

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.