

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 strain 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 gymnasias 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,