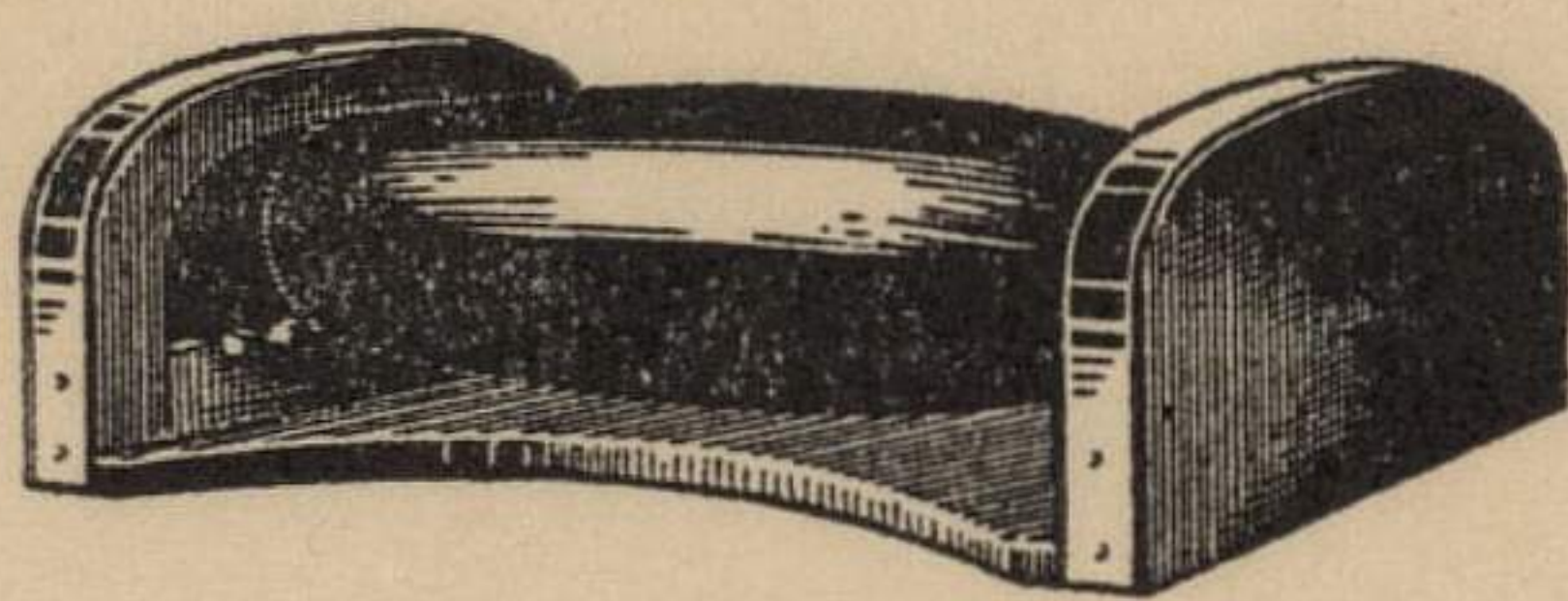


Roll Away



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,

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

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.