

contributed by Irving S. Cutter, Dean of the Medical School of Northwestern University; the College of Liberal Arts chapter was written by W. W. Charters, Director of the Bureau of Educational Research at Ohio State University; the chapter on Student Health was written by John Sundwall, Director of Public Health at the University of Michigan, and so forth.

And then this past year I wrote "Better Basketball". This book was published so late in the year last year that many of the coaches had gotten well into their coaching routine and put off the buying of the book until another season. This year I am getting a great number of letters from coaches wanting to know if I have written a new book in the past few years. Of course, I write each and every one of them and describe my book, and in 95 per cent of the cases I am rewarded with an order.

But I would greatly appreciate it if you would be kind enough to write one of your incomparable reviews of the book for the mutual benefit of both the coach and the teacher. The book sale has been splendid indeed. It came out on the market about the first of December last year, and at Christmas time they mailed me a check, and as near as I can remember there had been something under 2,000 copies sold. I think this is especially fine when we consider so many coaching magazines out at present. Every state high school athletic association has their monthly publication in which they ask the respective coaches of the state to elucidate on their special coaching technique, and then we have the Scholastic Coach published in New York, and Major Griffith's Athletic Journal which appeals to both the college and high school coach. Then there are many other publications that I have failed to mention. All of these carry coaching instruction for the benefit of the readers.

So I am not optimistically inclined enough to believe that this book will exceed the sale of the other publication, but I am sure that this book will last more than 15 years in its durable sales possibility.

While at the National Health and Physical Education meeting at Atlanta, Georgia, I was told by Mr. Henry McGurdy, who is the head man for McMillan and Company, that although my book was published by a rival concern of theirs, they (McMillan's) considered it the outstanding contribution by far on not only basketball but athletic subjects. I also met Dr. Pearson, the editor of McMillan's, and he made a similar remark. And then Dr. McCloy, of the State University of Iowa, who is an editor for Croft and Company, publishers in New York, also made the same statement.

At New York University and other places my text is the one adopted for teaching basketball. I am told they use it at the University of Illinois, and in at least a number of other large schools. I am just mentioning these things to let you know that there is a great field that has opened up for the sale of this book that has not heretofore presented itself. All the teachers colleges and universities and most of the small colleges give a baccalaureate degree with a major in Physical Education. It is necessary, of course, that these major sports be taught and every