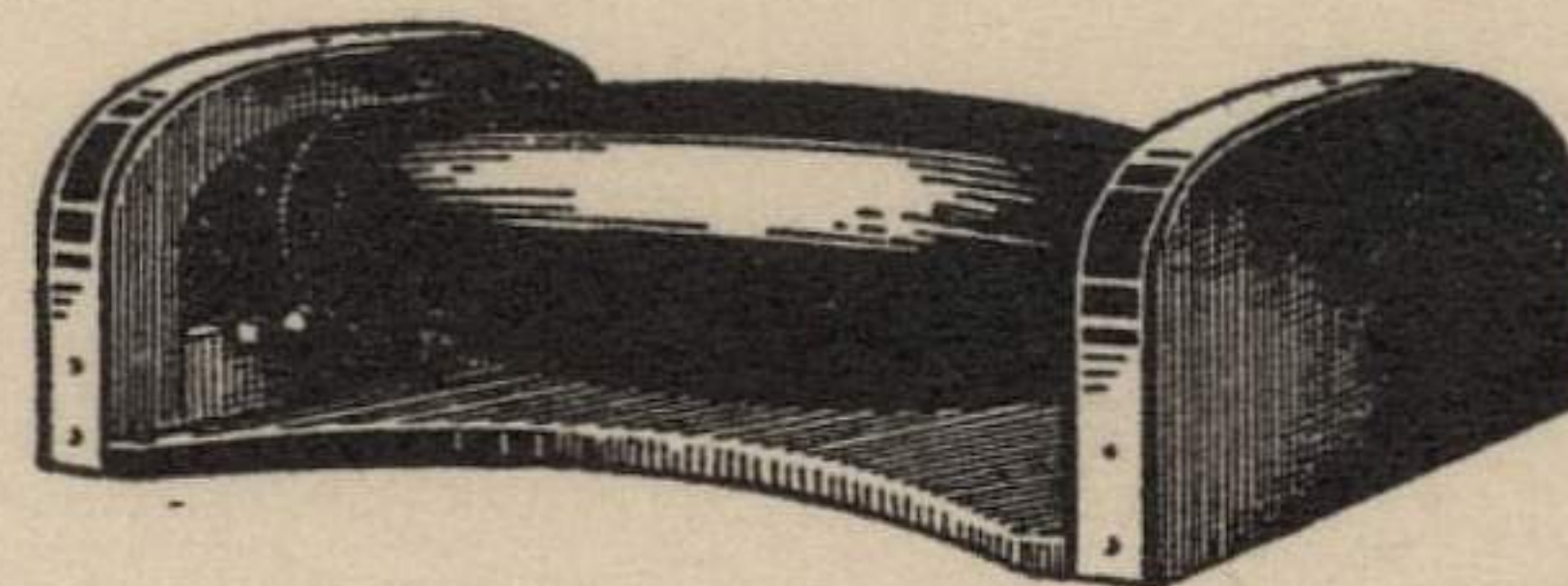


I just received notice that the two Normalizers have been received by your friend Loomis. I sent him the bill so expect to have a check shortly for you. Have changed the price in my circular I now type it in. If you want any new ones let me know.

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