

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.