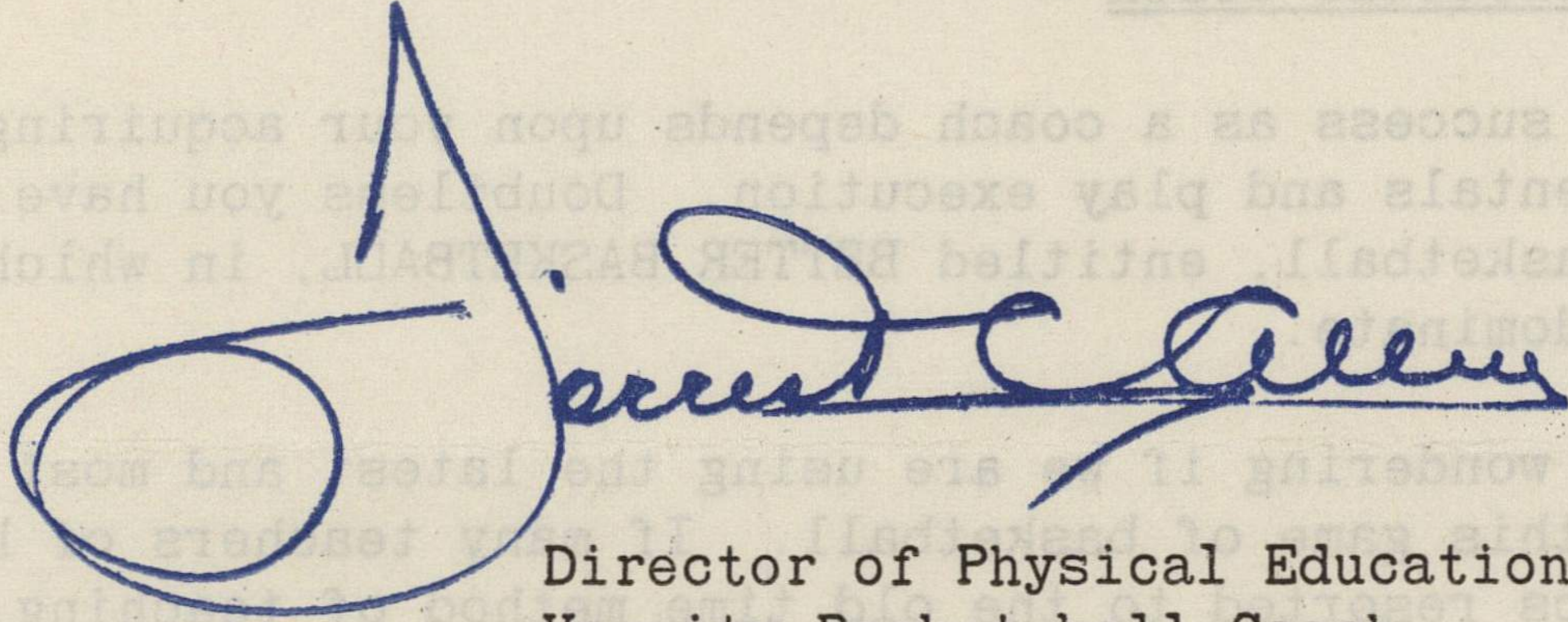


individual for further study. BETTER BASKETBALL is just twice as good as MY BASKETBALL BIBLE, and it is 13 years newer. It is published by McGraw-Hill Book Company, and is available at all sporting goods houses. Why not let Lowe and Campbell, or some other sporting goods house, supply your library early this fall? I have put everything into this book that I use and that I used this past year and expect to use this coming year.

Yours for winning success,



FCA:AH
R-368

Director of Physical Education
Varsity Basket ball Coach

Why is it not logical then that your school library obtain the best text available on basketball for your basketball players? There is no good reason to expect that a coach be forced to purchase these books. Every school has a library fund, and it is thinkable to me that you should ask your library to purchase one or more copies of BETTER BASKETBALL for the use of your students. I might add that our own Lawrence Memorial High School purchased four copies of the book for their school library. Mr. Neal Wherry, the principal, writes as follows:

"The first day the books were in the library the librarian reported that they had been worth what they cost because one of her most troublesome boy customers had been reading in one of them and kept quiet. Our head English teacher has approved the book for use in English classes.

"Besides containing plenty of good technical information with numerous drawings and pictures, the book sounds in good psychology. Especially to be commended to the high school students are the eight game short stories.

"We are very enthusiastic about the book and think that the teachers and students of any high school should be."

This extensive volume on basketball contains everything that a player, a coach and a trainer should know. When any player is not up to par on his fundamentals the coach could assign certain chapters or parts of chapters to this

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