the Ked shoes, and I believe I could do more good by getting in direct touch with the individuals than by merely writing to the firm.

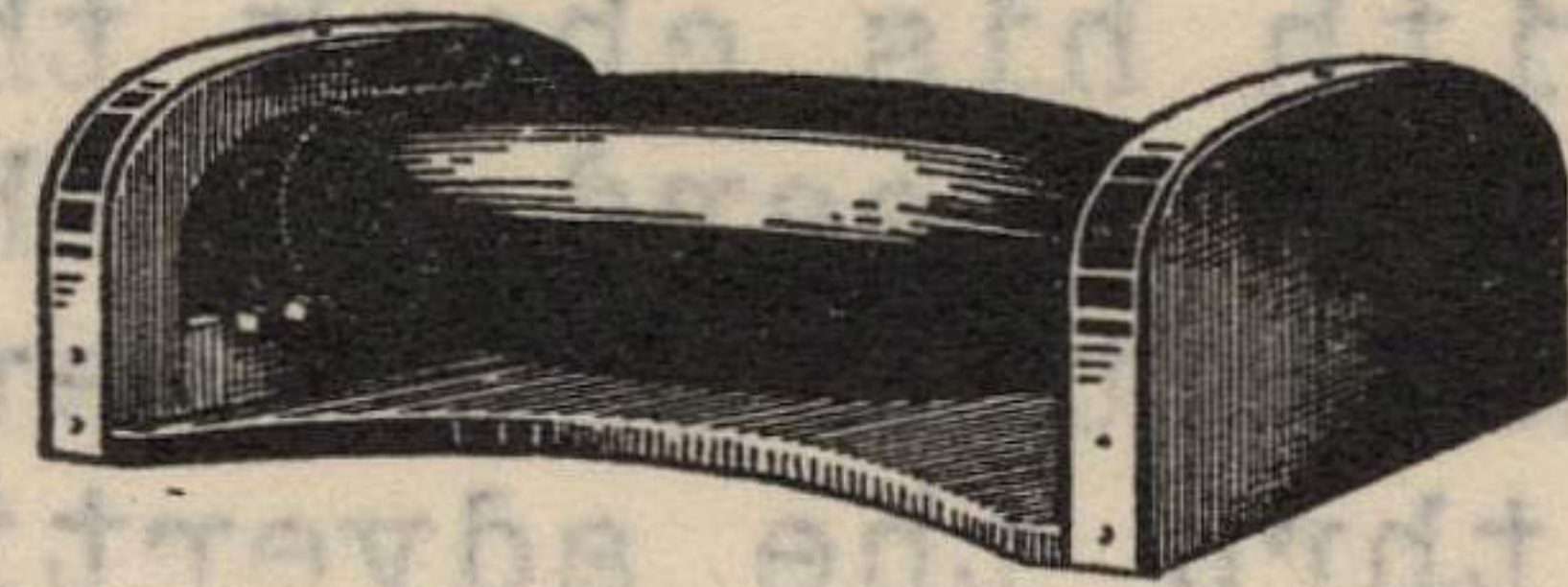
I haven't dealt with the local police department yet. I am individually contacting people who have confidence in my advice, and haven't yet put myself in the place of a salesman. I know the police here very well, although I have never slept overnight in one of their compartments. I will seize upon the first opportunity of contacting them.

With best wishes, I am

Sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

Roll Away



Your Foot Troubles

LANG FOOT-ARCH EXERCISER CO.

Dear Dr. Allen: FORSYTH, GEORGIA Dec. 7, '39

I read an ad. some four weeks ago of the U.S. Rubber Co. in the Sat. Eve. Post (which I have since misplaced) hence the enclosed. What is your reaction to your writing something like this. I believe that your opinion would receive serious consideration from them. However maybe I am all wet. Think it over and advise me. They could stick about an inch ad. for this device with their Ked ad. and we could go to town. However that proposition would have to ease up on them gradually after they were sold on its merits.

Please answer me on this point or what you think of my calling it to their attention. I have been using their Keds experimenting with them for walking. I have walked a measured six miles each morning for the past three months to get my mail. The freedom of motion which they allow my bones and muscles and the protection and cushioning of the rubber against shock seems to be the correct thing.

Did you post your letters to the coaches. None have written to me direct possibly they would not do so. Regards.

FWL.

over
11

Order just received from one A.E. Hawkinson of 4325 Holmes, Kansas City, Mo. together with his check therefore the enclosed check of mine to you. He probably heard of the Normalizer from some of your students or some satisfied user in your territory. We will now get many orders thru the advertising of satisfied users. I told you that all orders from your district ~~would~~ would be credited to your efforts. I still think the best way to make a success of any business is to play fair. I am getting a lot of pleasure out of plugging away at this thing.

How about selling your local Police Department.

I would like to take the Bernarr McFadden walk next spring of 350 miles and wear a pair of Keds if I could work up a proposition with the U.S. Rubber Co. believe that we could both help one another. This would have to come about in a gradual way.

My Normalizer has fixed up two big Dentists in Miami and they are telling other dentists and are keeping up an endless chain- so far.

Am waiting to write to Ohio State again until I hear from the Washington Redskins Trainer. They have made a real honest to goodness test this past football season. Should hear from them soon. The trouble is that most of the Trainers like your West Point friend just dont know their stuff. They are a lot of slap dash rubbers.

This stuff that we are doing now is only a build up for greater things to follow.

PHONE
5779

PRINTING

PHONE
5779

505 Broadway

Boyles & Tabor

Macon, Ga.

Successors to Flynn Printing Co.

PRINTING AT THE RIGHT PRICE

up for greater than
this state and
are a lot of labor
most of the time
to get the work
done as fast as
possible. We are
now doing a lot
of printing and
are keeping up
with the demand
for it.

U. S. Rubber Company
Keds, Division Manager
1790 Broadway
New York City

My dear Sir:

While teaching at the Coaching School last fall held in Atlanta Georgia, I ~~came-aeress~~ was requested by the inventor of a small moderately priced, self operated foot exercising device to make a free thirty day test of same. My specialty being basketball, which game throws a great stain upon the foot, arch and ankle, I therefore was naturally interested to test its use. The results have mildly astonished me. I use it myself, my son and daughter uses it. I have purchased them for our mens and womens gymnasium and have them installed in our basketball and football training quarters and about a dozen of my colleagues at this University who have purchased them say they do not know how they got along without one.

I thought that this subject might be of more than passing interest to you as some time ago I read one of your advertisements which seemed to apologize for not having an arch support in your Keds.

In my opinion your Keds are constructed properly for the use of the normal foot. The lack of a stiff arch or arch support allowing the wearer the free unrestricted bone and muscle movement is the grand feature of your Keds.

It seems to me that you and the maker of this new little exercising device have a bond of common interest against the stiff arch shoe and arch support manufacturers.

I have since learned that the maker of the device referred to is an old Yale athlete. He has made something of unusual merit and if by calling this to your attention, I can in any way, be of aid to either of you, it will be my pleasure. If interested I would be pleased to give you the makers name and address.

Cordially yours,

It is a pleasure to have your request for the details of the big money making possibilities for you, with the Lang Foot & Arch Normalizer. Our literature is enclosed herewith.

I designed this device and have it patented. It is adapted from the treatment so successfully used in the Canadian Regiments, during the World War. It cured me of foot trouble of many years' standing.

Then I started making a few for my friends. Soon the demand spread. Doctors, Trainers and others asked for them. So many orders poured in, that I have decided to offer this much needed foot corrector on a National basis, through Direct Selling men and women.

It is a known fact that two out of every three persons suffer from some kind of foot trouble. Weak or fallen arches, aches and pains. Most of which can be banished by the use of this Normalizer.

You can make big money day in and out with the Lang Foot & Arch Normalizer. You have no delivering or collecting to do. You simply take the signed order and collect your \$2.00 commission. Then mail the order to us. We will promptly ship your customer, collecting the balance of \$2.85, and postage fees.

Ours is the only foot device endorsed by the Atlanta, Macon and Forsyth Police Departments. It was exhibited in 1935 at Conventions as follows: New York, Eastern Osteopathic; Cleveland, American Osteopathic; Hollywood, Calif., National Chiropractic; Atlanta, Georgia State Chiropodists.

You will need a sample device for demonstrating. This we can send you at the special price of \$2.85, post paid. Everything else that you need we furnish so that you can go right to work.

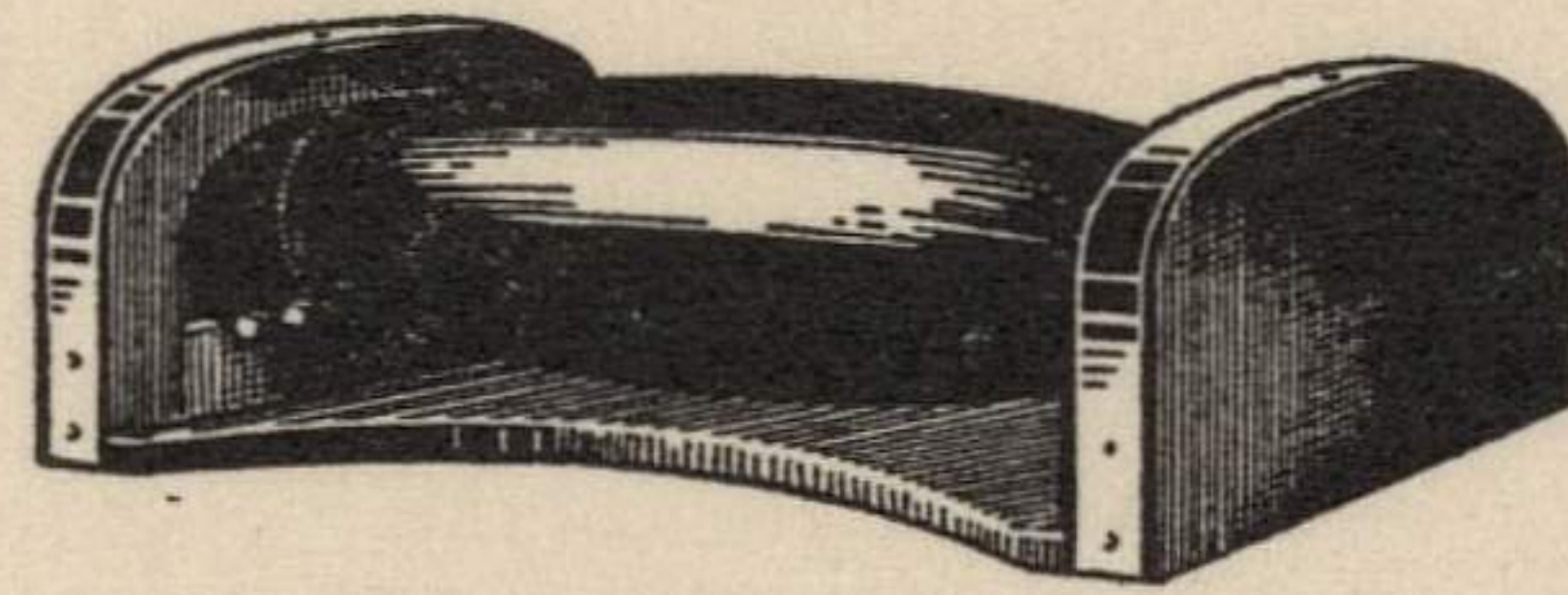
When you get your device, make this simple test: At the end of the day's work, when your feet are tired and perhaps aching -- just use the Normalizer yourself. You will be amazed at the relief that it gives you. You will be so enthusiastic that you will be able to give a sincere, forceful demonstration, that will enable you to sell this device like magic.

Here is a real big money making opportunity. Even only working part time, you should be able to make from \$10 to \$12 each day.

Get started right away. Fill in the order blank and send it with post office money order or express check for \$2.85 right today.

...and place everything in your hands so you can

Roll Away



Your Foot Troubles

LANG FOOT-ARCH EXERCISER CO.

Dear Dr. Allen:

FORSYTH, GEORGIA

Dec. 9th

You have got something started out there. Mr Glenn sent his check He was delighted with the use of the Normalizer and requested me to send another to a F.M. Condit, President of the Ist. Nat. Bank of Beardstown, Ill. This is something like a chain letter proposition and should keep on gathering momentum with time.

How about your Y.M.C.A. out there they should have one.

Regards.

FWL

I am getting many orders thru the recommendations of three dentists in Miami who are sold on this device.

Your Dean Schwegler is the only one overdue and not paid will get his check soon I guess. He has had it two months now.

December 12, 1939.

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

Dear Mr. Lang:

I am sending you a statement of the expense involved in mailing out the mimeographed letters to the coaches of Georgia and California. I have paid half of this expense, and thought you might wish to take care of the balance.

Postage	\$2.73
Stationery80
Stenographic labor	<u>1.40</u>
Total -	\$4.93
Amount due	\$2.46

Sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH

5,00

T A-

E. A. Thomas



December 19, 1939.

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

Dear Mr. Lang:

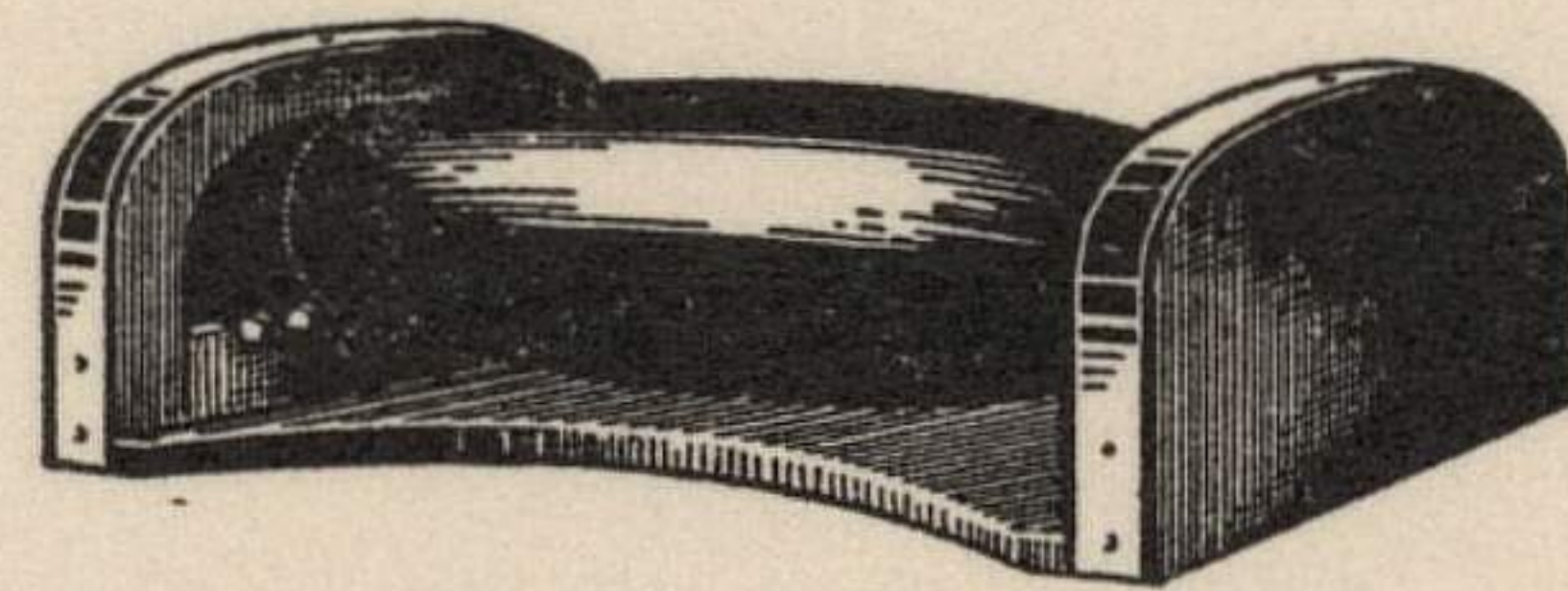
Will you please send a Normalizer to Mr. Bill Sapp, of the Palace Barber Shop, Lawrence, Kansas, on the thirty-day trial offer? He is a barber, about thirty pounds overweight, and is much interested in the Normalizer. I think he will be able to interest some of the other barbers in its benefits.

Sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH

Roll Away



Your Foot Troubles

LANG FOOT-ARCH EXERCISER CO.

Dear Dr. Allen:

FORSYTH, GEORGIA

Dec. 27 1970

Order on its way to Barber Bill Saip. Barbers as a class should need our Normalizer. They are great talkers and if once started with them it would be a great advertising medium. It has fixed up the feet of two barkers in Atlanta. The only two sold so far.

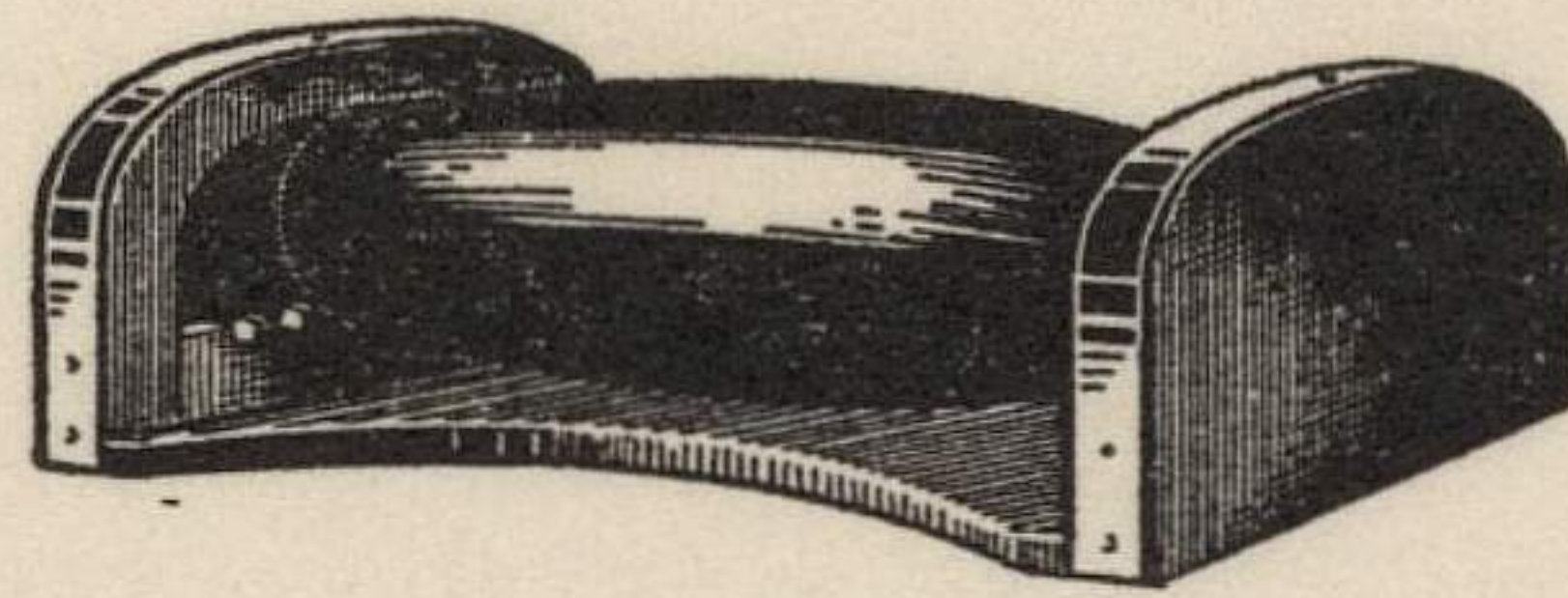
I send a bill rendered statement to your University for the last Normalizer sent Nov 10 upon their order No 2832.

Kindest regards.

FWL

JWH

Roll Away



Your Foot Troubles

LANG FOOT-ARCH EXERCISER CO.

Dear Dr. Allen:

FORSYTH, GEORGIA

Dec. 16, 39

Enclosed you will find check for Dean Swegler and for half expense of the letters to the coaches.

I never received an order from or for McBrides friend Mr. Turner of his newspaper staff. Perhaps he forgot to write me.

The only order which payment is now overdue is the last one to your Univ. Order No. 2832 shipped Nov. 10th. Stowits Rexall Drug man will become due in a few days and eight others following about the first.

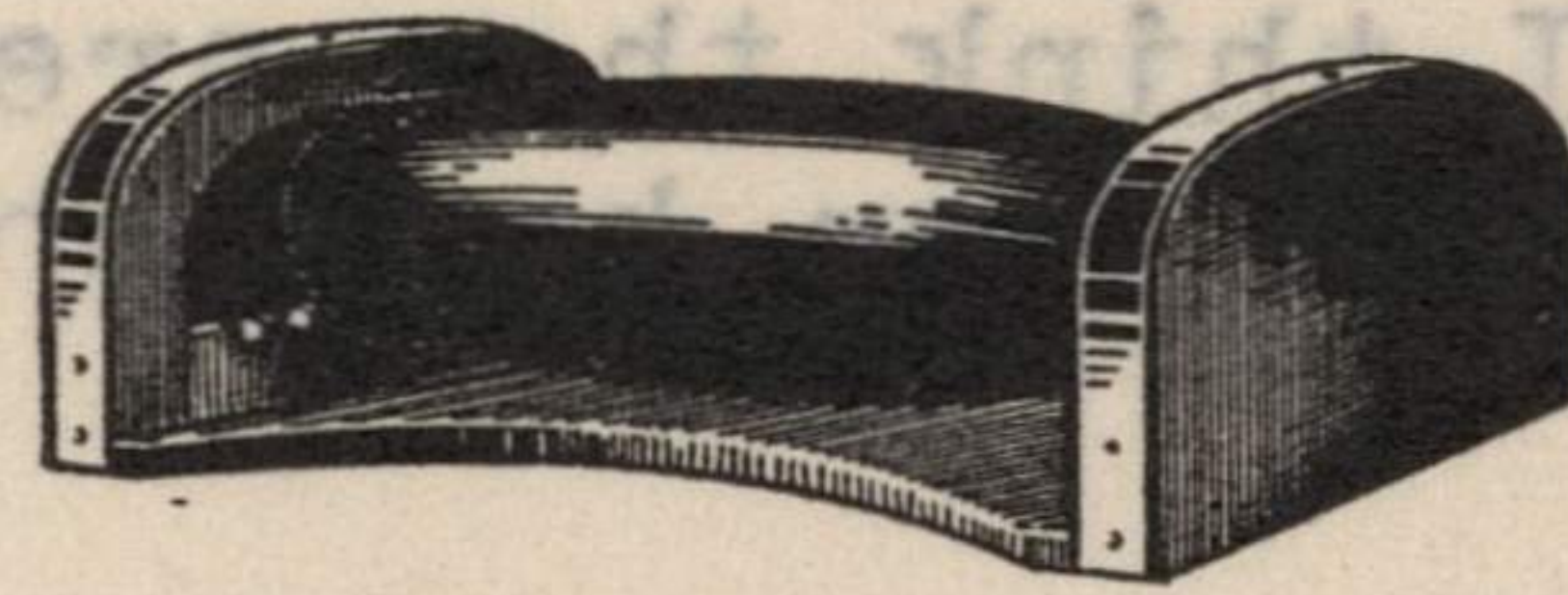
Sent a new machine to Mr. Stephenson and wrote him. Havent received the old machine as yet, so cant tell what the trouble was.

Regards.

FWL

A handwritten signature in dark ink, appearing to be 'J.W.L.' or similar, written in a cursive style.

Roll Away



Your Foot Troubles

LANG FOOT-ARCH EXERCISER CO.

Dear Dr. Allen:

FORSYTH, GEORGIA

Jan 6, 1940

Many thanks for the copy of the letter which you received from Dr. Ferguson. It was interesting to read his good opinion of my device. Mr. Cummings sent the N. back He said it did not help him. I hardly expected that it would cure him in thirty days.

I mailed bills to Stowits Due Dec 20

University of Kansas " "

Don Elser due Dec 27

Others will become due Condit Jan 11th. Quigley, McBride, Cheatham, Crossley all on Jan 17th. Bill Saip Jan 25th.

Kindest regards.

FWL. *FWL*

I wrote McBride thanking him for recommending my N. to his friends. Will write all customers inquiring re results when 3 months have elapsed. Have a regular form and then save the replies.

Will you please mail me a note of introduction to your friend the

Trainer at West Point as I think it might open up a friendly way to get the new Normalizer in there and I can find out definitely if my old ones are used there and I think they are. If I should write him without your letter of introduction he probably would not bother to reply.

LANG FOOT-ARCH EXERCISER CO.

Jan 8, 1940

FORSYTH, GEORGIA

Dear Dr. Allen:

Many thanks for the copy of the letter which you received from Dr. Peterson. It was interesting to read his good opinion of my device. Mr. Cummings sent the N. back he said it did not help him. I hardly expected that it would cure him in thirty days. I mailed bills to Stowits Dec 30 " " " " University of Kansas Don Kiser Dec 27 Others will become due credit Jan 11th. Outley, McBride, Chestnut, Crossley all on Jan 17th. Bill said Jan 25th.

Kindest regards.

T.W.L.

Will you please mail me a note of introduction to your friend the I wrote McBride thanking him for recommending my N. to his friends. Will write all customers inquiring re results when 3 months have elapsed. Have a regular form and then save the replies.

E. C. Quigley the only one that hasnt
paid. Am getting after him now. He has
had plenty of time four months.

We need some new ones now.

STATE OF MISSOURI



DEPARTMENT OF

OIL INSPECTION

ROY H. CHERRY
INSPECTOR

U. A. McBRIDE
CHIEF CLERK

INSPECTOR'S OFFICE
JEFFERSON CITY, MO.

IN YOUR REPLY
REFER TO FILE _____

Jan 10, 1940

Lang Foot and Arch Normalizer Co
Forsythe, Georgia

Dear Sir:

I have returned to you by insured No. 9209 parcel post the Normalizer you sent me on trial.

I regret that I did not obtain any benefit from same. It may be that I did not understand the proper manner of using same, but the use of same seemed to make by feet ache and instep pain me considerable, after using the Normalizer. My friend Dr. Allen had recommended same so highly that I was in hope that it would help my trouble.

Yours very truly

U. A. McBride

Residence address:
213-a Adams street
Jefferson City, Mo.

THE FIRST NATIONAL BANK

A. E. SCHMOLDT
VICE PREST.
E. MILLER DUNN
CASHIER

FLOYD M. CONDIT
PRESIDENT

PAUL P. WINHOLD
ASST. CASHIER
G. LE ROY HEGENER
ASST. CASHIER

BEARDSTOWN, ILLINOIS

January 10, 1940

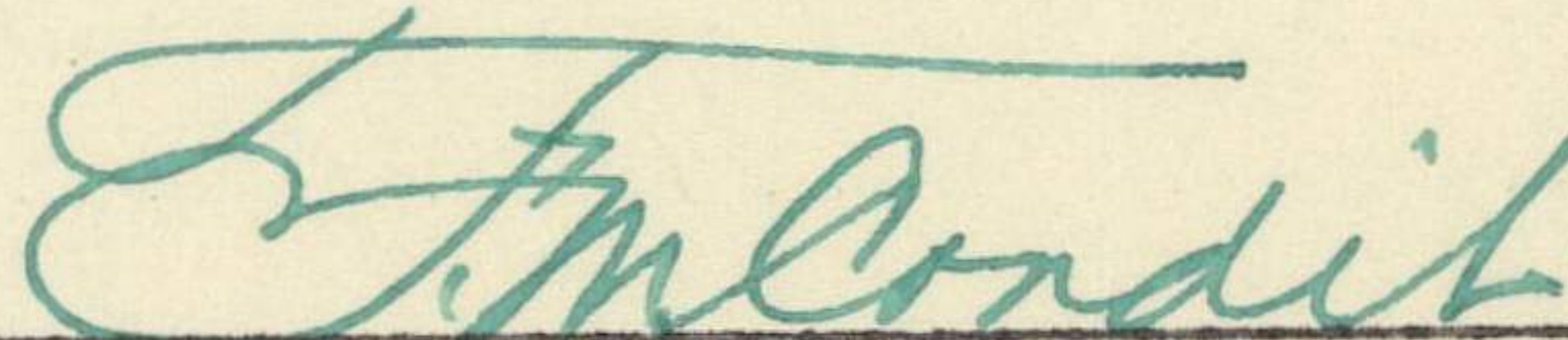
Lang Foot and Arch Normalizer Co.
Forsyth, Georgia

Gentlemen:

I am this day returning to you Lang Normalizer which you shipped me at the request of Mr. John H. Glenn, as I do not feel the necessity of the same, as exercises that I have taken for years have sufficiently taken care of me so that I have never had any foot troubles.

This Normalizer is being returned by parcel post insured.

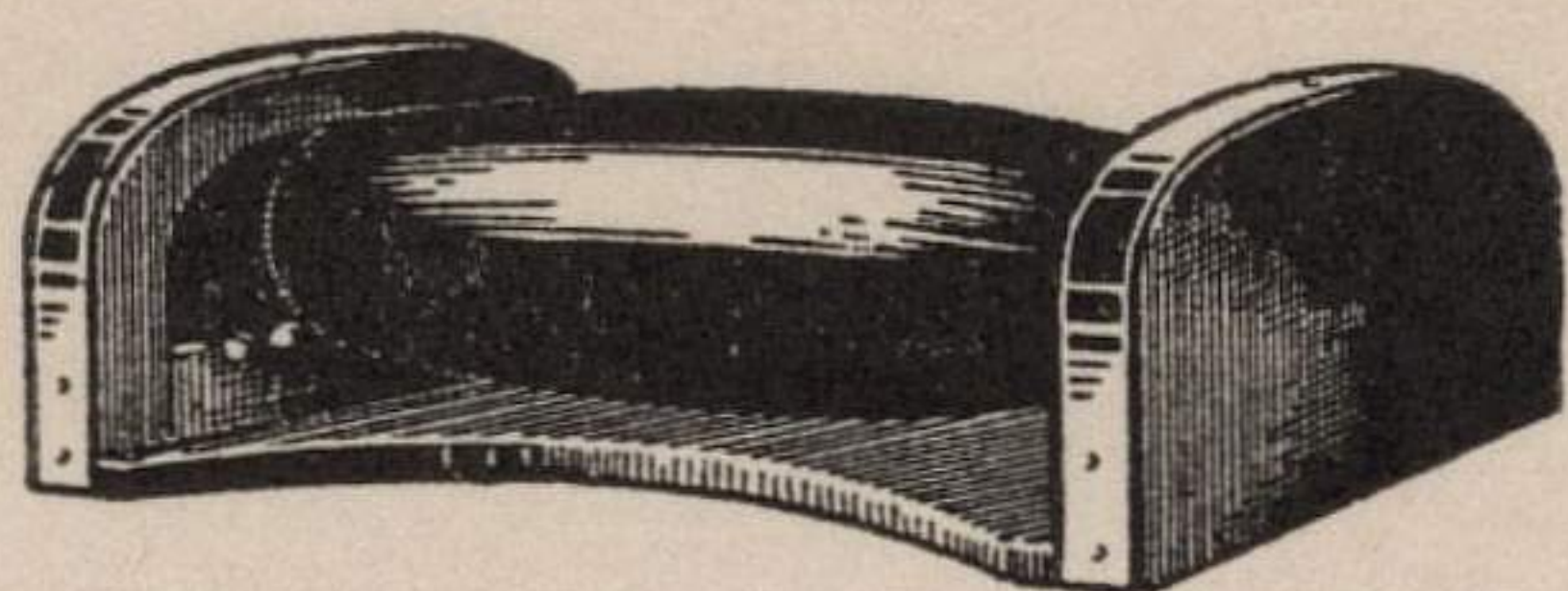
Yours truly,



FMC:EF

I rechecked my records and this is the only case where one has been sent out thru Mr. Glenn. He probably thinks that this fellow bought it. He has no doubt told a number of others who have forgotten to order one. However I thank him just the same. I wrote him a letter of thanks for this order. Recently I wrote him to see if he would mail our circular to the Trainer of Northwestern U. I have never been able to do anything with them. If Glenn does you will get the credit. Have just purchased space to exhibit at the Ga. State Dental Convention next May. Am getting a lot of orders from So. Dentists This device just hits them right. How about your own Dentist.

Roll Away



Your Foot Troubles

LANG FOOT & ARCH NORMALIZER CO.

FORSYTH, GEORGIA

January 13, 1940

Dear Dr. Allen:

I received letters from Condit friend Glenn who said he was returning the Normalizer because his feet were O.K.

U. A. McBride says that he is returning it because it made his feet sore. Note (He surely needs some attention paid to his feet if that is the case).

Your R.R. man who had the broken foot for five years says that it did not fix him so he is also returning it.

However with these few returns our batting average is high.

Crossley, Stowits and Un. of Kansas have just paid and at the end of this month I will draw one check for all received in the month of January. That will save me some work. St. Benedicts College is now slightly overdue.

Regards.

Sincerely yours,

J. M. Lang

February 5, 1940.

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

Dear Mr. Lang:

Thank you very much for your letter of the 30th ultimo enclosing check for \$13.32. Your bookkeeping is exactly right.

Since we have had no golf weather to determine these broken arches and since I have been so busy with basketball, I have not had the opportunity to contact these people.

If I were you I would write to Don Elser, the athletic director at St. Benedict's, and ask him to mail you a check.

I was down at the barber shop and saw Bill Saip the other day and he says the arch normalizer is doing splendidly. I think he will send you a check before long.

Quigley will be a little slow pay, but he shouldn't be because he gets about eight or ten thousand from the National League, but I understand he has always been a little hard up. Some of his investments have not been any too good. He perhaps would like to make some arrangements with you where he could sell these things, and those negotiations generally mean that he would like to have a sample free. But you know how to handle those things better than I do. Quigley is always mixed up in so many things that he doesn't have time to carry through. In other words, his imagination and desire are far in excess of his energy. He just can't get around to all the places he would like.

I have found this - that when you try to interest some fellows on small salary or who are not well off, \$10.00 appeals to them strongly, and I think some of these late returns have been due to the fact that some of these fellows don't have easy money like the fellows who paid for their purchases have.

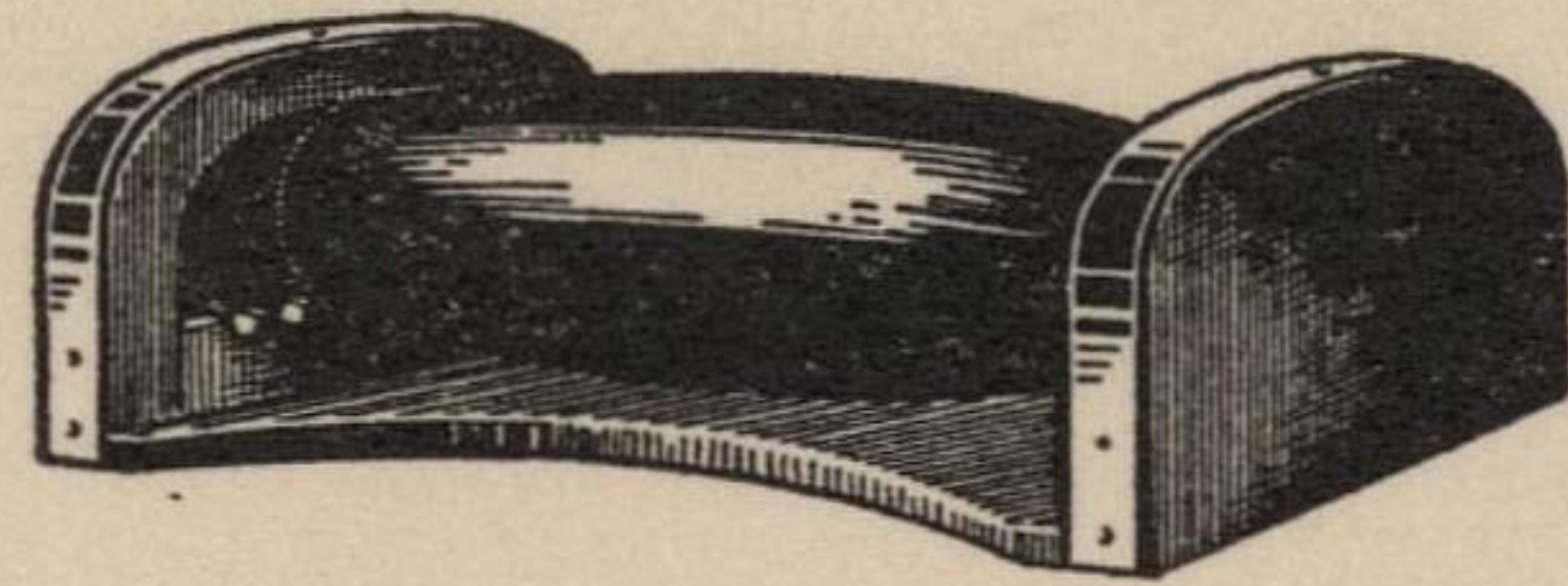
With all good wishes, I am

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH

Roll Away



Your Foot Troubles

LANG FOOT-ARCH EXERCISER CO.

FORSYTH, GEORGIA

Dear Dr. Allen:

Jan. 30, 1940

Enclosed you will find check for \$13.32 for
U. K.) Stowits, Cheatham, Crossley collected this month.

Now outstanding and due are Don Elser, Quigley, Bill Saip. Bills
have been sent to them.

Those returned were Cummings, Condit, U.A. McBride, C.C. Carl.
See if this tallies O.K.

We have been snowed in and frozen up in the sunny South. Our water
pipes havent thawed out yet.

Kindest regards.

J.W.L.

February 13, 1940.

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

Dear Mr. Lang:

We just don't have any equipment at all to discard. Whenever we do have old pieces we send them to the state prison at Lansing. And then there is a colored team in Lawrence that always begs most of the basketball equipment. It keeps us stripped. However, if we ever do get any old equipment that these two groups can't use we will definitely keep you in mind.

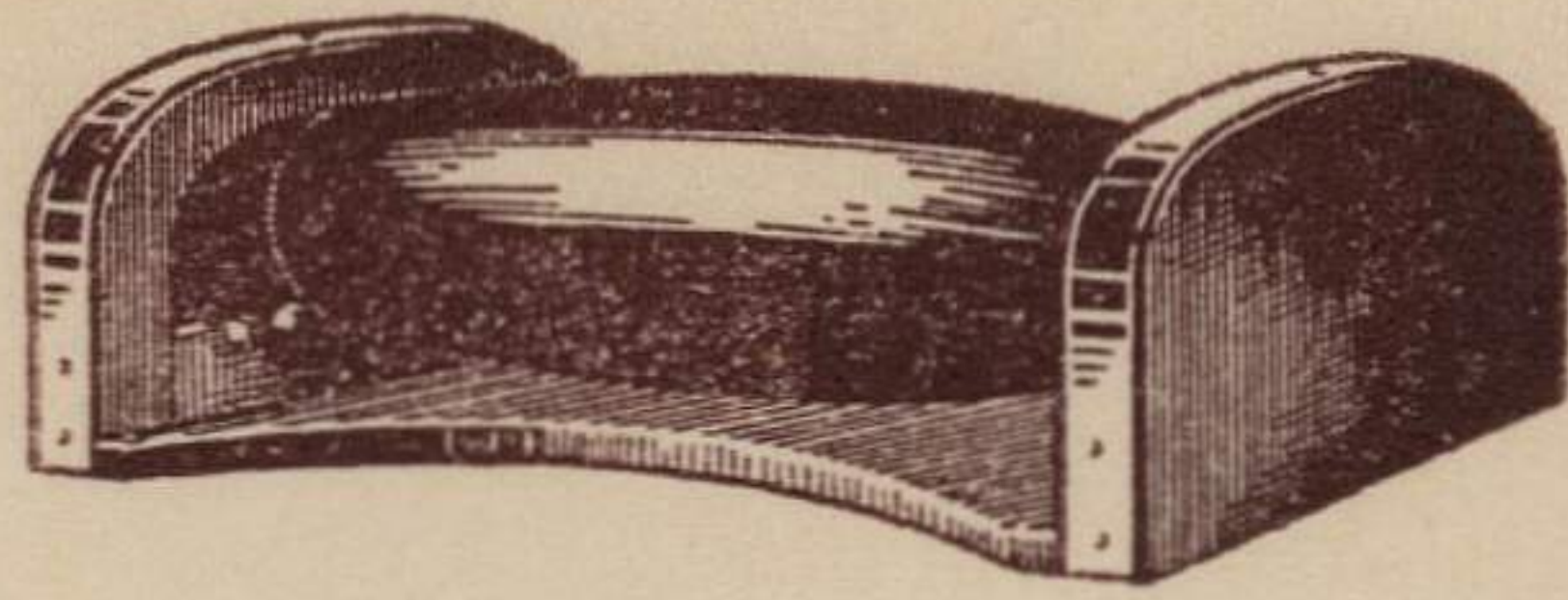
I agree with you that Bill Saip, Don Elser and Quigley ought to send their checks in soon. I would write to Elser again, if I were you, and ask him to please mail that check immediately.

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

February 9, 1940

Dear Dr. Allen:

Yours of recent date received. Glad to know that my bookkeeping was O.K. Even we in the sunny South have been snowed in. Business has been at a stand-still for some weeks. We hope for an improvement when weather conditions become normal again.

Regarding Bill Saip, Don Elser and Quigley at least they have gone so far the time to return same has gone by. No doubt I will get their checks soon. I will bill them again soon.

There is a little hill billy school in the mid west which does quite a lot of good and from time to time I help them out. Have you any old basketball, foot-balls, uniforms, or any athletic equipment that is no longer fit for your use. If so they could use it to good advantage no matter how much used it is. Will you let me know and I will give you their address and I will pay the express charges.

With kindest regards, I am,

Sincerely yours,

Frederick W. Lang
Frederick W. Lang

February 19, 1940..

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

Dear Mr. Lang:

I note that Bill Saip has returned the Normalizer to you, and I do not believe I would go any further in the matter if I were you. Last week his barber shop burnt out, and he suffered a complete loss there. I do not feel that we should press him at this time.

With all good wishes, I am

Very sincerely yours,

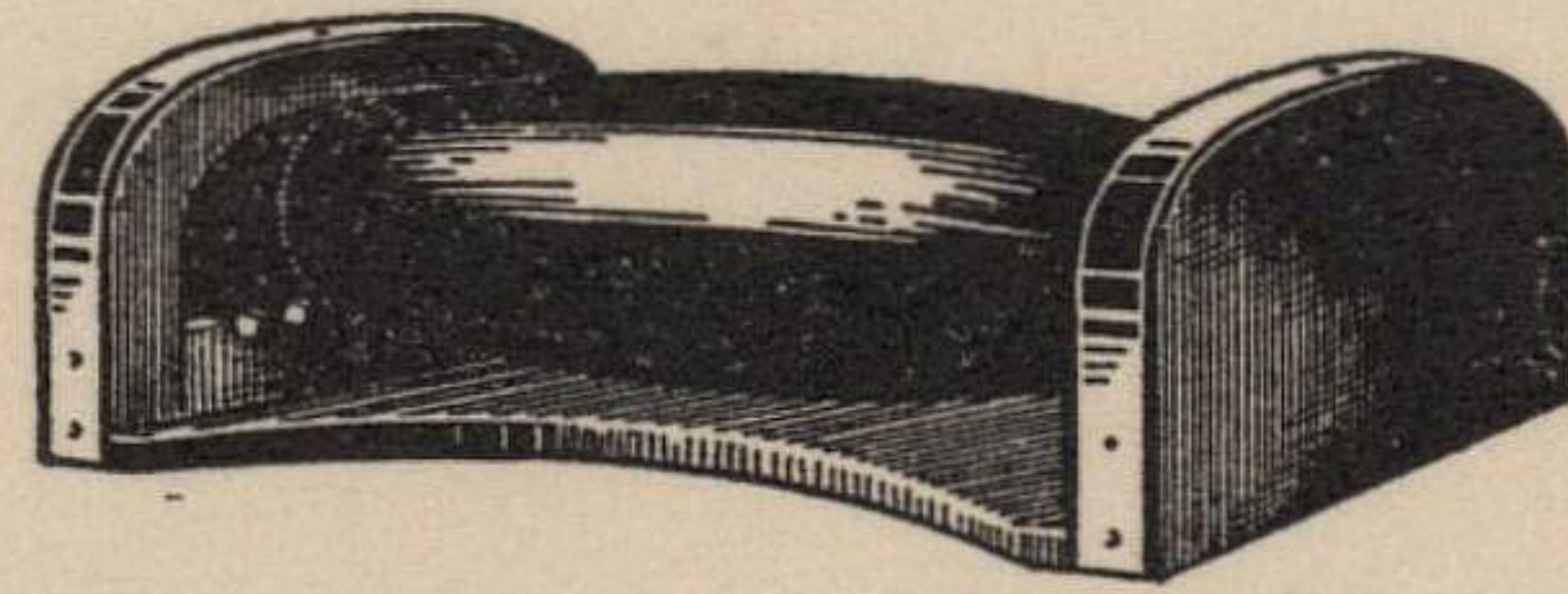
Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH

P.S. Mr. A. A. Schabinger, of Chicago, Educational Director for the Lastbilt ball for Spaldings, Goldsmith, Wilson & Company, and other sporting goods firms, was in today and I was telling him about the arch normalizer. He will write you for one for his mother-in-law, who lives with them. He was very much interested in the normalizer and is in an excellent position to do a lot of good if he is contacted properly.

F.C.A.

Roll Away



Your Foot Troubles

LANG FOOT-ARCH EXERCISER CO.

Dear Dr. Allen:

FORSYTH, GEORGIA

Feb 15, 40

Bill Saip sent back the Normalizer two weeks after the thirty day period. He was notified in plenty of time if he wanted to send it back in thirty days.

As far as I am concerned I figure that he is the loser. I got a machine back that I can resell and he has a broken down pair of feet that he can keep. If you suggest I could write you that the machine was not returned in time proper for refund and I will have to hold you responsible. Let me know.

We have had a terrible winter and business since two days before Xmas just stopped. Regards.

JWH.