

March 5, 1945.

Mr. F. W. Lang,  
214 Grant Building,  
Atlanta, Georgia.

Dear Mr. Lang:

I am glad that you have written Mrs. Charlton as you did. You will receive immediately a check for her. She was very anxious to get one and I could have told her to send her check, but I thought I better let you handle it in your own way. Hereafter when I receive an inquiry I will just tell them to mail you a check and this will facilitate matters.

Some time ago you wrote me regarding Champ Johnson's inquiry. Dr. J. N. Haddock, 615 American National Bank Building, Shawnee, Oklahoma, told me that he was recommending the foot arch normalizer to Mr. Johnson. I had a coaching school down there several years ago with Pop Warner, and I had an opportunity to meet the business men of Shawnee at that time. I played golf with Dr. Haddock a number of times and found him to be a wonderful gentleman and a great booster for your normalizer.

He said, "I receive a world of good from its use and have been faithfully rolling on it one hundred times every evening since obtaining it from you. My feet and legs feel better than they have in years, and the arches do not bother a particle after standing at a chair all day. I also have discarded the arch supports. (Sounds like a testimonial, doesn't it?) But the above are absolute facts and I am deeply grateful to you for recommending and advising that I use the apparatus."

So you see a well satisfied customer is the best advertisement.

I find also that I have failed to answer part of your letter of the 17th of January which had to do with the possibility of a promotional sales director. I might be interested in that if the set up was satisfactory. I still feel you and I could get together on a proposition that would be remunerative to both of us if we could both have the same viewpoint.

Sincerely yours,

Director of Physical Education,  
Varsity Basketball Coach.

FCA:AH



February 20, 1946

Air Mail  
Special Delivery

Mr. Frederick W. Lang  
Tax & Estate Counsellor  
214 Grant Building  
Atlanta 8, Georgia

Dear Mr. Lang:

Will you please parcel post to me one of your normalizers. If you have two on hand, I would just as leave have you send two to me and I will remit. I have an inquiry for one and perhaps I just as well have another one on hand. I will appreciate your prompt attention to this matter.

I still think that we both could make some money out of this venture if we would get our heads together. Have you thought any more of the matter?

Please ship the normalizers to me in care of the Robinson Gymnasium, University of Kansas.

Sincerely,

Director of Physical Education,  
Varsity Basketball Coach.

FCA:MF



March 9, 1946

Mr. Arthur Longberg  
Basketball Coach  
Northwestern University  
Evanston, Illinois

Dear Dutch:

Johnny Parker, a Kansas man who is coaching the DeSoto High School, dropped into the office to tell me about Homer Turner, colored. Homer is 6 feet 3 inches and weighs 195 pounds. He has scored 550 points in 26 games.

Johnny Parker's team has just won their regional tournament and are entering the state tournament at Hutchinson next week. Johnny said that Turner is an average student.

I was not sure whether or not you were interested in the colored boy, but I thought you should know about him. Johnny said that, in his opinion, Turner is college material.

I get this same information from officials who have worked Johnny's games.

If you would like to write Johnny Parker, I know he would be glad to hear from you because Johnny made this inquiry wondering if you would be interested in the colored boy.

Congratulations on your fine flurrish in winning most of your games near the end of the season. Arch Ward gave you and Lynn a swell plugg.

We are looking forward to next fall in having the Dutchman's and Mrs. Longberg's son with us here on Oread.

With kindest personal regards, I am

Sincerely yours,

Director of Physical Education,  
Varsity Basketball Coach.

FCA:MF



FREDERICK W. LANG  
TAX & ESTATE COUNSELLOR  
214 GRANT BUILDING  
ATLANTA 3, GEORGIA

March 9, 1945

Dear Dr. Allen:

Enclose check for Mrs Charlton of Lawrence.  
Device shipped via insured parcel post today.

I expect to leave for Florida on business this Sunday and dont expect to be back for about three weeks so I wont be able to answer my mail or attend to any orders until I return. Very frankly I dont expect to be able to do anything with this foot device business until after the War. A priority is now required for everything.

Kindest regards

*F. W. Lang*



FREDERICK W. LANG  
TAX & ESTATE COUNSELLOR  
214 GRANT BUILDING  
ATLANTA 3, GEORGIA

March 2, 1945

Dear Dr. Allen:

Yours re Mrs Glenn Charlton just received.  
I have written to her that on account of the War  
we do not send any more machines out on a thirty  
day free trial but would be pleased to receive  
her order also sent her some advertising. This  
will pave the way to get an immediate payment.

Am trying to get some aluminum to make some more  
machines as I am running low.

This thing has some post war possibilities.

Kindest regards

Sincerely yours,

*F. W. Lang*  
Frederick W. Lang



FREDERICK W. LANG  
TAX & ESTATE COUNSELLOR  
214 GRANT BUILDING  
ATLANTA 3, GEORGIA

January 17, 1945

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

Dear Dr. Allen:

As per your letter of recent date I shipped a Normalizer to the New Ulm High School of New Ulm, Minn.

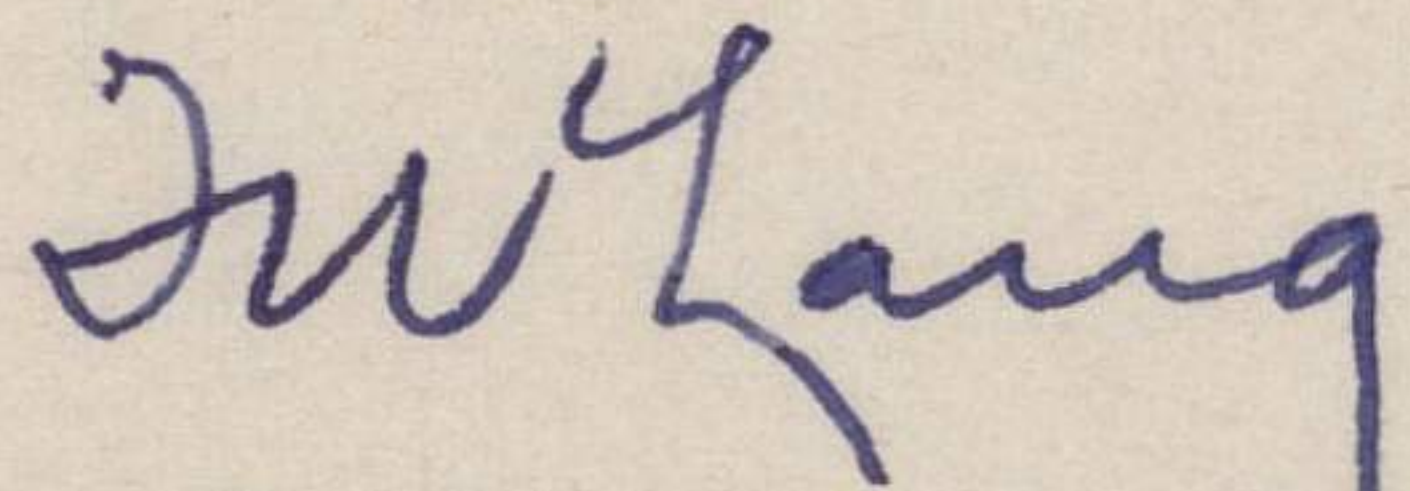
I recently had an inquiry from Champ Johnson a business man of Shawnee, Okla. Sent literature on Dec. 20th. but havent received an order as yet. Do you know him.?

My interest with the National Life Insurance Co of Vermont terminated as of last Saturday so now I am free to devote myself to promoting different enterprises. Right at this time some things cannot be pushed on account of scarcity of materials.

There is a sporting chance that I might be able to set up my foot machine business on a fairly large scale if and when critical materials are again released. Should this come to pass I am wondering if you would be interested in a contract for a term of years as Promotional Sales Director. I seriously doubt if this could start until the end of the war. I realize that this would not be interesting to you unless my company had some real financial backing. I am now trying to interest a company that has some sixty thousand dealers. Business after this war is going to be done on a very different scale and many companies are now making their post war plans.

At your convenience I would be glad to hear from you re my inquiry.

Sincerely yours,



Frederick W. Lang



FREDERICK W. LANG  
TAX & ESTATE COUNSELLOR  
214 GRANT BUILDING  
ATLANTA 3, GEORGIA

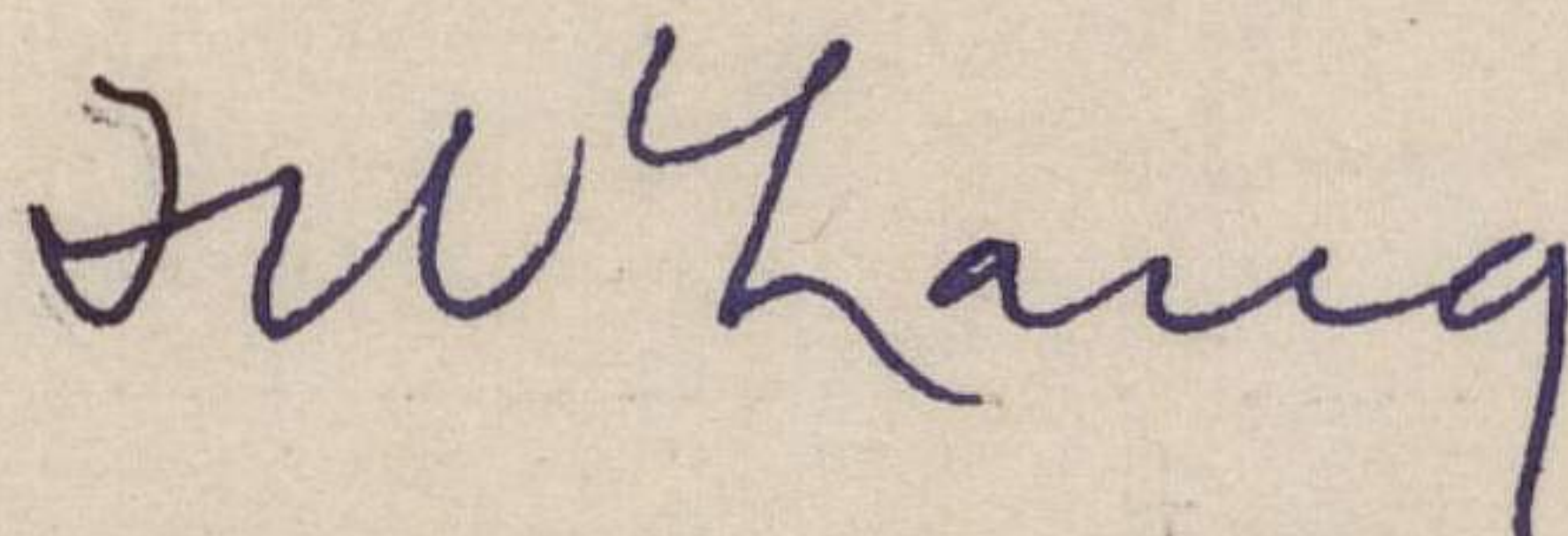
Nov. 6, 1944

Dr. Forrest C. Allen  
Lawrence  
Kansas

Dear Dr. Allen:

This is to acknowledge the receipt of your letter of November first. The terms as stated could not be accepted by me. Many thanks for your offer and with kindest regards, I am,

Sincerely yours,



Frederick W. Lang



February 26, 1945.

Mr. F. W. Lang,  
214 Grant Bldg.,  
Atlanta, Ga.

Dear Mr. Lang:

Mrs. Glenn Charlton, the wife of a highly successful insurance man here in Lawrence, just called me this afternoon asking where she might obtain a Lang Foot and Arch Normalizer. I told her I would ask you to send her one on trial, and you may, of course, bill her direct. Her address is:

Mrs. Glenn Charlton,  
University Heights,  
Lawrence, Kansas.

Sincerely yours,

FCA:AH

Director of Physical Education,  
Varsity Basketball Coach.



FREDERICK W. LANG  
TAX & ESTATE COUNSELLOR  
214 GRANT BUILDING  
ATLANTA 3, GEORGIA

2-7-45

Dear Dr. Allen:

Enclosed you will find my  
check for New Uhl High School  
New Uhl, Illinois. Their check  
was just received today. The  
Coach asked me to sue it  
but I thought best to bill him  
for it.

Kindest regards

Sincerely yours

F. W. Lang



FREDERICK W. LANG  
TAX & ESTATE COUNSELLOR  
214 GRANT BUILDING  
ATLANTA 3, GEORGIA

Jan 13, 1945

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

Dear Dr. Allen:

As per your air mail of the eleventh I am sending  
a Normalizer to:

Jos. A. Harmon, Basketball Coach  
New Ulm High School  
New Ulm, Minn.

I am not sending it C.O.D. but am mailing him  
a bill. The same working agreement still holds  
good.

Kindest regards.

Sincerely yours,

  
Frederick W. Lang



January 11, 1945.

Mr. F. W. Lang,  
214 Grant Bldg.,  
Atlanta, Ga.

Dear Mr. Lang:

I received a letter from Coach Jos. A. Harman, basketball coach at New Ulm, Minnesota, High School. He asks that a Lang Foot Arch Normalizer be mail him c.o.d. I trust that you have one on hand that you can send him.

Do you still care to honor the working agreement we had?

Sincerely yours,

FCA:AH

Director of Physical Education,  
Varsity Basketball Coach.



November 13, 1944.

Mr. F. W. Lang,  
214 Grant Building,  
Atlanta 3, Ga.

Dear Mr. Lang:

I am enclosing herewith the booklet containing  
the testimonial letters, which you requested in your  
letter of the 8th instant.

Very sincerely yours,

Director of Physical Education,  
Varsity Basketball Coach.

FCA:AH  
Enc.



FREDERICK W. LANG  
TAX & ESTATE COUNSELLOR  
214 GRANT BUILDING  
ATLANTA 3, GEORGIA

November 8, 1944

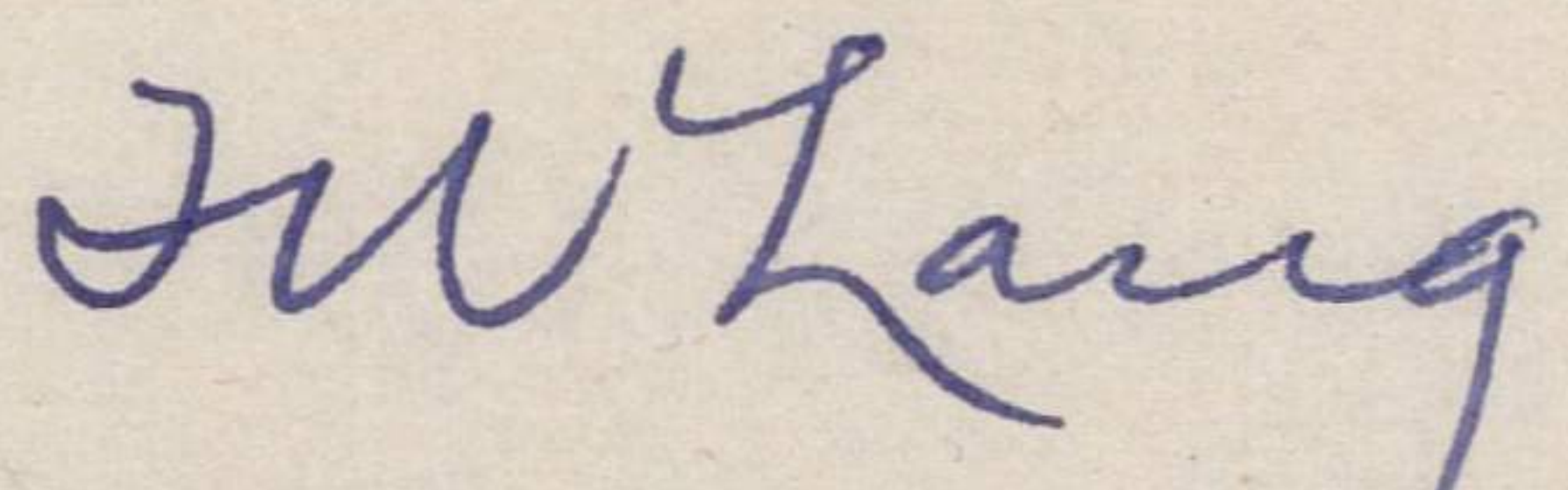
Dr. Forrest C. Allen  
Lawrence,  
Kansas

Dear Dr. Allen:

A short time ago I mailed you a booklet containing testimonial letters of the Lang Normalizer Co. In as much as I have such a limited supply of same I would appreciate it if you would return same in the enclosed stamped envelope.

With kindest regards, I am,

Sincerely yours,



Frederick W. Lang

FWL/b



FREDERICK W. LANG  
TAX & ESTATE COUNSELLOR  
214 GRANT BUILDING  
ATLANTA 3, GEORGIA

Oct. 10, 1944

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

Dear Dr. Allen:

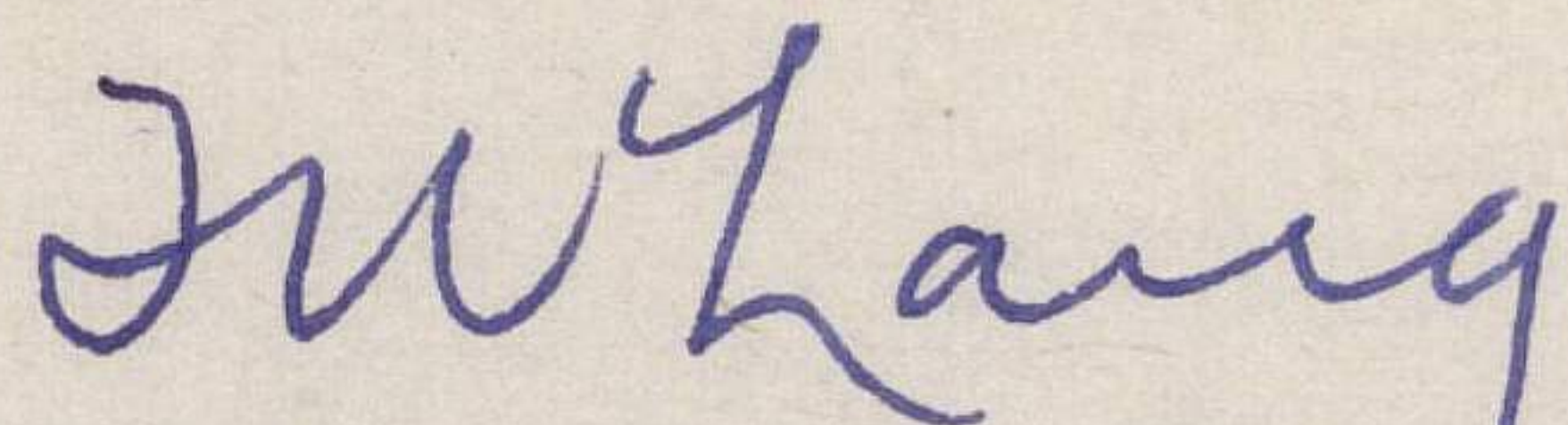
Enclose check re Mt. Pleasant, Iowa matter.  
Now one more to hear from that is the Alta  
Vista, Kansas which was the last one to be  
shipped.

I am about to make a change as my bossman  
is selling his Agency and we are going to  
team up and handle promotial work and also  
life insurance. We have already put over  
one matter.

Let me hear from you as to how you want to  
work out the N. matter.

Kindest regards.

Sincerely yours,



Frederick W. Lang



October 19, 1944.

Mr. F. W. Lang,  
214 Grant Bldg.,  
Atlanta 3, Ga.

Dear Mr. Lang:

I acknowledge receipt of your check No. 150 for \$7.00, for which I thank you.

My letter is now in the mail and should be in your hands by now.

Sincerely yours,

FCA:AH

Director of Physical Education,  
Varsity Basketball Coach.



FREDERICK W. LANG  
TAX & ESTATE COUNSELLOR  
214 GRANT BUILDING  
ATLANTA 3, GEORGIA

Oct. 17, 1944

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

Dear Dr. Allen:

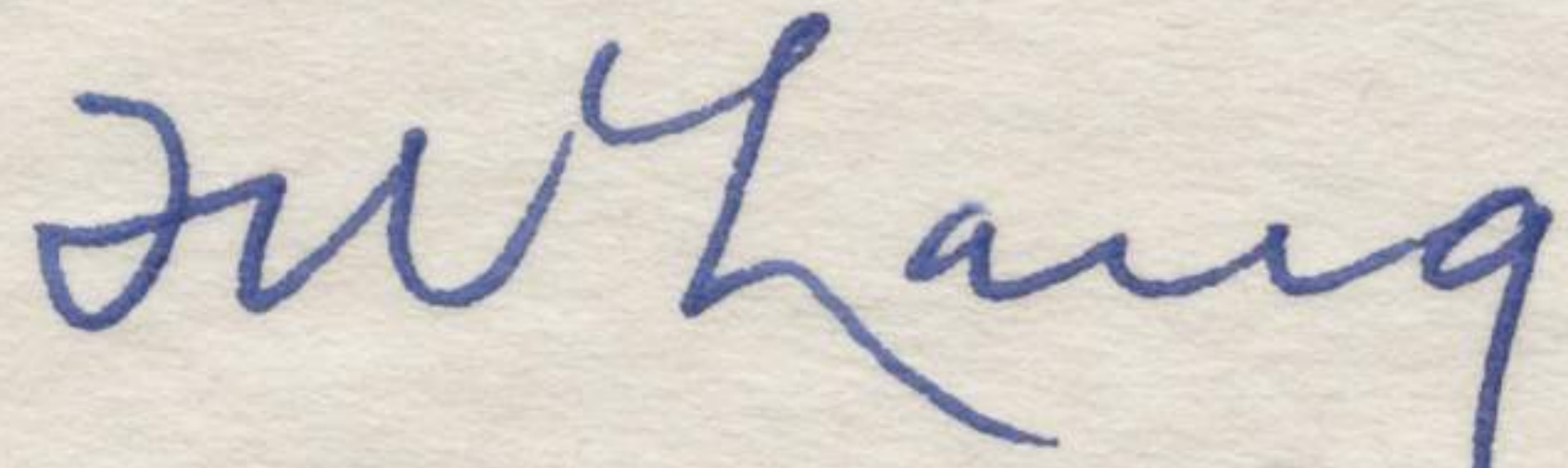
Enclosed herewith you will find my check for Alta Vista School. This is now the third and final one so far. However I have a prospect thru the inquiry which I mailed to you the other day. This might come thru.

I now have made up only about a half dozen of the new type machines such as I sent to you recently although I have parts and material for many but I dont know where I could have them made as my man who made them died. I have on hand about thirty of the old type which has steel or rather cast iron tracks instead of the new type fibre noiseless track. One Dentist user has succeeded in wearing out one of the fibre tracks after about four years use.

Let me hear from you as to what you would like to work out with me.

Kindest regards.

Sincerely yours,



Frederick W. Lang

FWL/b





THIS SIDE OF CARD IS FOR ADDRESS

The Lang Mfg. Co.  
~~Forsythe,~~ 730 Richmond Ave  
Georgia  
Atlanta Ga



Nortonville, Kan.  
Oct 9, 1944

Dear Sirs:

Will you please  
send information  
about the  
Lang Foot Normalizer.

Respectfully

H. H. McGee

I just answered this I am  
assuming that it came thru  
your efforts

Regards

J.W.H.

10/13/44



November 1, 1944.

Mr. F. W. Lang,  
214 Grant Building,  
Atlanta 3, Ga.

Dear Mr. Lang:

I wrote you that I would take active responsibility for fifty per cent of the earnings. I do not know how much you have invested, but I would be willing to take over and if necessary set up a small factory using what equipment you have on hand, and any new mutual investment we would go on a fifty-fifty basis with the earnings fifty-fifty.

Now, regarding the large amount of testimonials. While these might serve some purpose, I believe that the only way that we will sell this to someone else is for me to go to those people and sell them the possibilities of this thing, using my background of anatomy, physiology, orthopedics, and so forth, and personally demonstrating it to them with explanations. If they would not want to manufacture it, then I believe that I could set up a small factory and sell them to firms like Wilson and Company, and so forth.

I doubt very much whether these firms, unless it would be Medart, would care to manufacture them. But whether we make them or whether we sell them to anyone, it would be up to you and me as to the determination of the policy. Any expense involved in this sales trip would be borne equally by both of us and any earnings would be likewise divided.

Very sincerely yours,

Director of Physical Education,  
Varsity Basketball Coach.

FCA:AH



FREDERICK W. LANG  
TAX & ESTATE COUNSELLOR  
214 GRANT BUILDING  
ATLANTA 3, GEORGIA

Oct 30, 1944

Dr Forrest C. Allen  
University of Kansas  
Lawrence, Kansas

Dear Dr. Allen:

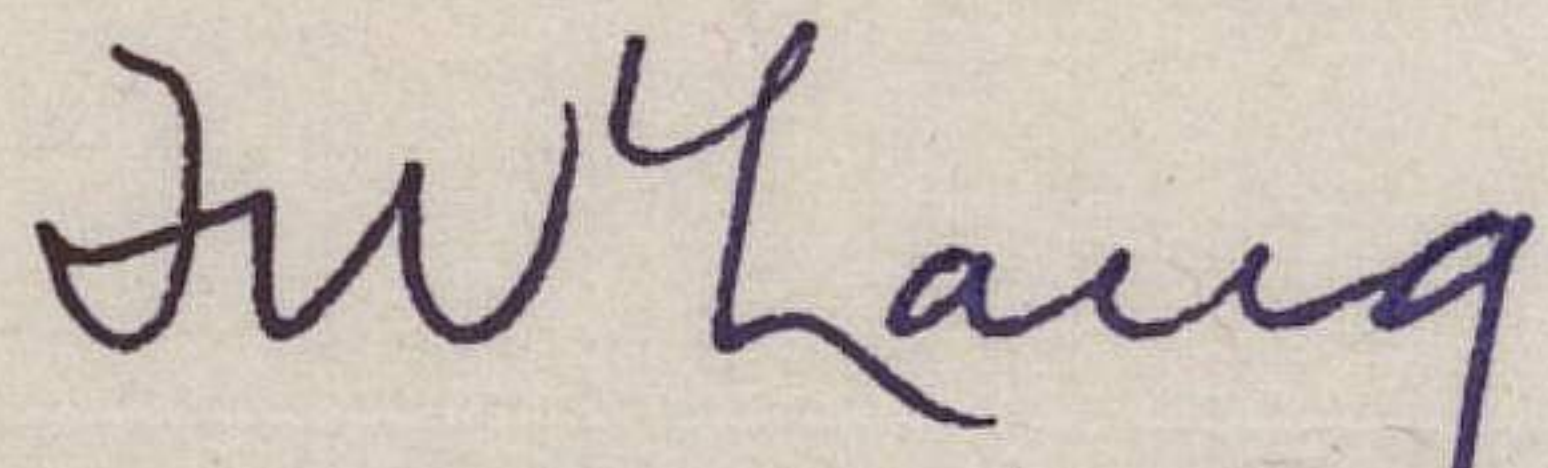
This is to acknowledge the receipt of your letter of October 26th.

First the reason I havent made any greater progress is that I have been treating this as a plaything working it mainly by mail from my farm.

Please advise me how much my offer would be have to be enlarged to make this proposition interesting to you. I agree with you that a personal contact with the Fred Medart Co. would be greatly preferable to correspondence.

If we can agree upon terms I believe that you should have the three and one half pounds of testimonial letters that I have here to show to the interested company.

Sincerely yours,



Frederick W. Lang



October 26, 1944.

Mr. F. W. Lang,  
214 Grant Building,  
Atlanta 3, Ga.

Dear Mr. Lang:

As I view the situation, only a physician or trainer or an athletic director or a coach, or a combination of all of these would be in a position to sell a large manufacturing firm the manufacturing and merchandising rights on a royalty basis. In other words, you would have to have a person who believed in the thing one hundred per cent, and that individual must of necessity have a knowledge of anatomy, reinforced by orthopedic knowledge and experience.

It would be necessary to make a trip to the manufacturer to sell them the idea, and the time, as a minimum, would be three days. I do not believe any letter would get the job done.

I believe it is easy for you to see how slow has been your progress through the many years that you have put thousands of pounds of energy behind it. You have been persistent, enthusiastic and durable, and your effort has been splendid over so many years, but most of the original progress has been lost due to the fact of personnel changes over the contacts you first made. The executives of the Medart Company have changed, as a great number of the men that I knew are now overseas. This goes for the other great companies, as I personally know there have been many changes.

Therefore, I would not care to risk a letter if I actually wanted to sell the thing.

And the proposition that you made me was so small that it would not interest me.

Very sincerely yours,

Director of Physical Education,  
Varsity Basketball Coach.

FCA:AH



FREDERICK W. LANG  
TAX & ESTATE COUNSELLOR  
214 GRANT BUILDING  
ATLANTA 3, GEORGIA

Oct 21, 1944

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

Dear Dr. Allen:

Your letter of Oct 18th. just received.

I am sorry that I could not work out this proposition the way you indicate in your letter. I want to get some money right now and this way would not produce it.

Please let me know what you desire to do.

Kindest regards, I am,

Sincerely yours,

*F. W. Lang*



FREDERICK W. LANG  
TAX & ESTATE COUNSELLOR  
214 GRANT BUILDING  
ATLANTA 3, GEORGIA

October 23, 1944

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

Dear Dr. Allen:

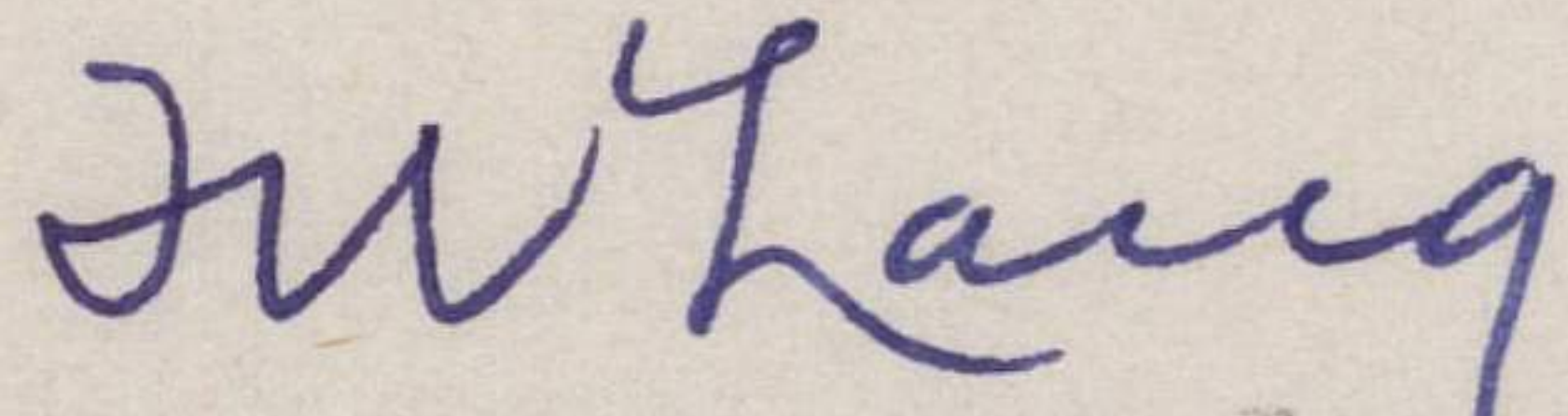
Your letter of the 19th just received.

I also wrote you in response to yours of the 18th. What I want to do now is to sell the manufacturing and merchandizing rights on a royalty (minimum) basis. Only a strong company with hundreds of sales agents could handle this without delay.

Will you kindly let me know if you would care to contact the companies enumerated in a previous letter. That is the method which should produce the quickest results as they are all set and ready to go.

Please let me hear from you at your earliest convenience.

Sincerely yours,



Frederick W. Lang

P.S. Will you please let me hear from you re this as you are my first choice and if you do not want to accept I want  
FWL/b to be free to select my second choice.



October 18, 1944.

Mr. F. W. Lang,  
214 Grant Building,  
Atlanta 3, Ga.

Dear Mr. Lang:

I would much prefer that we make some business adjustment before I initiate the activity with the firms that you mention.

Since you suggest that you are going into general business, real estate and insurance brokerage, I thought that you might be interested in my handling this matter for you on a fifty-fifty basis. The factory could be moved here and we would have complete control of policy, merchandising, and so forth.

If this is acceptable to you, please let me hear from you.

Sincerely yours,

Director of Physical Education,  
Varsity Basketball Coach.

FCA:AH



FREDERICK W. LANG  
TAX & ESTATE COUNSELLOR  
214 GRANT BUILDING  
ATLANTA 3, GEORGIA

October 16, 1944

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

Dear Dr. Allen:

Yours of the 12th just received. I wrote you the Sunday night that I phoned you and sent you the names of Medart, Wilson, Goldsmith, Rawlings asking you to call to their attention the merits of my Normalizer, etc.

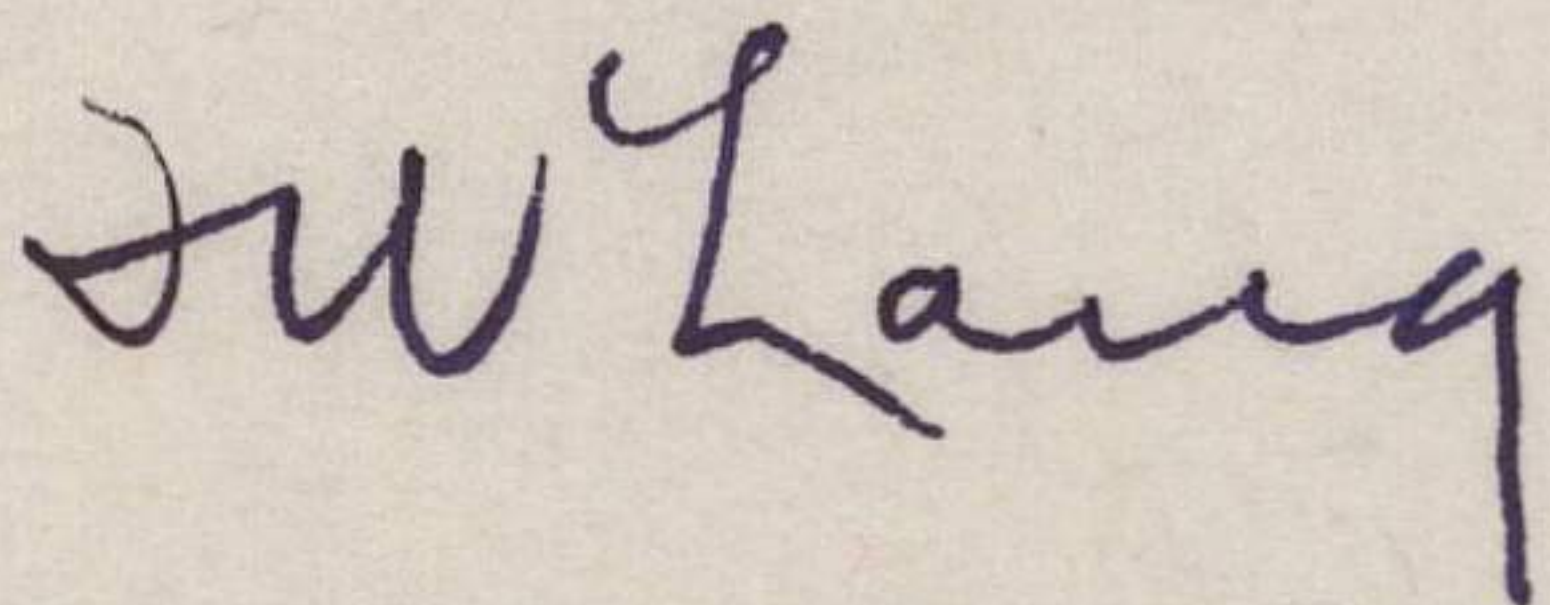
You later suggested that you might like to make an arrangement to take over the Normalizer business. Frankly I want you to have first chance at it. If I make a deal with the above companies thru your calling it to their attention I will cut you in for ten per cent. Now which way do you desire to handle it?

I believe that this country is in for the biggest business expansion that the world has ever seen. I want to get myself in shape to handle it. To this end ~~my~~ associate the owner of the Georgia Agency of the National Life Ins. Co. has just contracted to sell his Agency and he and I are entering into a partnership to handle general business, real estate and insurance brokerage. We expect our business brokerage to be our biggest field. We cannot make a formal start until Jan. 1st.

I am enclosing a list of the Southern Colleges that are not using my device. Possibly you know some of the Coaches.

Kindest regards.

Sincerely yours,



Frederick W. Lang



Tulane  
Univ. of North Carolina  
Presbyterian  
Auburn  
Vanderbilt  
Rice  
Duke  
Clemson  
Kentucky  
Knoxville High School