

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