

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