

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.

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 the 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 you 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