

October 7, 1939.

Mr. Roland Logan,
Trainer of Athletic Teams,
U. S. Military Academy,
West Point, New York.

Dear Roland:

When I was down at Atlanta, Georgia, this past summer at the coaching school sponsored by the Georgia Athletic Coaches Association, I met Mr. F. W. Lang who invented a foot normalizer, the most wonderful foot conditioner that I have ever seen. It is not electrical - it is mechanical, and it is shaped much after the manner of a rolling pin turned down to sloping ends.

The two ends are set in a geared ratchet, and the individual stands on the roller with his bare feet and rolls upon the revolving pin forward and backward with the weight of his body to press the arches of the feet up in their normal position. The patient holds on to a table or desk and slowly rolls backward and forward for anywhere from forty to a hundred times. This is done twice a day, more conveniently morning and night - just when you get out of bed and just before you retire.

Due to my heavy floor work of pivoting and stamping and dribbling, I have subjected my feet to terrific pressure and I have had some arch fatigue. I am frank to say that I have never seen anything that has done my feet so much good in a short while. I have spent \$75 to \$100 on manipulations by competent men who have worked on my arches.

During my stay in Atlanta Mr. Lang asked me to use this and even after the first treatment my feet were so greatly relieved that I ordered two for our Physical Education Department - one for the men's side of the gymnasium and one for the women's side. Miss Hoover and the women instructors in the department, and Dr. Elbel, Herbert Allphin and the men teachers, have used the device and they are loud in their praise of the benefits one can obtain by using this such a short while.

Mr. F. W. Lang, Forsyth, Georgia, has asked me to write you and tell you about this arch normalizer. He will send this to you for your athletic association on a free thirty day trial without any obligation. If you do not like it, return it to him at his

expense. He will be glad to pay return charges.

I have also ordered one for my varsity basketball squad and am having the basketball players use it before they go up on the floor and after they return. If you will kindly write Mr. Lang I am sure that he will be glad to send you one so that you can try it out. It is the best thing that I have ever seen, and I wanted you to know about it.

With best wishes for your continued success, I am

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH

October 7, 1939.

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

Dear Mr. Lang:

This is about the type of letter that I would send to the National Association of Basketball Coaches. There are 169 of these coaches located in the larger universities and colleges of the United States. Then there are as many more basketball coaches located in the colleges with whom I have a very intimate acquaintance. This would make about 340 basketball coaches.

In addition to this, I have received a list of the coaches who attended the Georgia Coaches Association coaching school, about 120 of them. My notion was that I would write them telling of this fine implement for foot care for basketball coaches, and also telling them that you had asked me to write them. I will suggest that they write in to you so that you could send them one of these arch normalizers on a free thirty day trial for their inspection.

By handling it this way you would have their names and you would have definite contacts with them. It would be much better than if I would promise to send them one and then you would have to contact them if they did not return it or the money at the end of the thirty days. I would like to enclose in each letter one of your folders, and in addition, I would like to have those photostatic copies of the testimonials. This would give the coaches a pretty good idea of the implement, and I am sure that you would get several orders from this list.

I also know all the head coaches in the different colleges and universities in the land, but I thought we would start out with the basketball coaches and see what sort of luck we had. Then if the venture proved successful we would write the football coaches and the track coaches in the colleges of the country. I have a very personal acquaintance with the athletic trainers and the athletic directors, as well as the coaches.

I know this fellow Ferguson very, very well, who is connected with the Miami coaching school.

I also thought that I would try the nurses in the hospitals after we try out this other group.

In my letter yesterday I asked you about the expenditure for stamps and stationery, and if you are willing to stand the expense I am sure that I will turn in a lot of orders for you.

With all good wishes, I am

Very sincerely yours,

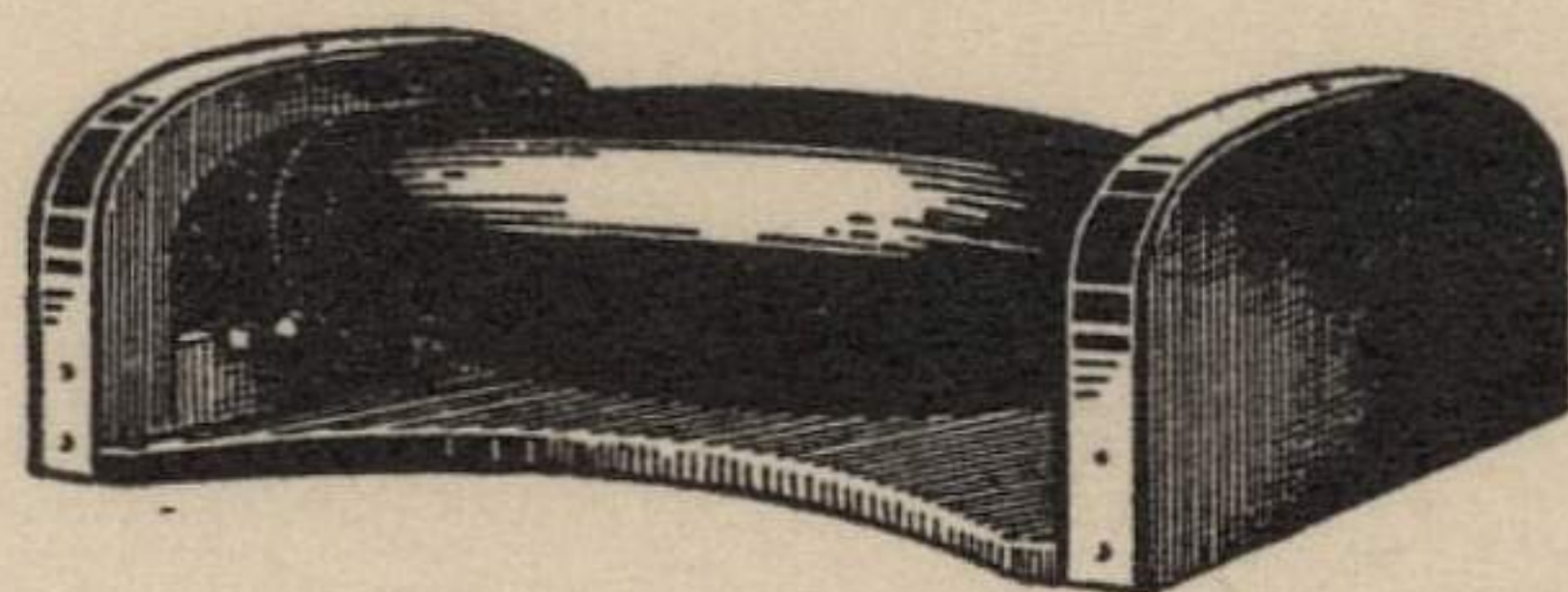
Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH
Enc.

I just received notice that the two Normalizers have been received by your friend Loomis. I sent him the bill so expect to have a check shortly for you. Have changed the price in my circular

I now type it in. If you want any new ones let me know.

Roll Away



Your Foot Troubles

LANG FOOT-ARCH EXERCISER CO.

FORSYTH, GEORGIA

9/ 23/39

Dear Dr. Allen:

Am enclosing a copy of a sales letter which I am sending out to all the college football coaches. Along similar lines why could this not be done for basketball coaches using a letter of recommendation from yourself but I suppose that you would have to get some noted basketball player or coach ~~ex~~ to sign as sales manager on account of your present position at your University. We could take care of whatever man you would get to act in that capacity by cutting him in on our profits. I am astonished to learn of the great number of basketball teams in this country.

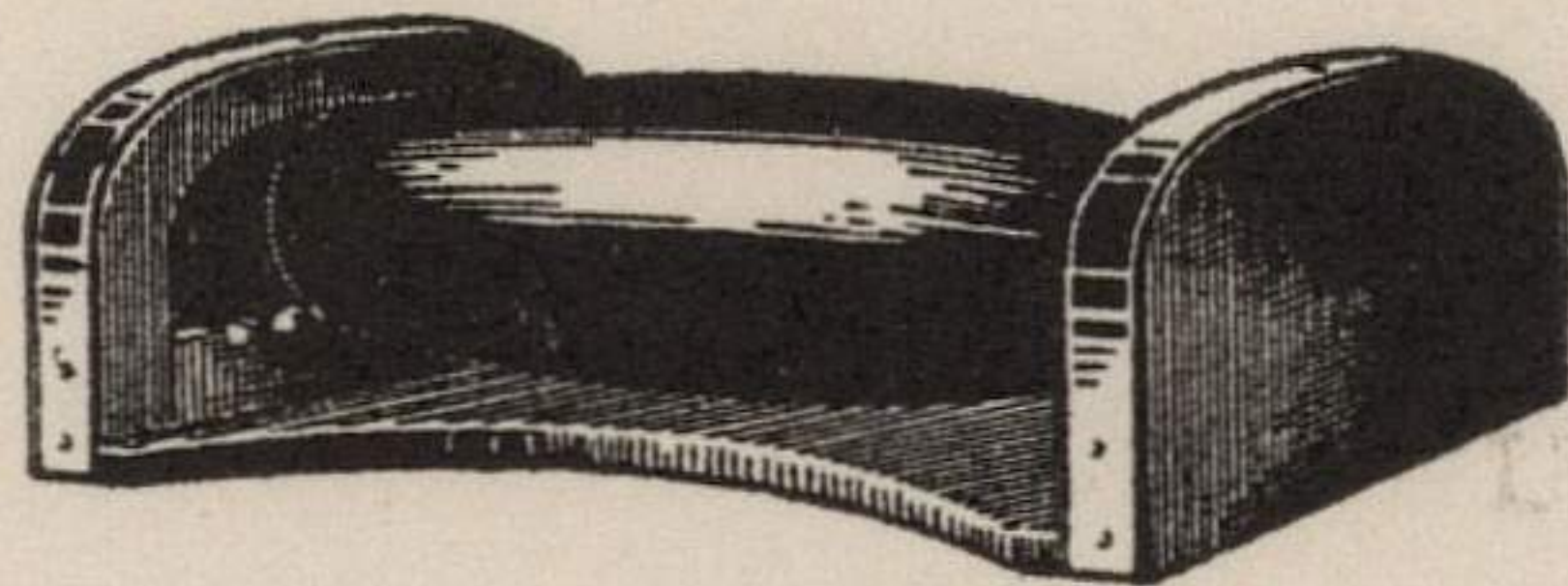
How about interesting some one to represent us for golfers. Did you ever get your golf Pros reaction to this end of it?

Could you get some Hospital to try this out for the benefit of their Nurses use?

This thing has many angles that could be made to work. Regards.

Frederick W. Lang
Frederick W. Lang

Roll Away



Your Foot Troubles

LANG FOOT & ARCH NORMALIZER CO.

FORSYTH, GEORGIA

Lester "Swede" Olsson, Sales Manager

9/22/39

(Formerly of Mercer University and
Washington Redskins Pro. Football Team)

Mr. xxxxxxxx, Coach
Football Team
xxxxxxx University
New Haven, Conn.

Mr. George

Dear Coach:

After years of experience in college and professional athletics, I have learned the great need of a device such as the Lang Foot & Arch Normalizer, for the post injury treatment of feet, ankles and the rolling out of Charley Horses.

Our Lang Normalizer has been tested and used with success by some of the most noted Coaches and Trainers in this country.

Among the first to adopt its use were the following:

Harry Mehre, University of Mississippi

Fritz Lutz, University of Georgia

Mike Chambers, Louisiana State University

W. A. Alexander, Georgia Tech.

Lawson Robertson, University of Pennsylvania

Wayne Hauck, U. S. Military Academy

Dr. Forrest "Phog" Allen, University of Kansas

Lake Russell, Mercer University

At a cost of ten dollars for our Lang Normalizer many injured players could be put back in the lineup weeks in advance of those treated by old methods.

Naturally I can give this Lang Normalizer my own personal endorsement or otherwise I would not have joined this Company.

May we send you one for a thirty day trial and should it not prove satisfactory return it at our expense.

With kindest regards and best wishes for a successful season,

Sincerely yours,

"Swede" Olsson

Lester "Swede" Olsson
Sales Manager

THE UNIVERSITY OF GEORGIA
ATHENS, GEORGIA

DEPARTMENT OF ATHLETICS

May 19 , 1936

Lang Foot & Arch Normalizer Co.
Forsyth, Ga.

Dear Sirs:

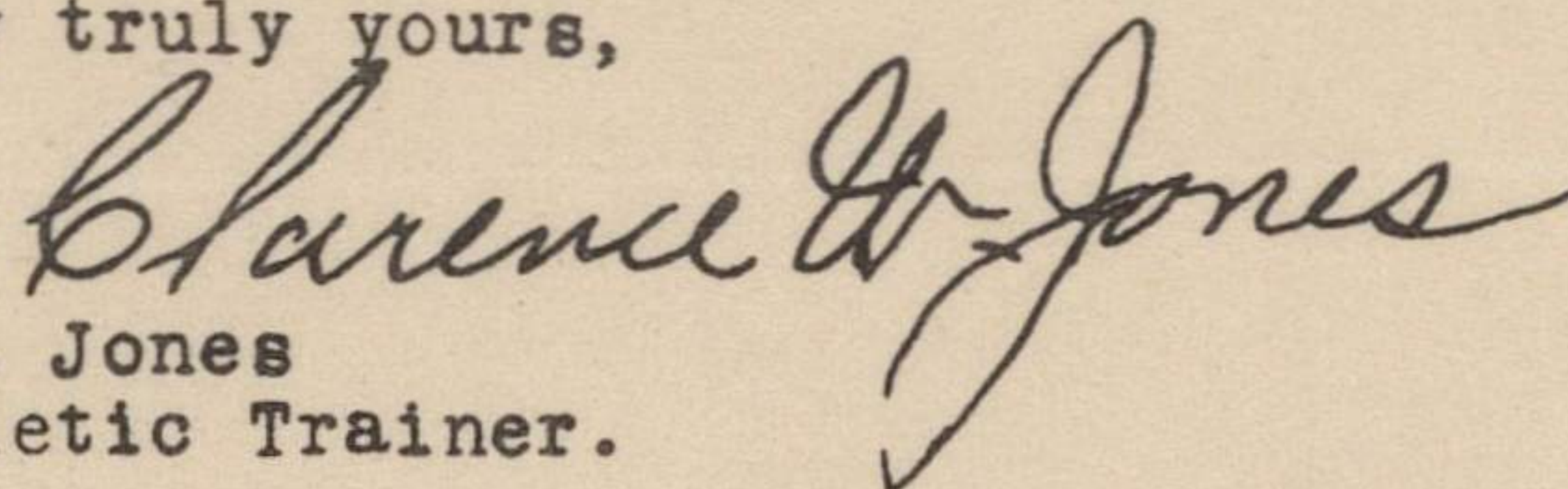
Early last fall Coach Mehre asked me to try out your Foot and Arch Normalizer in our physio-therapy department.

Following his request I found this device a great help in the treatment of athletic injuries for the foot, ankle and leg. It is fine for loosening up the injury of a foot after a dislocation or fracture, especially after the injured part has been immobilized for some time.

I have used it successfully in loosening up wrists after fractures, and "charlie horses" can gently be rolled out with this apparatus.

It does all that you said it would in building up weak and fallen arches.

Very truly yours,


C.W. Jones
Athletic Trainer.

CWJ:m



JIMMIE FOXX, 1st Vice-President
"TINY" PARKER, 2nd Vice-President

LESLIE MANN, Sec'y-General Athletic Director
MAX CAREY, President-Treasurer

M. SAFFOLD-WINKLER, Ass't Sec'y-Treas.
Publicity Director

OLD FEDERAL BLDG.
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B. L. WHITTEN, M.D.

Hostess

M. SAFFOLD-WINKLER

March 5, 1936.



Lang Feet & Arch Normalizer Co.,
Fersyth, Georgia.

Gentlemen:

Would like you to know that I am getting
some splendid results from your device, both at
home and in the school.

I find it is especially helpful in the build-
ing up of fallen arches, and also in the rolling out
of "charley horses".

Very truly yours,

Max Carey

MC:AS



BASEBALL

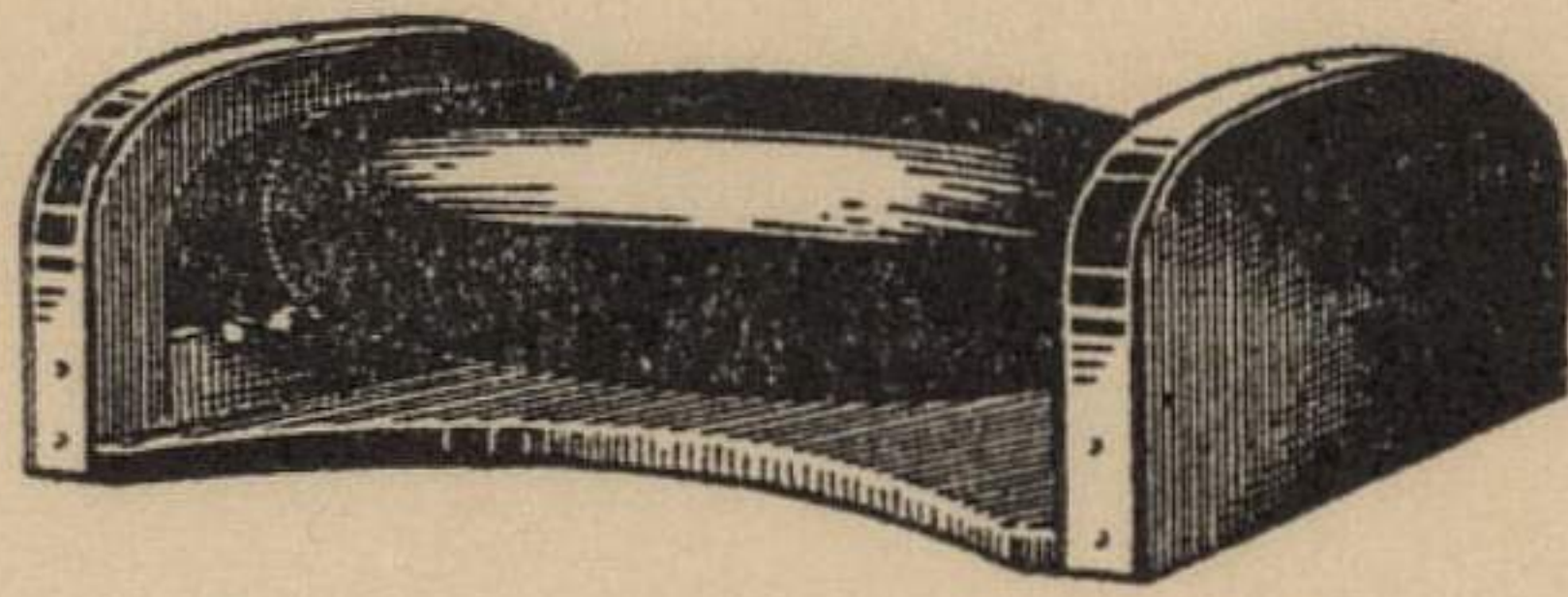
GOLF

TENNIS

SWIMMING

SAIL BOATING

Roll Away



Your Foot Troubles

LANG FOOT & ARCH NORMALIZER CO.

FORSYTH, GEORGIA

October 13, 1939

Dear Dr. Allen:

I just received a check for ten dollars from your Mr. McBride altho I billed him for payment next November. He is the only one who has paid so far but I imagine the checks will be coming in on your Kansas sales almost any day now. I thought that I would mail you a check against this sale but hereafter will wait until the end of the month and total them up as it will save me a world of writing. I really think that you are going to get a great number of these checks before next Xmas gets here and that is the time they come in mighty handy as the wives can think of a million and one things to purchase.

Am trying the enclosed card to Dentists in Atlanta and Miami. Seventy five were sold to Dentists in N.Y. I dont know how many were sent out there as I didnt have charge of it. But I know Dentists are a class who need this device. If you want any of these cards let me know. I will give you credit for any and all sales in Kansas and Mo. as long as you care to keep this up at this gait.

Have just started to contract for my lumber and am getting my necessary parts made ahead for some thousands of machines.

When you know your costs for the stamps and stationery I will mail you a check as soon as you advise me.

I will keep you advised when I hear from any of your coaching and Training contacts.

Sincerely yours,

Frederick W. Lang

I now have them installed in two stores in Atlanta for the use of their employees. One has it in their store hospital under the direction of their Nurse. The other is for the use of the employees in a store dress dept. I figure that the store employees will make sales for me to their customers who have tired aching feet. I made two sales already this way.

C. C. Carl and Mrs Schwegler orders have gone forward two days ago. Have Normalizers in stock now was down to my last one. The new finish using sprayed lacquer is a big improvement and less work. We are gradually getting this down right. I am paying a big price for making them but I am getting quality workmanship. The maker takes a pride in his work so I am fortunate in this respect.

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.**

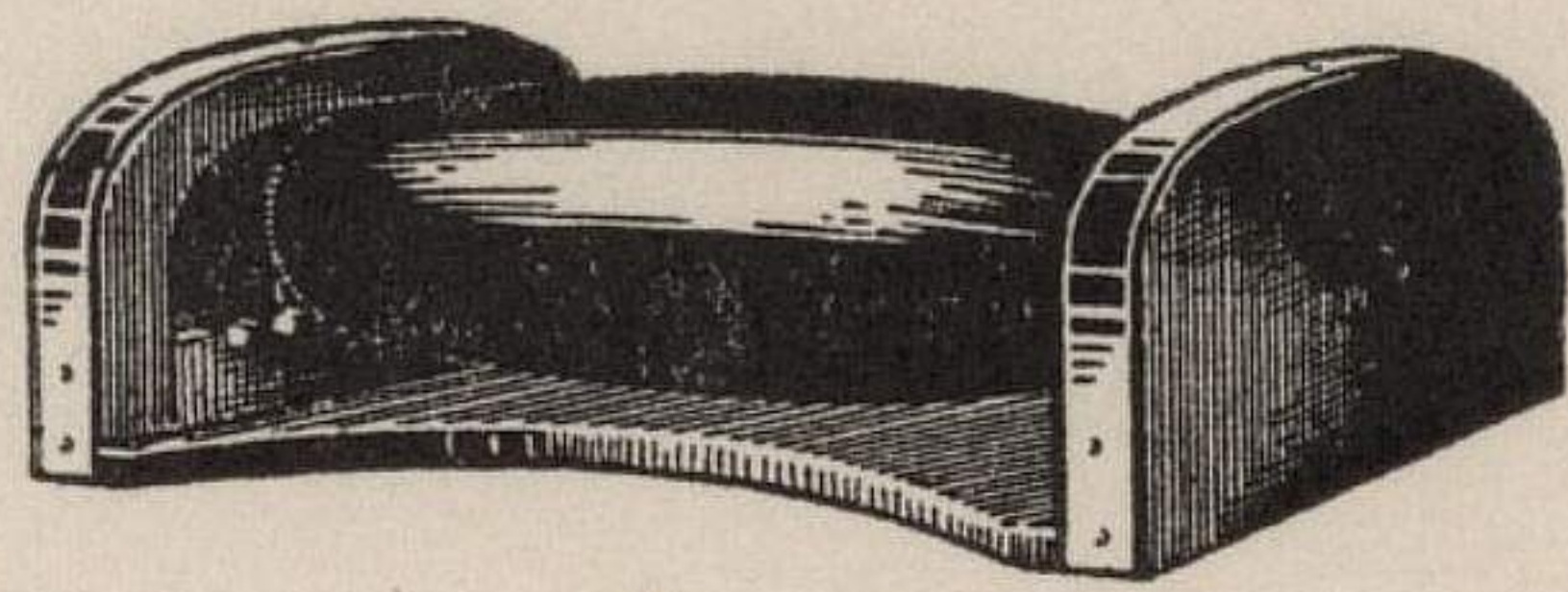
FREE TRIAL OFFER!

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**

Roll Away



Your Foot Troubles

LANG FOOT & ARCH NORMALIZER CO.

FORSYTH, GEORGIA

October 11, 1939

Dear Dr. Allen: Your two letters just received.

Normalizers have just been shipped and letters to each: Mr Carl and Mrs Schwegler.

Havent received any payments as yet but am not worried about that end of it. They will come in soon.

As to stamps and stationery for the five hundred letters so that we pay for it jointly in this way. That I will advance it as a guarantee and deduct it from the first two or three sales which would cover it. Is that O.K. with you. Judging by Swede Olssons your letter will pull big returns for the Swede is young in the game compared to yourself. suppose

I will send the five hundred testimonial rotoprints of both Jones and Max Carey letters.

I have no selling in California now. Had an Agent there three years ago but he was an older man and ill but he showed that the possibilities were there.

I note your letter to Roland Logan. Some three or four years ago I sent one to Wayne Hauck whom I thought was the head trainer there and perhaps he was at that time. He liked it. If he left there he probably took the Normalizer with him. However it was was one of my first models and not so good. Noisy etc . as it had all iron gears. Our new ones are quiet on account of the fibre track.

Was down to my last Normalizer. But my new high speed fibre track cutter was delivered and we can cut fibre track in one minute. It has solved that problem. I just bought a power paint sprayer and have finished some with lacquer spray and they are perfect. Our others like the one you have was done by hand with shellac and was not hard enough to stand the gaff. Am getting the production problems ironed out.

Have tried to reply to each of your questions. Am pressed for time to catch the mail, so excuse mistakes if any.

Hastily,

Ju Lang

Lang Normalizer now in use at the following
Universities, Colleges and Schools:

University of Georgia
Georgia Tech
University of Mississippi
Mercer University
Louisiana State University
University of Kansas
University of Pennsylvania
United States Military Academy
Wesleyan University
San Jose Junior College
Northwestern University
Brown University
Catholic University
Fordham University
George Washington University
Washington & Lee University
Columbia University
Duquesne University
Georgetown University
Alabama University
Akron University
Ohio Wesleyan University
Boston University
Detroit University
Illinois University
Maryland University
Niagara University
Albright College
Ohio State University
The Berry Schools
The School of the Ozarks
Starr Commonwealth for Boys

Adopted by

Now on test with
These football Coaches are
the personal friends of
big "Swede" Olsson

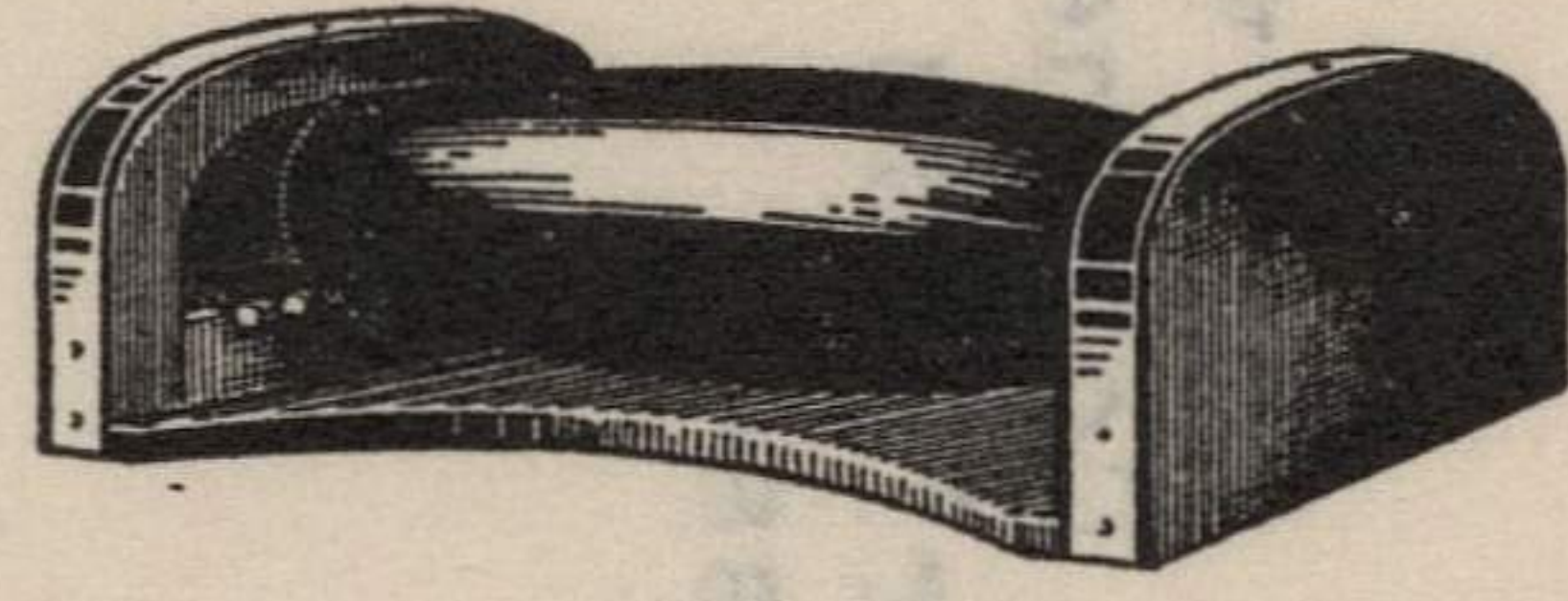
Adopted by

LANG FOOTBALL EXERCISE CO.

LANG FOOTBALL EXERCISE CO.

LANG FOOTBALL EXERCISE CO.

Roll Away



Your Foot Troubles

LANG FOOT-ARCH EXERCISER CO.

FORSYTH, GEORGIA

Special Commission for Boys
 The School of the Ozarks
 The Berry Schools
 Ohio State University
 Virginia College
 Michigan University
 Illinois University
 Detroit University
 Boston University
 Ohio Wesleyan University
 Akron University
 Virginia University
 Georgetown University
 Indiana University
 Columbia University
 Washington & Lee University
 George Washington University
 Fordham University
 Catholic University
 Brown University
 Northwestern University
 San Jose State College
 Michigan University
 United States Military Academy
 University of Pennsylvania
 University of Kansas
 Louisiana State University
 Mercer University
 University of Mississippi
 Georgia Tech
 University of Georgia

University of Georgia
 Mercer University
 University of Mississippi
 Louisiana State University
 Michigan University
 San Jose State College
 Northwestern University
 Catholic University
 Fordham University
 George Washington University
 Washington & Lee University
 Columbia University
 Indiana University
 Georgetown University
 Virginia University
 Akron University
 Ohio Wesleyan University
 Boston University
 Detroit University
 Illinois University
 Michigan University
 Virginia College
 Ohio State University
 The Berry Schools
 The School of the Ozarks
 Special Commission for Boys

THE UNIVERSITY OF GEORGIA
ATHENS, GEORGIA

DEPARTMENT OF ATHLETICS

May 19 , 1936

Lang Foot & Arch Normalizer Co.
Forsyth, Ga.

Dear Sirs:

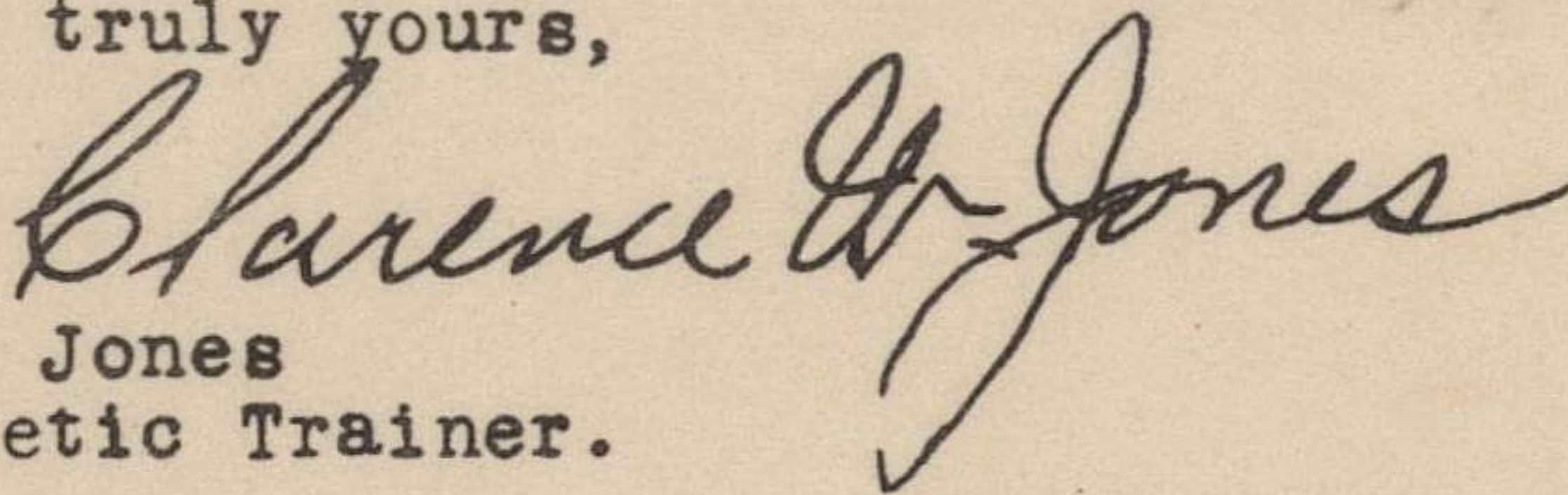
Early last fall Coach Mehre asked me to try out your Foot and Arch Normalizer in our physio-therapy department.

Following his request I found this device a great help in the treatment of athletic injuries for the foot, ankle and leg. It is fine for loosening up the injury of a foot after a dislocation or fracture, especially after the injured part has been immobilized for some time.

I have used it successfully in loosening up wrists after fractures, and "charlie horses" can gently be rolled out with this apparatus.

It does all that you said it would in building up weak and fallen arches.

Very truly yours,



C.W. Jones
Athletic Trainer.

CWJ:m



JIMMIE FOXX, 1st Vice-President
"TINY" PARKER, 2nd Vice-President

LESLIE MANN, Sec'y-General Athletic Director
MAX CAREY, President-Treasurer

M. SAFFOLD-WINKLER, Ass't Sec'y-Treas.
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B. L. WHITTEN, M.D.

Hostess

M. SAFFOLD-WINKLER

March 5, 1936.



Lang Foot & Arch Normalizer Co.,
Parsyth, Georgia.

Gentlemen:

Would like you to know that I am getting
some splendid results from your device, both at
home and in the school.

I find it is especially helpful in the build-
ing up of fallen arches, and also in the rolling out
of "charley horses".

Very truly yours,

Max Carey

MC:AS



BASEBALL

GOLF

TENNIS

SWIMMING

SAIL BOATING

October 23, 1939.

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

Dear Mr. Lang:

Will you kindly send at your early convenience one of the foot and arch normalizers to Mr. H. H. Stephenson, 1115 Louisiana Street, Lawrence, Kansas? Send this to him on thirty days free trial, and I am sure that he will purchase it. Mr. Stephenson is an investment broker who has some trouble with his knees and arches, and after showing him one of the normalizers here in the gymnasium I feel positive that this will help his condition.

Sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

October 24, 1939.

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

Dear Mr. Lang:

I am sending a letter which I have received from Roland Logan, at West Point. You can see what Logan says about your own invention. I thought that you would want to know what he is saying so that you might write him. Apparently they still retain the arch normalizer that you sent the previous trainer.

I might add that Logan is pretty much of a booster in his own right for his own things, and I do not believe that you could count on much boosting from him by the tone of this letter.

Very sincerely yours,

FCA:AH

Director of Physical Education and Recreation,
Varsity Basketball Coach.

COPY

ARMY ATHLETIC ASSOCIATION
UNITED STATES MILITARY ACADEMY
WEST POINT, NEW YORK

October 18, 1939.

Dr. Forrest C. Allen
Basketball Coach
Kansas University
Lawrence, Kansas.

Dear Dr. Allen:

I am quite familiar with Mr. Lang's foot normalizer. In fact we have a similar apparatus here in our corrective gymnasium. I hardly believe it is Mr. Lang's own invention. I feel that it has its good points and is beneficial particularly to people troubled with flat anterior-posterior arches. Therefore, we are hardly in the market for such an apparatus as Mr. Lang's. However, wish to thank you for your interest and your correspondence regarding this matter.

The sacro-illiac condition is quite improved, however, as you know those things are often chronic, and can return and give a person considerable trouble at the slightest provocation.

I was glad to see Kansas win the football game last week, and tell your staff I wish them the very best of luck in the coming games. Give my very best to the staff, and wishing you and yours the very best, I remain

Sincerely yours,

Roland Logan

October 25, 1939.

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

Dear Mr. Lang:

Answering another part of your letter of the 19th instant regarding Dr. Cecil B. Ferguson, I am writing him today and sending you a carbon copy of the letter. I see a possibility of getting these arch normalizers in all the training rooms of the professional baseball teams.

Regarding the nurses here in Lawrence, we have two nurses' homes, one at the University and one in the city. As soon as my sodium hyposulphite is received here I expect to have foot baths placed near the normalizers for the students so that they can bathe their feet in the antiseptic and then use the normalizer. I had expected at that time to have Dr. Canuteson, the University hospital director, come to the gymnasium and look them over. I had planned then to interest him in connection with the nurses.

So if you do not hear from the nurses right away it is because I want to show Dr. Canuteson the new machine under the most favorable hygienic conditions.

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH

National



Cement Co.

Sales Offices 411-30 MARTIN BLDG.

BIRMINGHAM, ALA.

10/22/39
Dear Mr. Hoover,
I am writing you
to advise that
I have received
your letter of
the 10th and
am glad to hear
from you.

Yours
sincerely,
J. W. G.

10/22/39
Dear Mr. Hoover:
I have received
your letter of
the 10th and
am glad to hear
from you.
I am writing you
to advise that
I have received
your letter of
the 10th and
am glad to hear
from you.

#4

October 25, 1939.

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

Dear Mr. Lang:

I beg to acknowledge receipt of your favor of the 19th instant in which you state that the enclosed check is for the order sent to Dean S. I am wondering if this is Dean Stouffer or Dean Schwegler.

I quite agree with you that the numbers are entirely satisfactory, but for my own information I would like to know which persons have paid. I have just received also your note of the 21st enclosing check #4 for two normalizers. Are these the orders sent to Wesley Lomis, Dutch Chapman, C. C. Carl, or some of the others? It would help me very much if I knew who had paid.

In regard to your old model normalizers, I think this is a fine idea in your desire to help the nurses and other people in special fields of this kind.

I am wondering if you would be kind enough to send one to my son who lives at Ellinwood, Kansas. He played on the varsity basketball team and has some trouble with his arches. His name is Milton P. Allen, Ellinwood, Kansas. I took my arch normalizer out to Ellinwood a couple of weeks ago when Mrs. Allen and I drove out on a visit. I let him use it and he liked it very much. I got his wife to try it out and she also liked it. These youngsters are just getting started in housekeeping and have one young baby, and I thought I might be able to impose on your generosity to let him use it a while if you have some of the old style normalizers that you are not using at the present.

You may think that I am the original number one chiseler, but Milton is now with the Stanolind Oil Corporation, which is the producing company for Standard Oil. He is well acquainted in that area and I thought that if he would use it for a while and he could really be sold on the proposition he would be able to help out in the distribution of a number of them in that country. Please do not feel any hesitancy in not

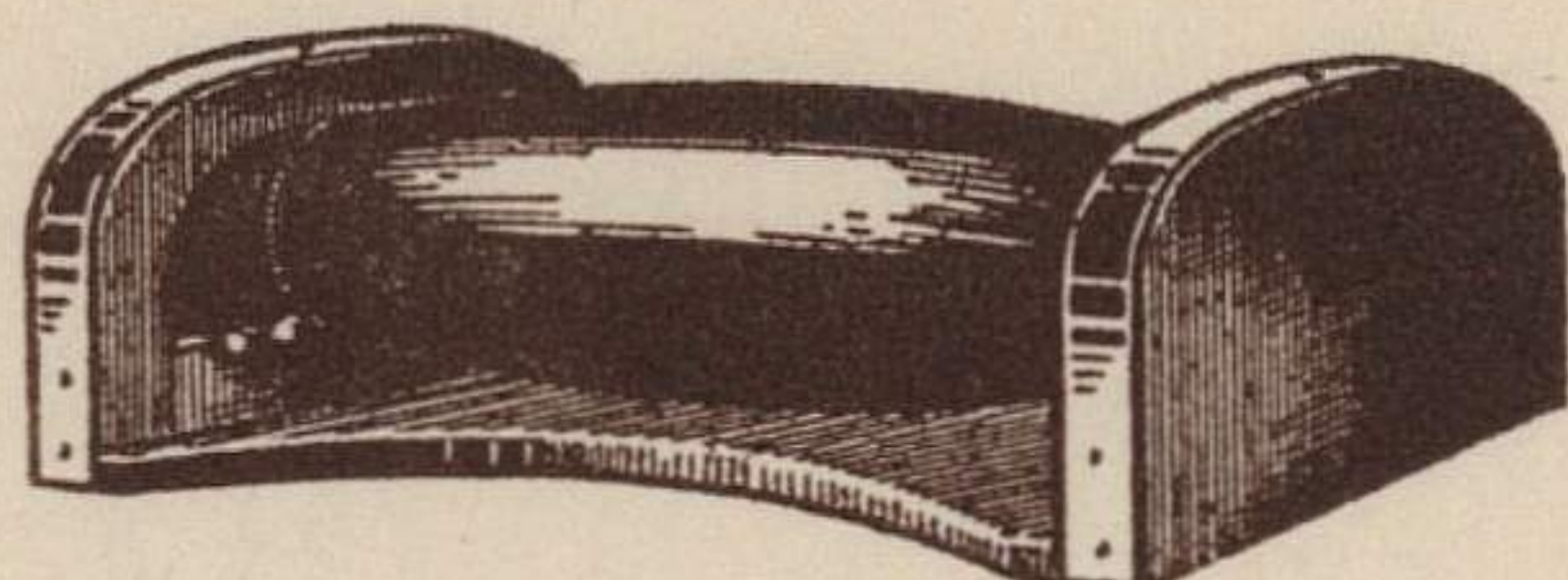
sending it to him if you have other uses for the normalizers at present. I will appreciate your kindly cooperation and will reciprocate in any way I can.

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

Oct. 19, 1939

Dear Dr. Allen:

The enclosed note might pave the way for use by Nurses in general. I have some of my old model Normalizers which I could send to the Red Cross.

Enclose check a/c Dean S. he sent his check in today. I am referring to this account by my parcel post number rather than to set forth his name on my check. Will do this in all cases here-after. The numbers would mean nothing to anyone else and give me an accurate check.

Dr. Cecil B. Ferguson, 607 Olympia Bldg, Miami is very well known to all baseball teams as most of the players get to Florida in the winter time and he being an old time pitcher. He had one of my first old machines about four years ago and was interested in its principle. If you have time you might write him about it. I have absolutely no connections with baseball teams. Would like to get them interested. Ferguson might do it.

Roy Baker ~~W~~fainer of the Washington Redskins pro. football team is trying this out and wrote to "Swede" Olsson that it looked O.K. to him and that he will give it a fair trial this season. If he then approves we can get our share of the Pro. football teams. However they are not many but they all count up for advertising value.

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

Mrs Evelyn Walsh McLean
"Friendship"
Washington, D.C.

My dear Mrs McLean: Having just read in the newspaper where your home is now being used for Red Cross work the thought just struck me that you might be able to get a free donation of a foot exercising machine which would be a wonderful aid to War Nurses or nurses as a class.

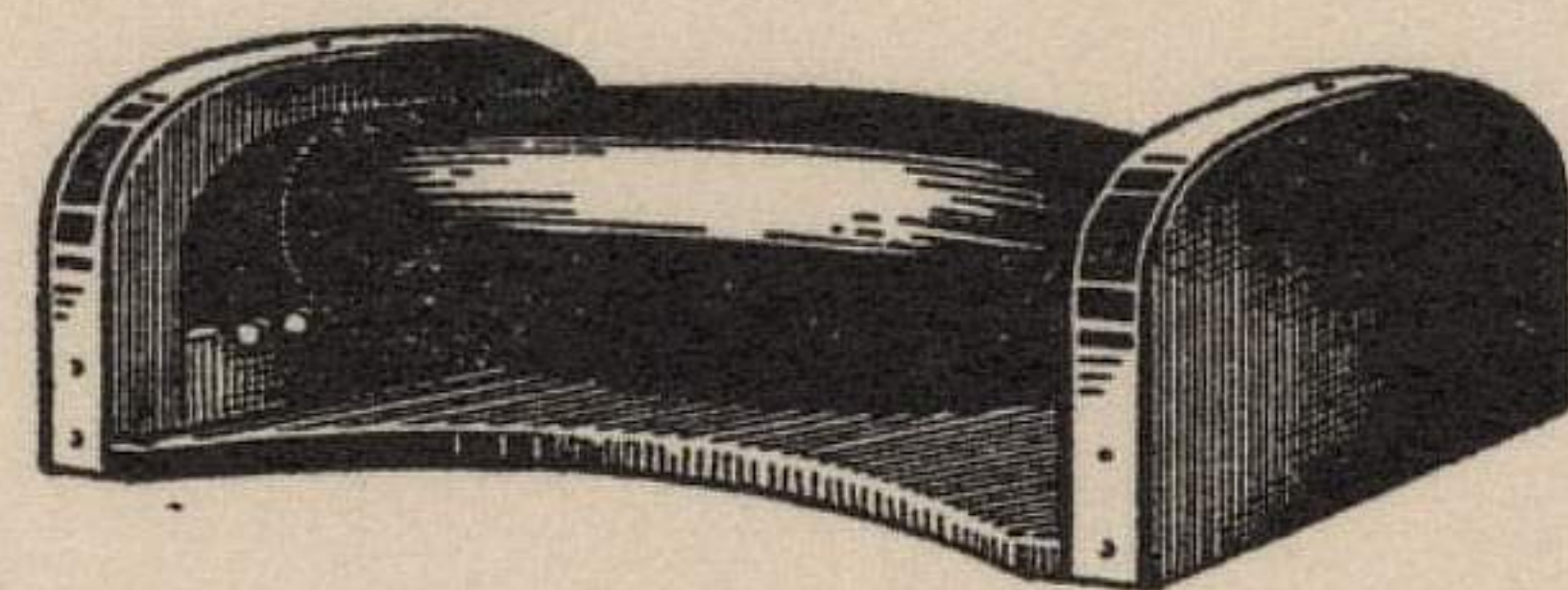
It is something more or less new and I just learned of it while in Atlanta this past fall teaching at a coaching clinic. I purchased three for use at our University and they are being used with beneficial results.

I am certain that if you would write to the inventor Mr. Frederick W. Lang, Forsyth, Ga. stating your worthy cause that he would be pleased to contribute some of his devices for such a wonderful cause.

With kindest regards and all good wishes to you in your Red Cross work.

Cordially yours,

Roll Away



Your Foot Troubles

LANG FOOT-ARCH EXERCISER CO.

FORSYTH, GEORGIA

Dear Dr. Allen:

Oct. 27, 39

Your two letters received today in same mail.

Pleased to send a machine to your son but am sending one of the old models as I only have twenty new ones in stock. I have one thousand round gears and tracks but havent completed my arrangement for lumber for present needs as the war raised the devil with prices. Am cutting my own poplar and maple right now for future requirements but my present needs have got to be solved.

Enclose rough statement of those collected. Loomis is the only one which the thirty day period has expired that has not paid. Will bill him again on the first of the month. Two machines went to him. Am not worried about him. Colled from Dean Stouffer. Regards.

cted

F.W.L.

McClelland # 31 - Pd

Univ of Kansas (2) # 4 Pd

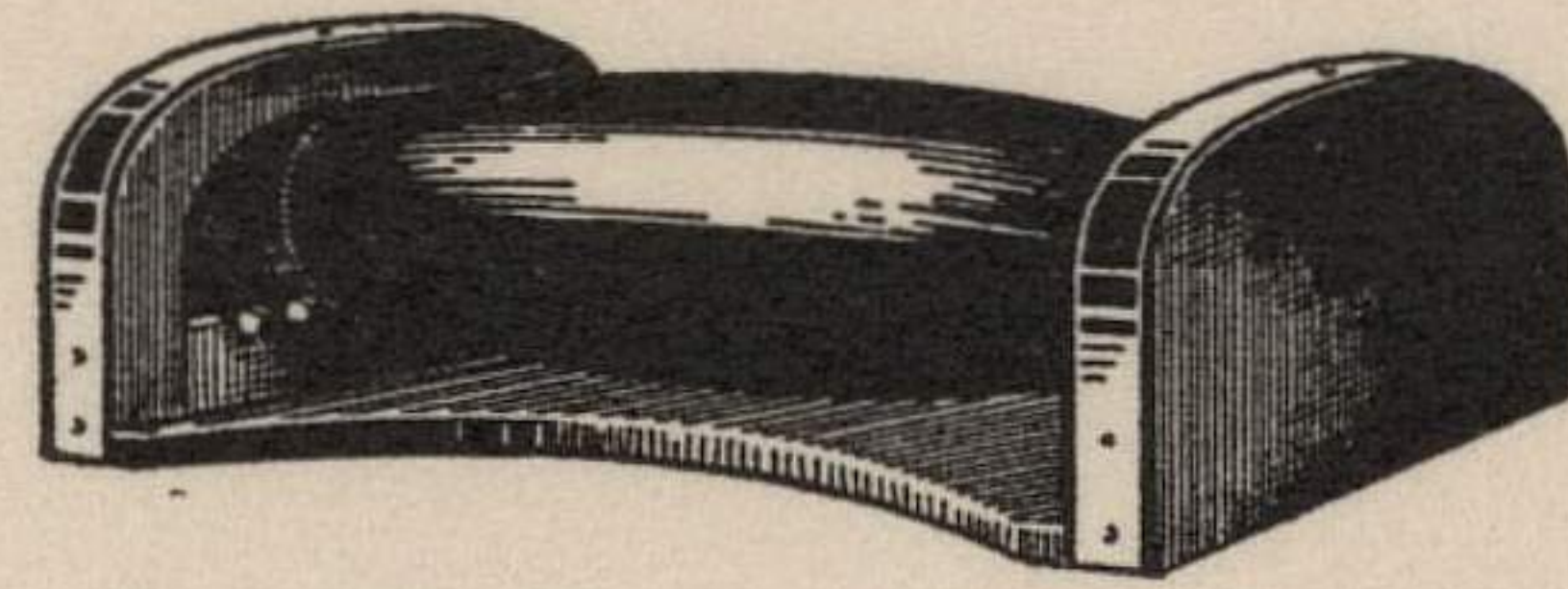
" " " (10) # 12 Pd

Dean Stauffer # 28 Pd

Bessie Tipt Pd First one
old price \$ 85 - Pd.

Cks sent on above to
you

Roll Away



Your Foot Troubles

LANG FOOT-ARCH EXERCISER CO.

FORSYTH, GEORGIA

Oct. 26, 1939

Dear Dr. Allen: As per your suggestion I sent a Normalizer on a thirty day trial to Mr. H.H. Stephenson of Lawrence. Regards.

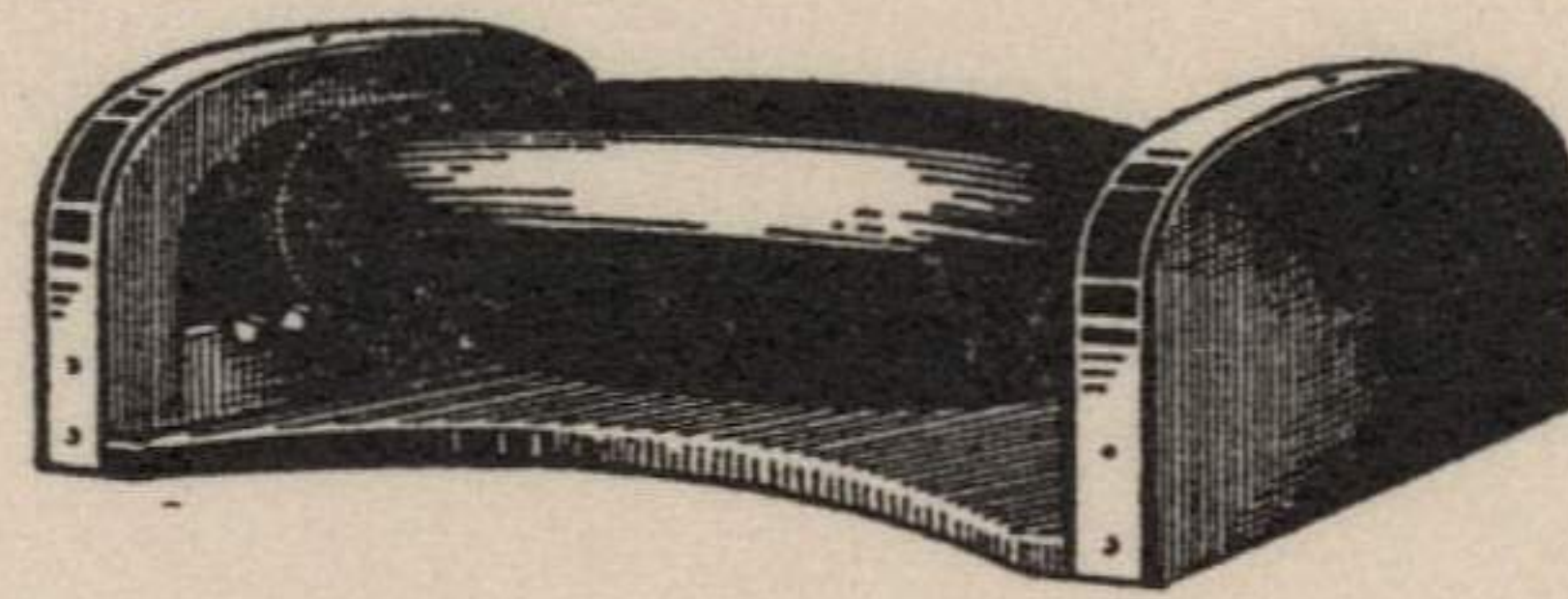
Sincerely yours,

A handwritten signature in cursive script that reads "F. W. Lang". The letters are fluid and connected, with a prominent loop at the end of the "g".

Frederick W. Lang

Roy Baker Trainer of the Washington Redskins Professional Football Club is now testing this out seriously and I believe that it will make good with him during this present football season.

Roll Away



Your Foot Troubles

LANG FOOT-ARCH EXERCISER CO.

Dear Dr. Allen:

FORSYTH, GEORGIA

Oct. 30, 1939

Sent Loomis a bill rendered for \$20. This was due the thirty days trial expired Oct 18th.

Just a thought this should be sold to the Police Dept. of Lawrence and Kansas City, Mo. Precedent for this is The Physical Director E.C.Rosendahl, of the Atlanta Police Dept. He has had this in his gymnasium for the past three years and likes it.

Regards.

FWL

November 6, 1939.

Mr. Wesley Loomis, Jr.,
1307 Telephone Building,
Kansas City, Missouri.

Dear Wesley:

Thank you for the copy of the letter you sent
to Mr. Lang.

I note that Scoop Wellman returned his arch
normalizer, but I still think it would be worth the
money.

With best wishes, I am

Sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH

November 3, 1939

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

Dear Mr. Lang:

Attached you will find a check in the amount of \$10.00 in payment for one of the Normalizers. This is in payment for the one that I have used myself; personally I believe that it has merit.

The one that was given to a friend of mine who is also a friend of Dr. Allen is being returned, as we failed to make the sale. If you will send me some of your literature such as came with the letter of September 16th it may be that I could interest some of my friends.

Formerly I operated a general advertising agency and I am very much interested in learning how you are merchandising and selling your product. If you would be interested in my endeavoring to work out a plan whereby I might assist you in increasing your sales, I will be glad to hear from you in this respect.

Very sincerely,

WHL/m
cc - Dr. Allen
University of Kansas

October 30, 1939.

Mr. Wesley H. Loomis, Jr.,
1307 Telephone Building,
Kansas City, Missouri.

Dear Wesley:

Mr. Lang, of Forsyth, Georgia, wrote me that he had sent you two of his Foot and Arch Normalizers, and I am wondering how you and Scoop and your pedal extremities are getting along. I will be glad to hear from you.

With best wishes, I am

Sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH