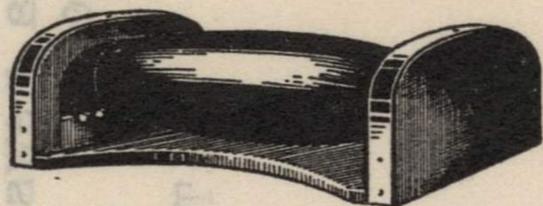


Am sending you five hundred circular folders this day via parcel post they have the new price printed in them.

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.