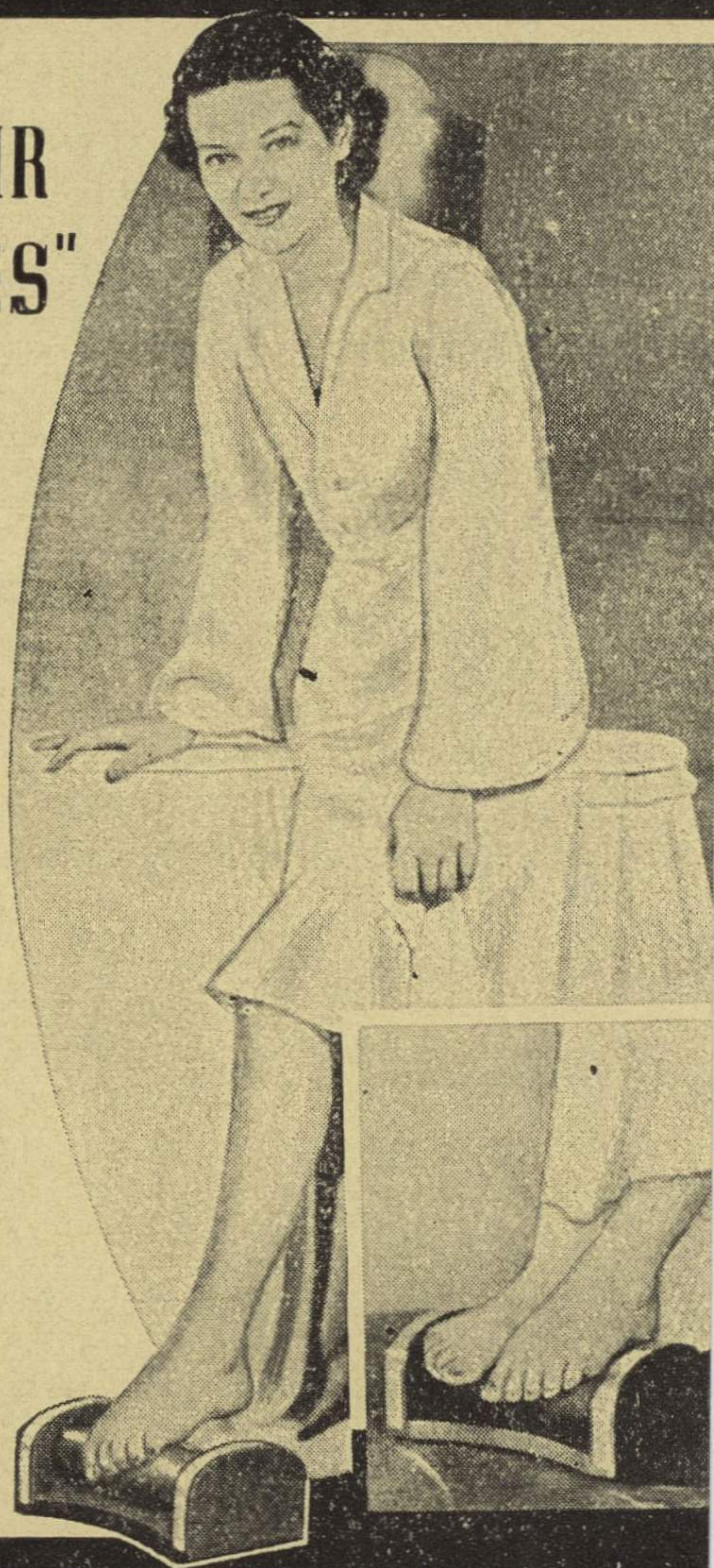


Lang
**FOOT & ARCH
NORMALIZER**

"ROLL AWAY YOUR
FOOT TROUBLES"



*Endorsed
by*
**DOCTORS
and
TRAINERS**



LANG FOOT & ARCH NORMALIZER

Lang Foot & Arch Normalizer Rolls Away Your Foot Troubles

During the late World War foot arch trouble was successfully treated in the 34th Fort Garry Horse in Winnipeg, Canada, by making the soldiers, so afflicted, walk in their stocking feet on an inverted V, constructed of two 2x8 inch wood boards nailed together having a beveled top surface.

Since it is inconvenient, expensive and impracticable to construct such a device, the inventor, with such knowledge before him, devised the Lang Foot & Arch Normalizer to accomplish the same purpose and others as well.



Those races accustomed to going barefooted use all the muscles in the foot, therefore they have little or no foot trouble. Our foot muscles are little used. They become weakened, and soon the foot loses its ability to function properly, causing pain and possibly more serious troubles.

The causes of foot troubles are too many to enumerate, but in the great majority of cases your Physician, Podiatrist or Trainer will advise exercise. Where exercise is advised, three minutes morning and night with the Lang FOOT & ARCH NORMALIZER will help to restore the normal functions of the foot.

There is no black magic in the way this Normalizer works, or what it does. One of its principal benefits comes from its me-

chanical ability to aid to restore the normal articular motion to the bones of the foot.

It acts also like massage, with the great benefit of increased blood supply and nerve stimulation. For cold feet there is nothing to compare to three minutes' exercise before retiring at night.

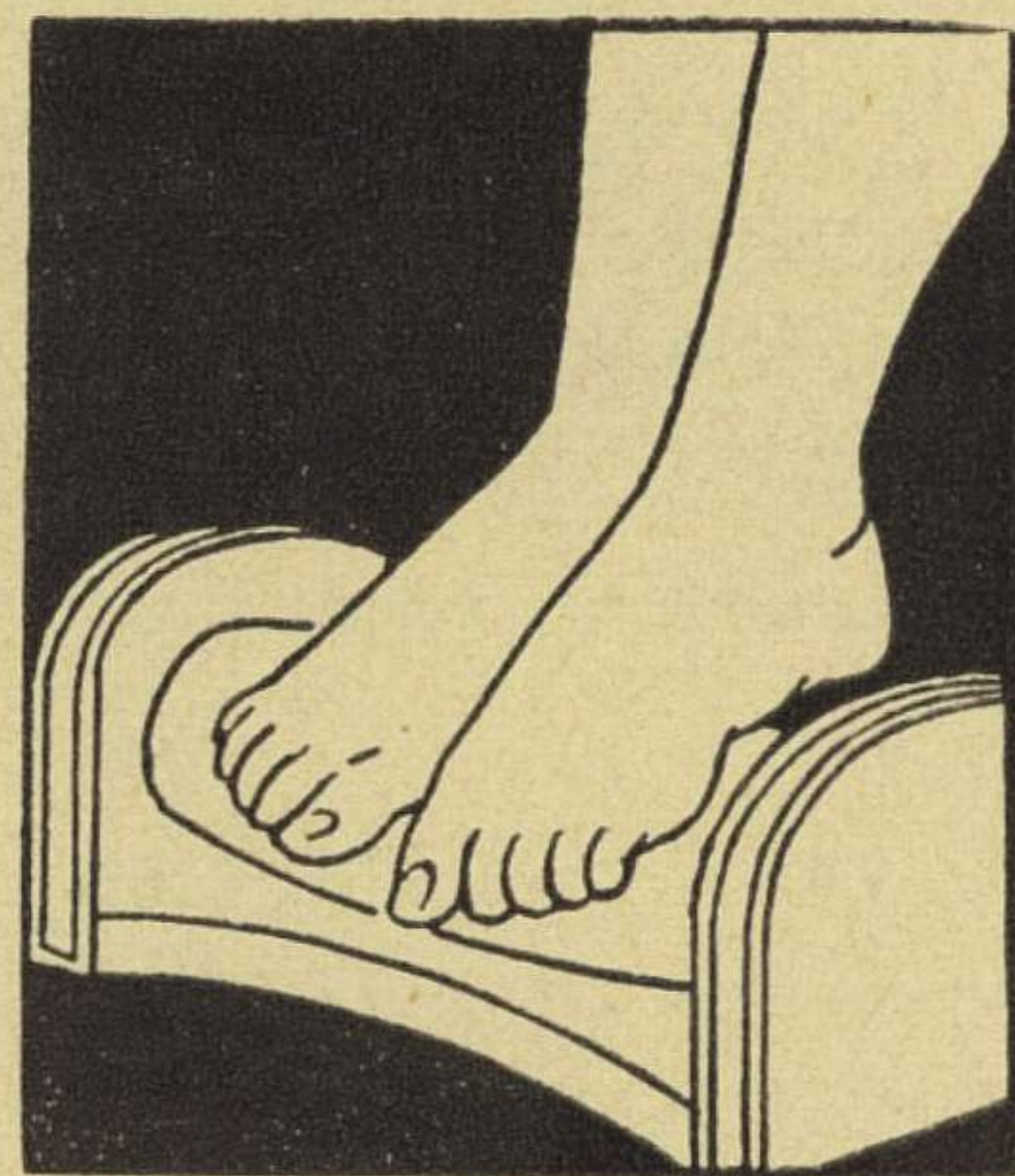
PRICE: \$10.

11 inches long

6 inches wide

4 inches high

Weight, 4 pounds



DIRECTIONS

Consult your Physician, Podiatrist or Trainer for advice. Wear properly fitted stockings and shoes.

Place Normalizer on a rug on the floor. Grip roller with feet as shown on first page. Push the roller forward and backward, pushing it so as to contact only the front one-third of the foot. Then use the roller for second one-third of foot. The last one-third, or heel section, do not roll at all.

Those not excessively over weight and agile enough can get the quickest results by standing with both feet upon Normalizer, holding with the hands to bed post, highboy, etc., rolling forward and backward.

Gradually increase the amount of exercise each day, according to age and present general physical condition.

LANG FOOT & ARCH NORMALIZER

- For tired, aching feet
- For fallen arches
- For cramped foot and leg muscles
- For cold feet
- For developing calf muscles
- For reducing fatty calf
- For post-operative cases

This 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.

S O L D B Y

**LANG FOOT & ARCH NORMALIZER
COMPANY**

FORSYTH, GEORGIA

Patented in U. S. A. Foreign Patents Pending

September 8, 1939.

Mr. Frederick W. Lang,
Forsyth, Georgia.

Dear Mr. Lang:

You certainly surprised me, and very happily so when you enclosed your check in the letter I received this morning for the sale that you made to a coach in a small school down in Georgia. I didn't know that you were going to be a real Santa Claus.

I want you to know that I have been immensely pleased with the Normalizer. I have used it for a week or ten days on my own feet and am also having my youngest daughter use it.

I was playing golf at the Lawrence Country Club yesterday and told Mr. Chapman from McLouth, Kansas, about it. I told him that I would let him use mine so that he could try it out. I know that he will get great benefit from it and he is quite anxious to do so. If I do not do this I will plan to see him again real soon and ask that you send him one on trial. I know that he will like it and that he will pay for it.

We are ordering two of the Foot and Arch Normalizers to be used in our men's and women's department here. The "bid sheet" was sent to you yesterday, and as soon as this is returned to us we will send our order through the regular channels. I plan to put on quite a foot health campaign here in our Physical Education Department this fall and I plan to have the Normalizers screwed on a large board and then have the board fastened to the floor near the stall bars.

I have written Mr. Dwight Keith, secretary of the Georgia Coaches Association, for a list of coaches that attended the Georgia Coaching School this summer. As soon as I receive this list I am going to write to a great number of the fellows that I know very intimately and tell them about your foot normalizer. I think it is the best thing that I have run across for foot trouble.

This Mr. Chapman, of McLouth, told me that he was in Kansas City to a health shoe company and they showed him an electrical device they sold in the store much after the manner of your foot normalizer, but the electrical device cost \$38.50. He told me that they were putting these in the different department stores where women rest and they have them on a slot machine basis. You drop a nickel in and it works for three minutes for a nickel.

I am going to Kansas City very soon and am going to drop in to see this friend, Mr. Tharnton, and see what he has. I believe your product is much superior and much more economical and will last a lifetime. I assure you of my great enthusiasm for this implement of health.

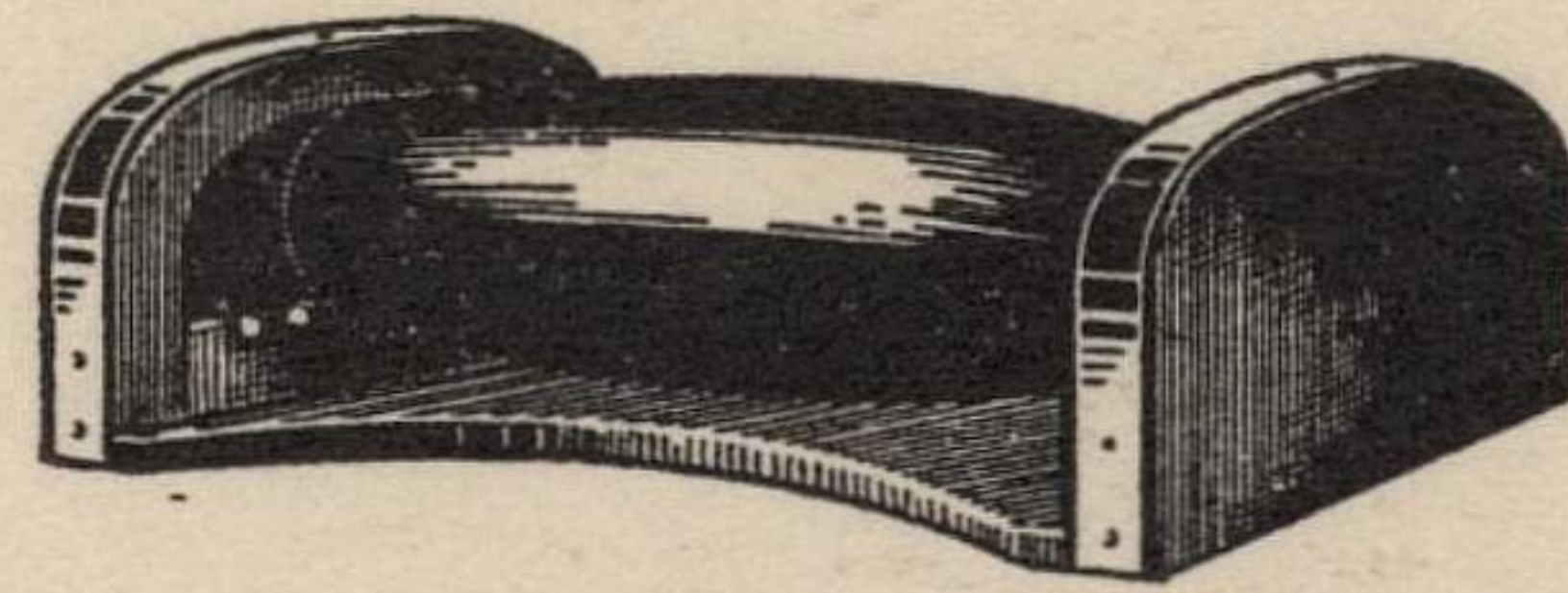
With all good wishes, I am

Sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH

Roll Away



Your Foot Troubles

Normalizer
LANG FOOT-ARCH EXERCISER CO.

FORSYTH, GEORGIA

Sept. 6, 1939

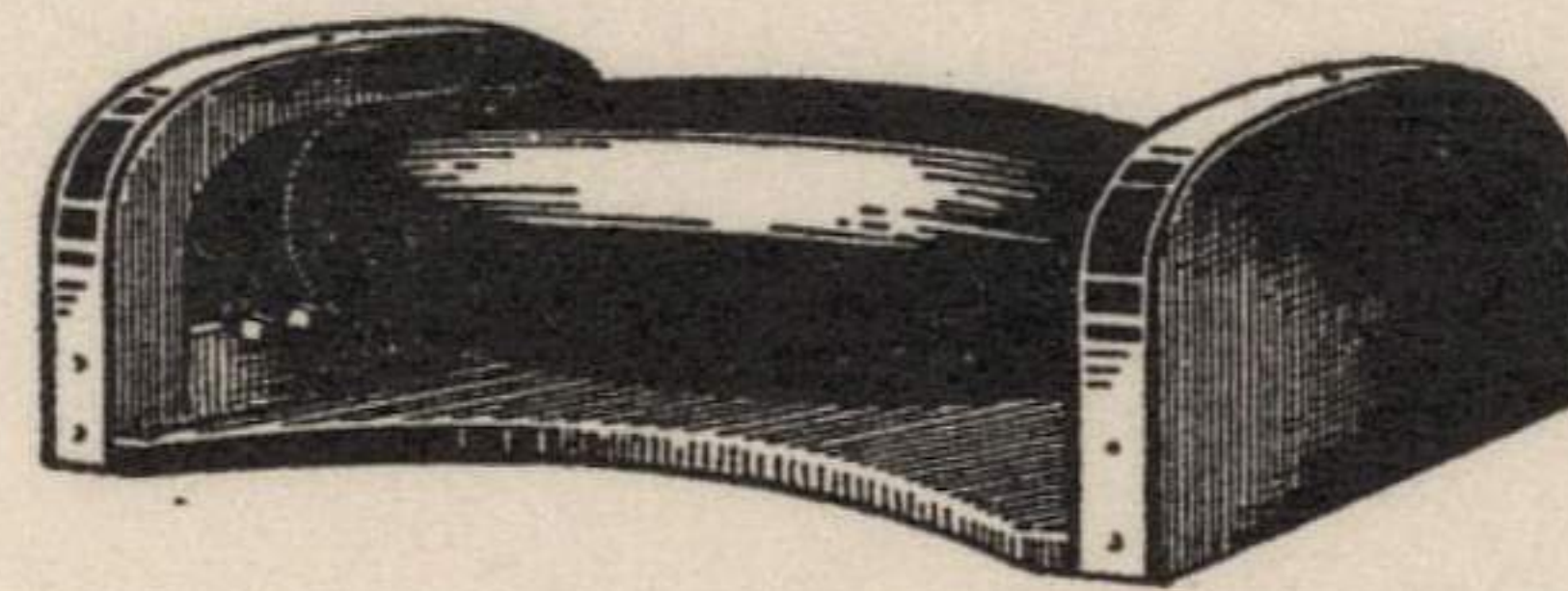
Dear Dr. Allen:

I made a sale to the Coach of a small school here in Ga. thru the use of your name and therefore I am enclosing check for such sale. I love to pay commissions for then I am doing business. I suppose that you have been away over the holidays the reason I have not heard from you in answer to my letter. I was astonished to read how many basketball teams there are in one state alone. There should be considerable sale in this field alone. I have some plans how many sales should be made in this field but will wait until I hear from you. Strange to say my sales have picked up in other lines than athletics. I gave the order yesterday for an expensive tool to be made so that I can cut my own fibre racks.

Cordially yours,

F. W. Lang
Frederick W. Lang

Roll Away



Your Foot Troubles

Normalizer

LANG FOOT-ARCH EXERCISER CO.

FORSYTH, GEORGIA

9/12/39

Dear Dr. Allen:

The enclosed agreement might serve as a working agreement. It is short sweet and to the point. How does it strike you?

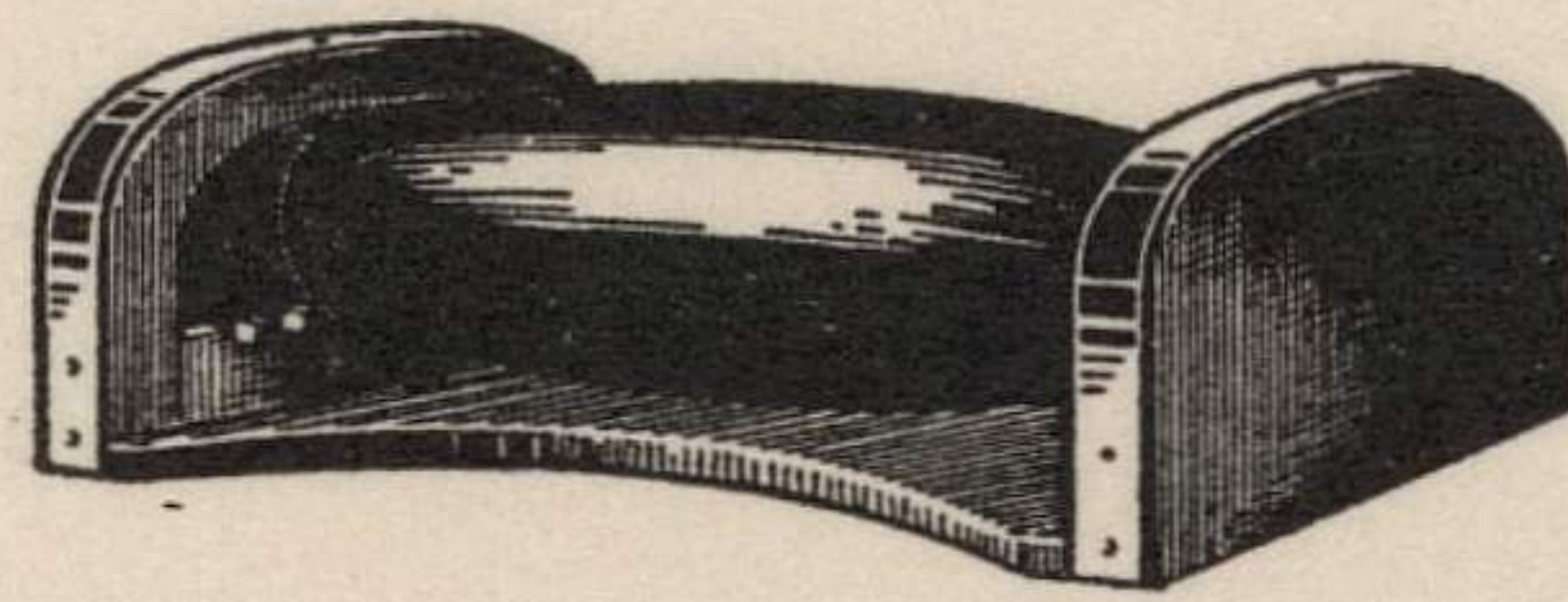
I will hold up all basketball contacts waiting for you to act on them. Will also allow any sales made to basketball men as coming thru your efforts when you get under way. As far as I am concerned the farther you roam the better I will like it. How about your very goods pals the Harvard and West Point Trainers and two others you spoke of. How about getting your local Golf Pros. reaction to this for sales by him to his members (they have plenty of tired aching feet. I know from experience).

Swede Olson is coaching Forsyth High School He has quit playing Pro football. He is sold on this and just sold Lake Russell, Coach of Mercer and has just contacted his Pro Football Trainers. Mailed you one of the new Normalizers for yourself yesterday. The price is now going to be \$10.

Sincerely yours,

JW Lang

Roll Away



Your Foot Troubles

NORMALIZER
LANG FOOT-ARCH EXERCISER CO.

FORSYTH, GEORGIA

Sept. 12, 1939

This is to authorize Dr. Forrest C. Allen, of Lawrence, Kansas to act as our representative to sell our Normalizers either retail or wholesale anywhere in the U.S. Providing however that the then prevailing retail and wholesale prices must be adhered to strictly. As compensation for each retail sale Dr. Allen will be paid 33 1/3 % of the retail sales price. Compensation for sales wholesale to be set later at such a rate as shall be mutually agreeable. Dr Allen is to be entitled to compensation when any such sales price is collected by this company. A commission shall be due Dr. Allen if any sale is made by us thru leads furnished by him.

Lang Foot & Arch Normalizer Co.

By, *Iruda H. Lang* Pres.

September 14, 1939.

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

Dear Mr. Lang:

I was out playing golf at the Lawrence Country Club today with Mr. Earl "Dutch" Chapman, of McLouth, Kansas, and I recommended to him your Foot Normalizer. He desires that you send him one on approval. Also send the bill, and I have every reason to believe that you will make a definite sale.

I am also interesting Dean Swarthout, of our School of Fine Arts, and Dean Stouffer, of our Graduate School, in the Normalizer. However, I am letting them use these two that are for the Department of Physical Education to try them out. I am convinced that after they have used them a few days they will like them so well that they will ask you to send them one a piece. But I will instruct you from this end of the line as soon as they desire to order one.

I expect to place these two Normalizers in the men's and women's gymnasium as soon as school opens. It will be a few days yet, and I think this courtesy extended to the deans mentioned above will bear fruit.

In a few days I will write to Jimmy Cox, head trainer at Harvard, Roland Logan, head trainer at West Point, Milton Kelley, head trainer at the University of Texas, and Elwyn Dees, the trainer at the University of Pittsburgh, asking them to give your Foot Normalizer a chance with their athletes. I will also speak to our head trainer here, and I believe our Director of Athletics, Mr. Gwinn Henry, will want to put one down in the football shed for his football men.

Frankly, I think it is a great machine, and just as soon as the rush of things is over here I expect to write a number of athletic directors and trainers. I am sure that you will get a splendid response.

I had already told Dean Swarthout about a week ago that the price was \$7.85, and today when I told him it was \$10.00 he shrieked to high heaven. He said he didn't believe that increase from \$7.85 to \$10.00 was justified as far as war prices was concerned. Anyhow, you defend that with me, will you, so that I can answer him? I agree

with you that where the buyer does not know of the previous price that it will not be so much trouble selling them, but I had already spoken to "Dutch" Chapman and to Dean Swarthout about this when I recommended the Normalizer to them. And when I mentioned the increase in price they both yelled somewhat. But I believe if you send Mr. Chapman a bill for \$10.00 along with your shipment that he will try it out and in a very short time will send you the money. "Dutch" is rather a sporty fellow, being an old-time baseball player, and I do not think you will have much difficulty on the price question. But some of these professors, you know, watch their money carefully.

I am more enthusiastic about it as the days go by. I think you have something that will make you a good deal of money if you can get the distribution and sales. Some time in the future if the thing looks good enough you might be interested in some sort of a partnership, but that is for you to determine. I believe I can sell this thing in no uncertain way.

Very sincerely yours,

Director of Physical Education and Recreation,
Varsity Basketball Coach.

FCA:AH

P. S. Will you kindly send two Foot Normalizers to Mr. Wesley H. Loomis, Jr., 1307 Telephone Building, Kansas City, Mo., and send him a bill for the same. These are not to be sent on approval, as he expects to pay for them at once. Wesley married a Miss Gerry, of the Gerry Telephone Company, and I have known him for a great number of years.

F.C.A.

September 28, 1939.

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

Dear Mr. Lang:

I would like for you to write a letter to Dean D. H. Swarthout and Dean E. B. Stouffer, of the University of Kansas. We let them use the Normalizers that we purchased for our department, and they were both very well pleased. I think a letter from you would do a lot of good.

Dean Swarthout told me that he would want to buy one in October. You will remember I wrote you that he was the one who kicked about the price. I believe that you can sell him one. Dean Stouffer liked it very much and if you would offer to send one on trial you might be able to sell one to him.

The other day I saw Earl Chapman out at the Country Club and he told me he had your letter in which you explained the difference in price. He is going to write you and send you the \$10.00.

I was in Kansas City yesterday and saw Mr. C. E. McBride, sports editor of the Kansas City Star. I would like for you to write him and also send him a Normalizer on trial. I know he will take it.

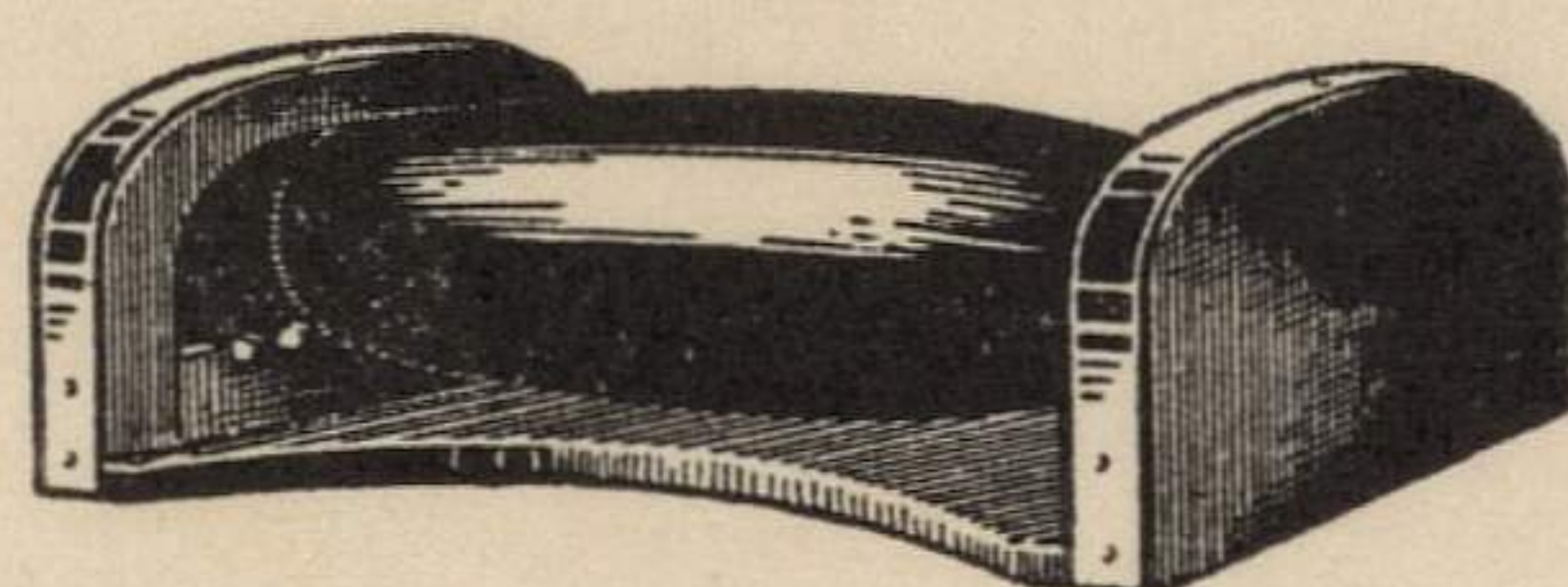
I will write you another letter tomorrow and describe the electric foot exerciser that I mentioned to you previously.

Very 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

September 16, 1939

Dear Dr. Allen:

In reply to yours of the 14th. Have placed the two Normalizers in the mail for Mr. Wesley Loomis and sent him a bill for \$20. You will get a check for \$6.66 on this when collected. I will send the one to Earl "Dutch" Chapman on Monday and will write him a nice letter and send him a bill.

Possibly I cant blame the Deans for not liking the increase in price but I made the price before I had all my costs assembled on my new machine. You can use your own judgment in their cases. Either to give them new machines at the old price or to give them old machines at the old price as I have a few left. I am almost out of new model machines and have wired today to have the fibre company ship my tracks in a rush. If the Professors decide on new machines they will have to wait a couple of weeks.

Swede Olsson, the Washington Redskin Pro Football player is coaching Forsyth High School and teaching here and has sold a few machines for me and will probably sell a few to some of his friends who are coaching football. However he is a young man and his contacts are not very wide. But every team sold is quite an ad. in itself.

I now feel that I have at last a well made machine that has proven in thousands of cases what it can do. Now it is up to us to get the sales worked up and I believe that with each sale it just makes the succeeding sales that much easier.

Anytime you get any ideas on this subject just shoot them along. In re a partnership in the future if things get working out I dont know where I could pick a better one. I think that we both play the game the same way.

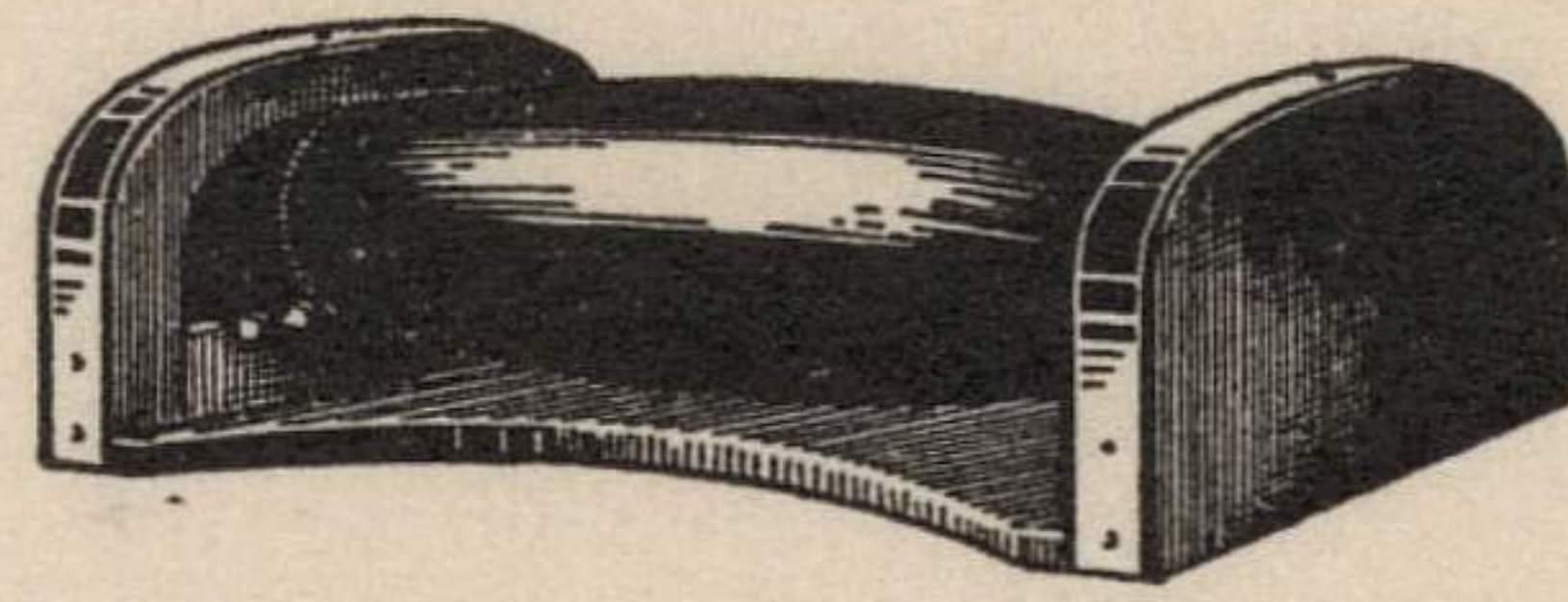
I will keep you posted on any new developments.

Sincerely yours,

A handwritten signature in dark ink, written in a cursive style. The signature reads "F W Lang". The letters are connected and fluid, with a prominent loop at the end of the word "Lang".

Frederick W. Lang

Roll Away



Your Foot Troubles

LANG FOOT-ARCH EXERCISER CO.

FORSYTH, GEORGIA

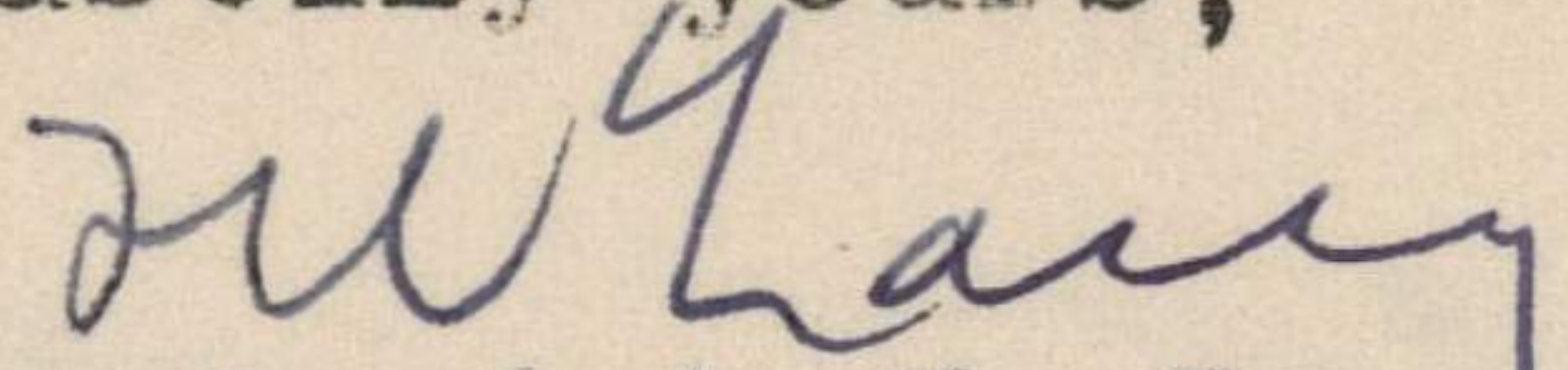
9/13/39

Dear Dr. Allen:

I mailed you a Normalizer for personal use on the 7th and then sent another one on the 9th. again by mistake. Keep the last one and possibly you can use it to deliver to some customer direct yourself instead of waiting to come thru us in the regular channels. So just keep stock of it yourself.

Enclose new folder with price left blank. Think I will get a stamp made. If you want a batch of these folders let me know.

Hastily yours,


Frederick W. Lang

September 30, 1939.

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

Dear Mr. Lang:

I am sending a requisition from the University of Kansas Physical Education Corporation, which is the Athletic Association, for one Lang Foot and Arch Normalizer. I am going to use this on my basketball squad in my basketball dressing room.

Therefore, I will use the arch normalizer that you have shipped me, and all that will be necessary for you to do is send a bill to the University of Kansas Physical Education Corporation at the address on the requisition and in that bill make the notation that the normalizer was shipped to me.

I have just received a list from Dwight Keith, the secretary of the Georgia Coaches Association, giving me the names of the coaches who attended the coaching school. I am writing each a letter telling of the benefits of the normalizer and I would like for you to send me about two hundred or more of these folders that have the price of your normalizer and an explanation of your foot implement. I will send you a carbon copy of the letter that I am writing them.

I will also answer your letter which you wrote me concerning someone to handle the product in this area. I believe that I can do this in a way that I will describe to you at a very early date.

With all good wishes, I am

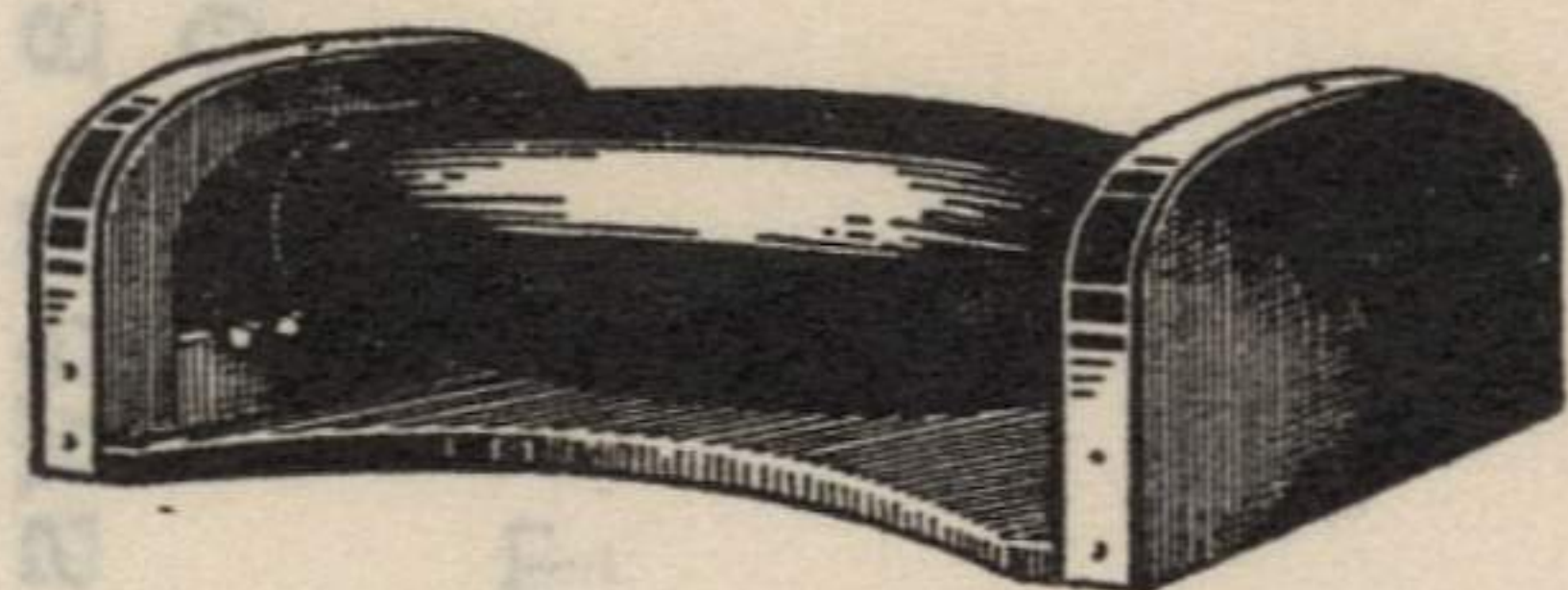
Very sincerely yours,

FCA:AH

Director of Physical Education and Recreation,
Varsity Basketball Coach.

Am sending you five hundred circular folders this day via parcel post they have the new price printed in them.

Roll Away



Your Foot Troubles

LANG FOOT-ARCH EXERCISER CO.

Dear Dr. Allen:

FORSYTH, GEORGIA

10/4/39

The enclosed explains itself. I have taken care of all your orders as per your suggestions. Note in regard to this mimeograph stuff care should be taken in regard to the selection of paper used. Mine that is enclosed is hard enough but not too hard. Also is neither too cheap or too expensive.

I am now beginning to get them accepted for resale in shoes stores which would not handle them a year ago. Time is a big factor in new products. Also am beginning to get them into stores(dept.) for the use of their employees. Nurses in hospitals should use them.

Am holding up a letter to Richard Harlow Asst Coach of Harvard Foot-ball team as you know the Trainer. Olsson knows Harlow but your man is the fellow we want, the Trainer. I wish that you would write those four trainers that you know as I would like to send them machines to try out while the season is in full swing.

Believe this thing has possibilities for expansion. Regards.

see other side

J. W. L.

I didnt sell any of the Coaches who attended the coaching clinic upon your recommendation but our local Girls College. They are basketball fans and know of you by reputation.

The only ones in Colleges who use my device are listed in my sales letter by "Swede" Olson enclosed herewith.

Why dont you get Glen Cunningham to contact the track coaches for you?

We will need a newspaper man on our staff soon and we can pay him on a commission basis. Would also give him a small cash guarantee when article was published. I have a feature story already written by a newspaper man, but lack the paper to publish same.

This to show good faith

Your Foot Troubles

WALK EXERCISER CO.

10/4/32

GEORGIA

This letter was written on my typewriter and then mimeographed and then the persons name inserted afterward using the same typewriter so that the typing will be the same.

I sent this and machines to twenty two coaches who are Olssons personal friends I just mailed this and the enclosed rotoprinted testimonial letters to over two hundred football coaches.

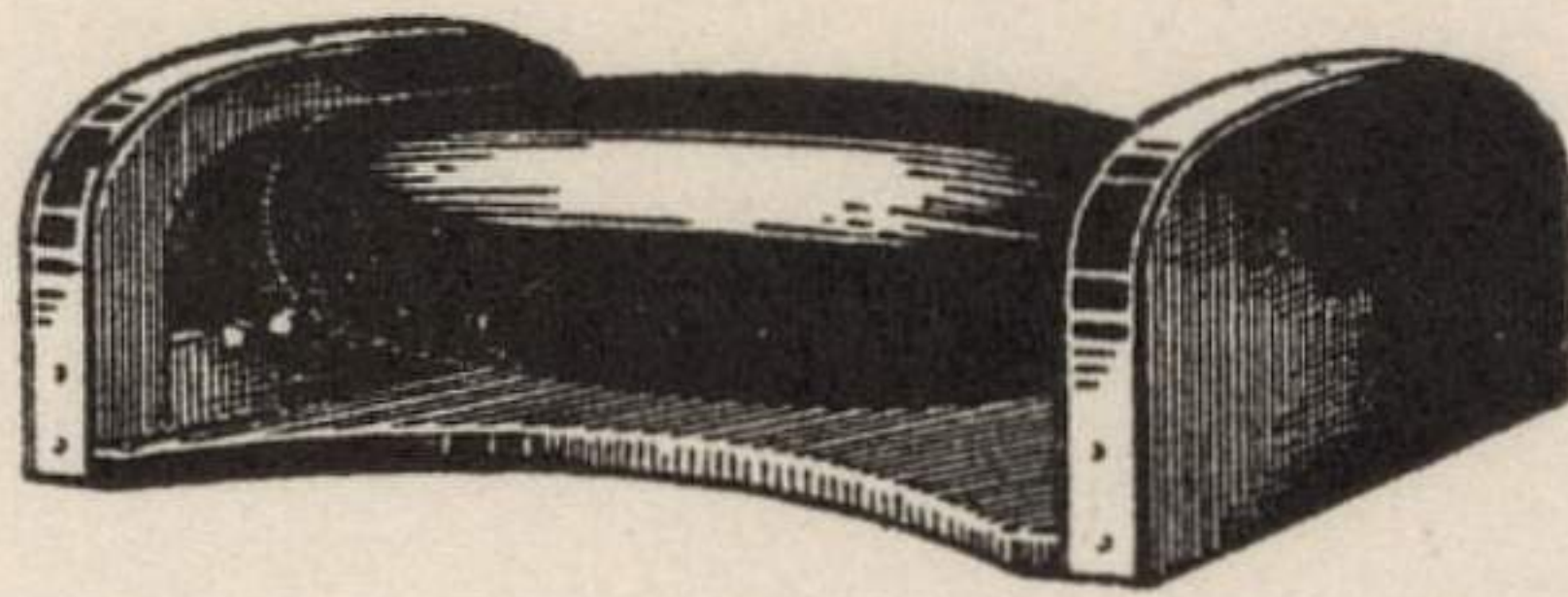
You might try this varying the letter to suit yourself or using some other person as a sales medium and using a testimonial letter from you. Doing this to Basket-
-ball Coaches. Your field is much greater

I received the first order today from

This letter from one unknown to Olsson personally of course he knows most of them by reputation and they know of him. This was from the San Jose Junior College, San Jose, Calif.

It just shows that this thing or method has possibilities. Your Basketball really has a money making field as football is more limited.

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)

Dr. Forrest C. Allen
University of Kansas
Lawrence, Kansas

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

XX San Jose Junior College, San Jose, Calif.

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

*orders are now coming in
in answer to this got 2
yesterday marked XX
LO/W*

WESLEYAN UNIV.

THE UNIVERSITY OF GEORGIA
ATHENS, GEORGIA

DEPARTMENT OF ATHLETICS

May 19 , 1936

Lang Foot & Arch Normalizer Co.
Forsyth, Ga.

Dear Sirs:

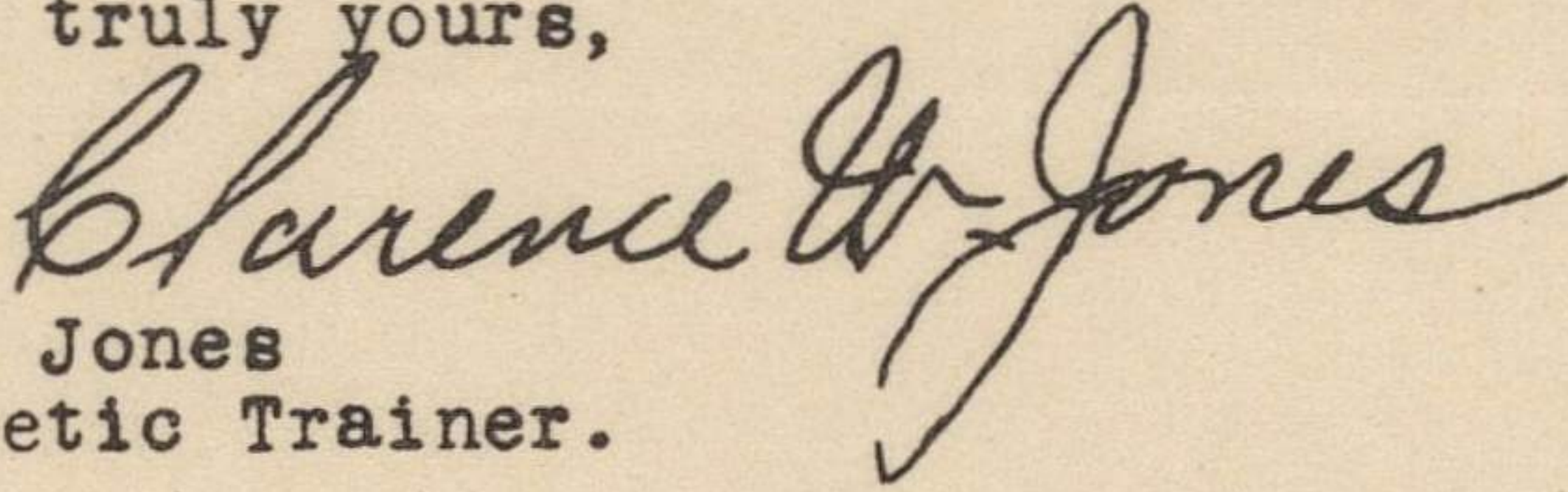
Early last fall Coach Mehre asked me to try out your Foot and Arch Normalizer in our physio-therapy department.

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

"In the Land of Sunshine"

MIAMI BASEBALL and ATHLETIC TRAINING SCHOOL INC.



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.
MIAMI, FLORIDA

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B. L. WHITTEN, M.D.

Hostess

M. SAFFOLD-WINKLER

March 5, 1936.



Lang Foot & Arch Normalizer Co.,
Forsyth, 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 building 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 6, 1939.

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

Dear Mr. Lang:

I would appreciate it if you would send a foot normalizer to Mr. C. C. Carl, 905 Massachusetts St., Lawrence, Kansas, and one to Mrs. R. A. Schwegler, 805 Missouri Street, Lawrence, Kansas. Send both of them on 30 days free trial. I feel sure that you will be able to make a couple of sales here.

Mr. Carl is one of the leading clothiers in Lawrence, who has broken arches, and I am sure that he will be immensely pleased with the normalizer. Mrs. Schwegler is the wife of the dean of our School of Education. She has been an invalid for years, and I believe she will get great relief if she uses one of these foot implements.

I have not forgotten the hospital idea, but here is my plan. When we put the normalizers in our gymnasium we want to place beside them an antiseptic foot bath for hygienic reasons. As soon as our trays arrive for the foot bath, and we get everything installed, then I intend to invite Dr. Canuteson, the director of our Student Hospital, to come over and see what we have. I do not want anyone to criticise us from a sanitary standpoint.

I am wondering what arrangements you are making in the matter of expense for stationery and postage and so forth in these letters that go out to the coaches over the country. That will be rather a large item, I imagine. I intend to contact all the members of the National Basketball Coaches Association, and write to them as a fellow-coach, not as a salesman. Last spring I attended the convention of the American Association for Health, Physical Education and Recreation, which met in San Francisco, and while there made a great many valuable contacts. I am wondering if you have a

representative in California. If not, I may be able to do some good on this angle.

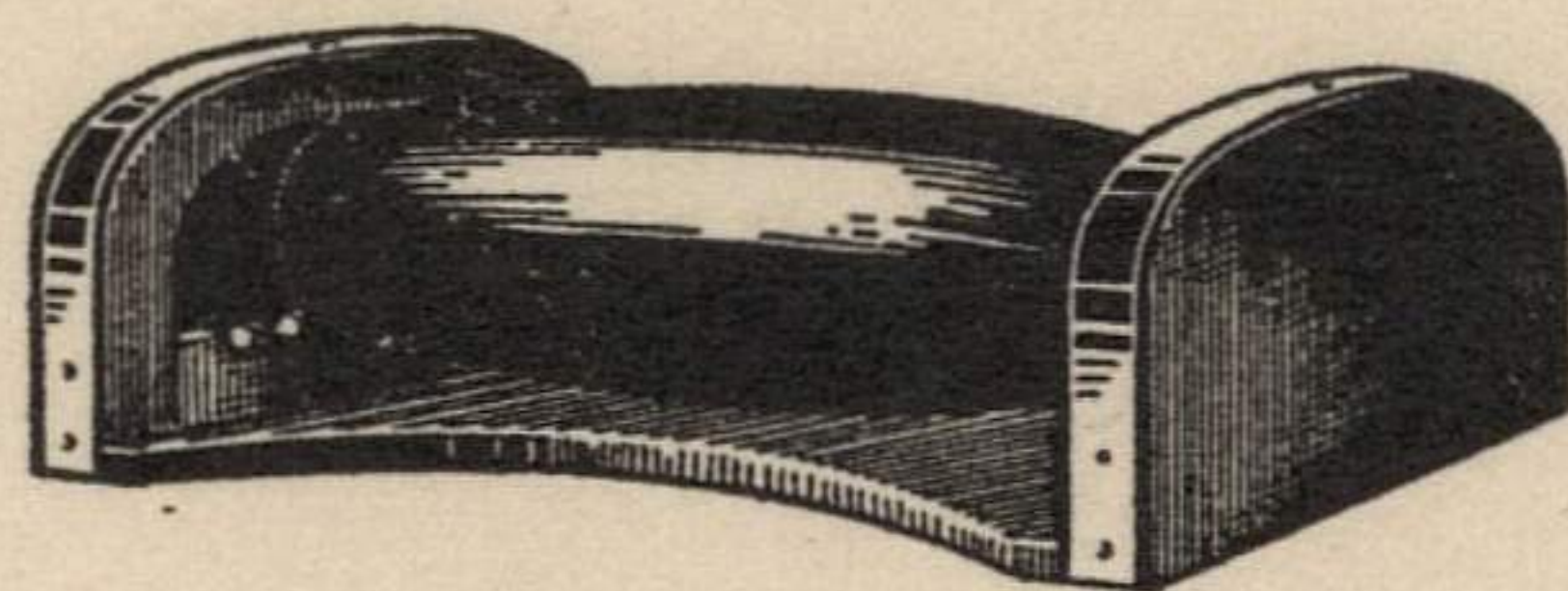
I shall be glad to hear from you on these points.

Sincerely yours,

FCA:AH

Director of Physical Education and Recreation,
Varsity Basketball Coach.

Roll Away



Your Foot Troubles

LANG FOOT-ARCH EXERCISER CO.

FORSYTH, GEORGIA

Oct. 2, 1939

Dear Mr. Allen: Your letters received. Have sent off all bills but havent collected any as yet. Suppose that they will be sending checks any day now- but I am not worried about their credit.

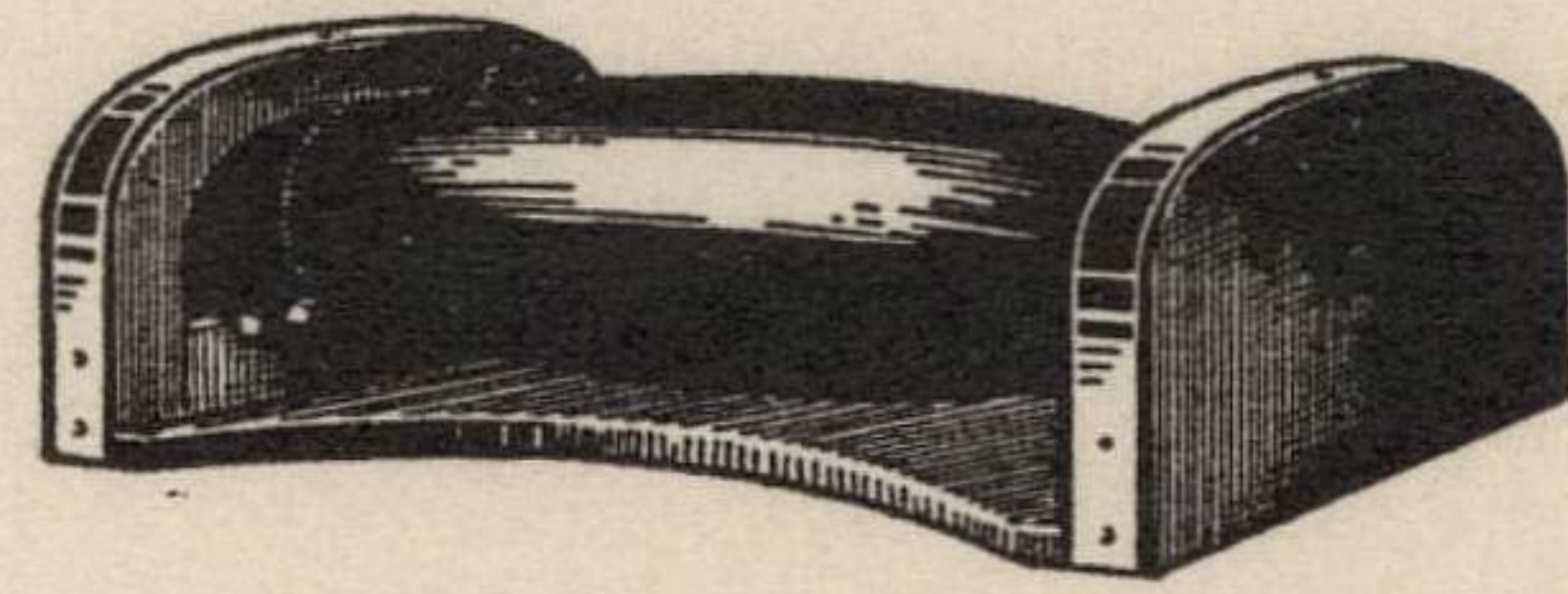
Sent machines to Dean Stauffer, Dean Swarthout, Earl Chapman and Sports Editor McBride and sent all in accordance with your instructions.

Will send you the five hundred circulars tomorrow with the new price stamped on them.

Expect my new high speed gang track cutter to arrive tomorrow and am getting all set to make up five hundred machines. Bought a new spray paint machine as I want to try to get an even better finish. We had to hand paint the last hundred and the finish was not hard enough.

I note how you are working the sales and it is the best way. As

Roll Away



Your Foot Troubles

LANG FOOT-ARCH EXERCISER CO.

FORSYTH, GEORGIA

it stands now you can have credit for any sale that comes in from Kansas and Mo. as I have no one working there so any sales will come thru your efforts. I am working up some things here which if they work I will tell you about and you can do the same out there.

You know your stuff out there so rest assured that I will carry out any instructions which you write me.

This thing would be great for Nurses in a Hospital or in their private practice.

Sincerely yours,

A handwritten signature in blue ink that reads "F W Lang". The signature is written in a cursive style with a large, prominent "F" and "L".

Frederick W. Lang

Roll Away



Your Foot Troubles

LANG FOOT & ARCH NORMALIZER CO.

FORSYTH, GEORGIA

A FEW OF OUR WELL KNOWN PURCHASERS AND/OR USERS

American Telephone & Telegraph Co. New York City
Atlanta Police Department, Atlanta, Ga.
Bill Brown's Physical Training Farm, Garrison on Hudson, N. Y.
Theda Bara, Beverly Hills, Calif. Former Motion Picture Star
May Sutton Bundy, Santa Monica, Calif. Former Woman's Tennis Champion
Miss Margaret Budd, Los Angeles, Calif.
Tony Canzoneri, Former World Champion Light Weight Fighter
Max Carey, Pres. Miami Baseball Athletic Training School
Milton Chapman, Mgr. Director, Miami Biltmore Hotel
Clark Thread Co. of Ga. Clarkdale, Ga.
Dr. Lee DeForest, Ph.D. Los Angeles, Calif.
Bill Daly's Gymnasium. Atlanta, Ga.
Mrs. E. V. Durling, Los Angeles, Calif.
Ensign Cotton Mills, Forsyth, Ga.
Foot Clinics of New York, New York City
E. H. Hartford, Desk Clerk, Yale Club of New York
W. O. Hauck, Athletic Trainer, U. S. Military Academy, West Point
Mrs. Will Hays, Beverly Hills, Calif.
John Jacobs, Squash Professional Harvard Club of New York
Royal Jackson, So. Pasadena, Calif.
Carl Johnson, Physical Trainer, Hollywood Athletic Club, Calif.
Agnes Christine Johnston, Santa Monica, Calif.
C. W. Jones, Physical Trainer, University of Georgia
Dorris Kenyon, Santa Monica, Calif. Motion Picture Actress
Frank Lafforgue, Squash Professional, Yale Club of New York
J. Warrington Lewis, D.D.S., New York City
Harry J. Mehre, Athletic Director, University of Mississippi
Robert Moore, Squash Professional, Montclair Athletic Club, N.J.
R. H. McCartney, D.S.C., T. Eaton Co. Calgary, Canada
W. E. McFarland, Havana, Ill.
M-R-M Gymnasium, Atlanta, Georgia
Nat Pendleton, Santa Monica, Calif. Motion Picture Actor
Polyclinic Hospital, New York City
Lawson Robertson, Coach Track Team, University Pennsylvania
C. E. Rauch, Former Editor of Walking Magazine, New York
Rosendahl's Gymnasium, Atlanta, Ga.
A. Schwartz, Pres. Popular Dry Goods Store, El Paso, Texas
H. W. Silvernail, D.D.S. Santa Monica, Calif.
T. A. Torrance, Supt. Foil Mill, Aluminum Co. of America
Maj. E.G. Tobin, Pres. Aerial Surveys Inc. San Antonio, Texas
Venetian Athletic Club, Miami, Fla.
H. M. Warner, Pres. Warner Bros. Pictures, Inc.
Weavers Gymnasium, Atlanta, Ga.
Mrs. William E. Werner, Rochester, N.Y.
Julian Ybarlecea, Mexico City, Jai-Alai Professional

DOCTORS NAMES ARE OMITTED TO COMPLY WITH ETHICS OF THEIR PROFESSION

October 7, 1939

Mr. Elwyn Dees,
Head Trainer of Athletic Teams,
University of Pittsburgh,
Pittsburgh, Pa.

Dear Elwyn:

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 stomping 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 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
CG

October 7, 1939

Mr. Milton Kelley,
Head Trainer, Athletic Association,
University of Texas,
Austin, Texas.

Dear Milton:

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.

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With best wishes for your continued success, I am

Very sincerely yours,

FCA:AH
CG

Director of Physical Education and Recreation,
Varsity Basketball Coach.

October 7, 1939

Mr. James Cox,
Head Trainer of Athletic Teams,
Harvard University,
Cambridge, Mass.

Dear Jimmie:

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.

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With best wishes for your continued success, I am

Very sincerely yours,

FCA:AH
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Director of Physical Education and Recreation,
Varsity Basketball Coach.