**PAGE 73 - EXPLANATION**

Umberto replied that he was not at all surprised. The only people who were surprised were journalists and publishers. This was because it was commonly believed that people liked easy-reading experiences and trash(poor quality writing / destroy) while the truth was that through his novel, he reached that small percentage of the population who liked challenging reading experiences. He understood this because he himself yearned to watch shows like ‘Miami Vice’ or ‘Emergency Room’ after dinner but not all day long.

He asked Umberto about the possibility of success of the novel having to do something with its association with medieval history.

Umberto did not negate(stop or undo) the possibility as he began to tell a story, which he thought that he did like a Chinese wise old man. He mentioned that his American publisher expected not to sell more than 3,000 copies as in a country like hers, no one had ever seen a cathedral or studied Latin language. To their surprise, they ended up selling around two or three million copies. Umberto considered the success of his book a mystery. Had it been written ten years earlier or later, the situation would have been different.