

Regarding the sale from July 1 to November 1 of 600 copies, I might say that after five or six or seven years of "My Basketball Bible", Lowe and Campbell took more than 600 copies from July 1 to November 1.

If I am able to read the barometer of interest, there is definitely more interest in basketball and the basketball book now than there has been in the last eight or nine years. There is no new book on the market, save ours. Craig Ruby is not coaching at Illinois and his book is still on the market. George Veenker of Michigan is now athletic director, and he is not coaching. Dr. Meanwell's book is very old and he is out of the game. Only Piggy Lambert, of Purdue, is a coach who has a book on the market and it has not sold exceptionally well. Our book should be selling much better than it is now.

Very sincerely yours,

Director of Physical Education,
Varsity Basketball Coach.

FCA:AH