

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