EAGUETE
THE MAG AZINE FOR MEN
919 NORTH MICHIGAN AVENUE
CHICAGO

ARNOLD GINGRICH, EDITOR

October 7, 1941.

Dr. Forrest C. Allen
Department of Physical Education
University of Ansas
Lawrence, Kansas.

Dear Dr. Allen:

I was very glad to get your letter of October 3 reporting that you are already working on a basketball article for Esquire. With regard to style, I believe you will find Esquire quite free of iron-bound restrictions or inhibitions, and you need not worry about calling a spade a spade. They want chiefly good, live, forceful copy that will arouse interest or controversy from one end of the country to the other.

The rotating center idea struck me as both interesting and timely, in view of the apparently growing criticism of basketball as a killer in its present form. I want you to feel perfectly free to speak openly and strongly, especially with reference to changes that may be needed for the future benefit of the game.

With respect to the Olympic thoughts, I might suggest that in view of the apparent permanent death of the Olympic Games this time at the hands of the Germans, perhaps they are no longer of news value. I happened to be working with Mr. Brundage on the Olympic promotion when it all blew up under me over-night. In addition, we had an article touching on this a few years ago, as per inclosed clipping you requested.

Nevertheless, basketball at the present moment seems to be in a stage of turbulent transition, and an authority like yourself interpreting this confusion, and perhaps pointing the way for its future certainly should make a wonderful article of interest to everyone who has any interest in the game at all. The moment seems to be just right for such a comprehensive survey of the present state of blux, and the needed introduction of some clarifying agent that might save the sport from actually blowing up.

In our Sports Poll summary (and incidentally we may include the rotating center idea in our next Poll) we found considerable comment in favor of a return of the center-jump. In fact, you probably will be interested to learn that the public voted in favor of its return, although sports editors and athletic directors voted against the center-jump. There is no question that the center-jump gives more variety to the game, and offers opportunity for the development of set plays that are very pretty when smoothly executed. The objection is mainly, of course, the exorbitantly tall center, but your "batting order" idea would eliminate that.

Let me add that we would be most happy to have your article for our February issue, which will circulate during January, and for that purpose would need your copy by November 1.

I enjoyed your letter to your players very much. I played basketball and baseball at James Millikin years ago, and your pep talk really warmed me up on the inside. Those were the only two games to me, yet oddly enough in the newspaper game I became identified as a football writer—a game I had played very little.

Cordially, Raph Cannon



ARNOLD GINGRICH, EDITOR

October 15, 1941

Dear Dr. Allen:

Convinced that there is a place for a nation-wide monthly forum of public expression on sporting themes, the publishers of Esquire, the Magazine for Men, are conducting the Esquire Sports Poll.

Enclosed you will find one of the ballots of this new regular feature of Esquire. It will be a great favor to us, and much appreciated, if you will check your own views on this ballot and then slip it into the stamped envelope supplied for its return. We believe you will find a certain amount of pleasure in marking your ballot, at the same time crystallizing your own thoughts on these various topics.

We thought you probably would be interested to know that already ballots in the new sports poll have been cast by such outstanding personalities as Alfred M. Landon, Senator Millard E. Tydings of Maryland, Senator Scott W. Lucas of Illinois, H. V. Kaltenborn, Bing Crosby, Joe E. Brown, Ted Husing, William Allen White, Louis Bromfield, Dizzy Dean, John Kieran, Eddie Cantor, Larry MacPhail, Major George Fielding Eliot, Edgar A. Guest, Rex Stout, Jimmy Dykes, Ted Lyons, Franklin P. Adams, A. A. Stagg, Charlie Paddock, Tom Harmon, Branch Rickey, and many others.

Any questions on sport of your own that you would like to see put up for nation-wide decision will be most heartily welcomed.

The first story about the new Esquire Sports Poll will appear in the December issue of Esquire, which will be on the stands on November 15. We believe you will find many interesting facts about American public opinion on sports in this article.

Cordially,

AG:ib

Arnold Gingrich. Editor

Miss Helen Richards
Secretary to Mr. Arnold Gingrich
Esquire Magazine
919 No. Michigan Ave
Chicago, Illinois

Dear Miss Richards,

I beg to acknowledge receipt of your check for \$150 the same to cover remuneration for the article, "Rotate the Center Jump" written by Doctor Allen for which he thanks you.

I am sending you an exerpt from "Who's Who in American Sports".

I trust that this will be sufficient data on Doctor Allen.

If it is not sufficient, please write me and I will be glad to give you anything additional that you might desire.

I am also sending you a gloss for your "Backstage Department".

Doctor Allen was granted the degree of Doctor of Osteopathy in 1912 and has used his osteopathic training as an aid to his athletic work.

Very sincerely,

Mr. Ralph Cannon
Esquire Magazine
919 No. Michigan Ave.
Chicago, Illinois

Dear Mr. Camon,

I am enclosing the article, "Rotate the Center Jump". I trust that Mr. Gingrich and you will like it. I've put much thought on this thing which I believe will be provocative of discussion.

I take it that you will use cuts or illustrations in the article that you have access to there. I know that any article without the "dolling up" provided by pictures or caricatures does not get the job done. I've been told that the research people in printing have found that a picture is 629 times as strong as the printed word. Take the word, "man". By looking at a picture of a man it's possible to get 629 descriptions of what he has or has not. We've tried it here in the office and after much work with our helpers we were able to work out 629 adjectives describing the man. So I know that with your assistance in building this up that it should have a good play. At least I think so.

Some of the physicians that have sounded this signal note of danger are: Charles H. Keene, A.B. and M.D., Director of Health and Physical Education University of Buffalo; A.B. Bower, M.D. and S.J. Morris, M.D. of the health unit of the University of West Virginia; C.A. Greenleaf, M.D., Buffalo; Samual C. Robinson, M.D. of Chicago on the range of normal blood pressure.

Here are some of the pamphlets and writings protesting against the strenuosity of the present game of basketball:

Health Service Problems in Basketball -- Charles H. Keene, A.B. and M.D., Director of Health and Physical Education, University of Buffalo.

The Effect of Rule Changes upon the Distance Traversed by Basketball Players -- Paul J. Fay and Lloyd L. Messersmith. The Research Quarterly of the American Association for Health and Physical Education, May 1938, Illinois Medical Journal, Jan. 1938, p. 10.

Effects of Basketball on Junkor High School Boys -- A.B. Bowyer and N. S. Anderson, West Virginia Medical Journal Feb. 1939, p. 89

Articles in the Buffalo Courier-Express, Feb. 11, 1940 and in the Buffalo Evening News, Jan. 3 and March 7, 1940.

Blood Pressure Studies on Basketball Players in Olean W.Y. C.A. Greenleaf, M.D., The Journal of School Health, Feb. 1940.

Most of the physicians all over the country who have supervision of school health protest against the game as it is now being administered. You will notice that I did not append any of these references to my article. There is such a general protest against this thing that I chought it would be best to take the entire responsibility for the article at the present time and then let the physicians state their own case as the article causes comment and discussion.

Thank you for giving me the information and background regarding Marshall Diebold's inquiry. This clears up the points that I desired to know.

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Rules Committee for a number of years. I'm not serving in that capacity
for either one of them at present. Therefore, I feel that I can make these
statements as an individual and not as an official of either organization.

I feel that my position is stronger now that I'm speaking as an individual
and as a coach and as the Director of Physical Education and Recreation.

After Mr. Gingrich and you have looked over the article I'd be glad to have your diagnosis and your prognosis.

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Sincerely,

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FCA/PE

Director of Physical Education and Recreation Varsity Basketball and Baseball Coach

P.S. Did you get the Evaluation of Team and Individual Performance in Basketball brochure?

EAGUETE FOR MEN

919 NORTH MICHIGAN AVENUE

CHICAGO

ARNOLD GINGRICH, EDITOR

0-11

October 23, 1941.

Dr. Forrest C. Allen, Director of Athletics, University of Kansas, Lawrence, Kansas.

Dear Dr. Allen:

It was good news to me to learn that your article is practically on the way. We will try to hold for Form so that we can get it into the February issue-provided it suits Mr. Gingrich.

I will be interested also in seeing your box score. When I was on the newspapers I used to keep a long and short shot box score on the games in town, listing Long Shots, Long Baskets, Short Shots, and Short Baskets of each player. It was an interesting way to cover a game, and met with considerable response here in town.

I am interested also in your color scheme, provided it can be done in sufficiently striking color work to be worth the heavy expense of reproduction. We have been trying to get some color art on sports, but without success so far. If you want to send us a few samples, I will see what they think about it. We have wonderful color printing here, as you know, and if your diagrams can be made up so that they will really stick, it seems to me they should be very interesting to high school people, and even the fans. Such things help to getting people who are interested in sports to turning to Esquire for new stuff in sports. That, at least, is my conviction, though of course you understand I don't have all the say here, having come here only in the middle of last August.

Believe it or not, I used to play in the orchestra(pretty ineptly) at Millikin under Mr. Swarthout. They are all very fine people. Remember me to him the next time you see him. He will remeber me for being always slightly off in pitch on the clarinet.

Originally we had in mind two facing articles on the center-jump, yours in favor and Marshall Diebold on the other side. We have wandered away somewhat from the plan, but I think it will all work out. Of course you should save your thunder for your own article.

Cordially,

Mr. Ralph Cannon
Esquire Magazine
919 Worth Michigan Ave.
Chicago, Illinois

Dear Mr. Camon,

el

I am working very definitely on the article, "Rotate the Center Jump" and I am planning on sending this to you for your consideration at the end of this week. I think it reads pretty well, and has enough meat in it that it should command attention. I hope so at any rate.

Last week I filled out the questionnaire for Mr. Arnold Gingrich, your editor. However, I have a sneaking feeling that you made out the questionnaire. Did you or did you not? It was a good one.

I knew that you wrote football stories, of course, and I'm glad to learn that you played baseball and basketball at James Miliken years ago. The dean of our School of Fine Arts here is Donald M. Swarthout. Doubtless he was at Miliken when you were there. He is a grand fellow.

I believe I have a darned clever idea if I do say it myself. It's on basketball research. I started research in basketball years ago arguing with the Rules Committee that it was much better to try out these things in a research way before we proposed them for adoption by the Rules Committee. I served as the first Research Chairman of the National Basketball Rules Committee and also as the first chairman of the Research Committee of the National Basketball Coaches Association.

Years ago when I played varsity baseball here at Kansas, we were always ganging around the bulletin board and estimating our batting and fielding average for the last game. This gave me an idea in basketball. Why not have a batting and fielding average in basketball? I called it by that name first to popularize it with the basketball players because every basketball player knew about the batting and fielding average of baseball players. For research we used the term of respective weights with positive and negative items. This effort of mine has gone on over a period of five years, and last year Dr. E. R. Elbel in our Department of Physical Education wrote out this story that I think will be interesting, Evaluating Team and Individual Performance in Basketball.

This project of keeping the batting and fielding averages in basketball has increased the interest tremendously and has showed me definitely the productive and non-productive player.

Of course the coach relies on his judgement in evaluating players, but this research not only confirms his judgement, but stimulates athletic interest. For that reason I think it is worth-while.

Now for a very new project and this is it. I have an idea that you can motivate the teaching of set plays and team plays in high school by diagramming the floor using different colored water colors. Each color of diagram will represent a play. I ran onto the idea of mixing this poster and showcard color with Le Page's glue. This glue makes the color impervious to wear, and it will remain on the floor for several years unless you desire it removed and then a towel soaked in warm water will immediately remove that material without injuring the floor an iota. One can use black and white and all the other colors that he desires. I have used this plan in coaching my fundamental movements of the players for over ten years. When John Bunn who is now dean of men at Stanford was my assistant, here at the University, I had him put on the first set of diagrams. I trust you get the idea. The one color scheme is diagrammed for every movement of every player during the feinting movements and the consumnation of their play. These movements soon become reflexes and then the boys can do them without the diagrams, but it does help tremendously.

Practically all the high school coaches say that it's too difficult to teach set plays to high school players. By following this scheme it would be easy indeed because every boy on the team knows exactly what movements to follow by watching his diagram and color. There are set plays definitely made to work through the zone defense and there are set plays made to work through the man-to-man defense. I do not know whether your magazine would be interested in running a series of diagram colors showing this scheme or not, but if it would this would be a revolutionary article on research that no one has attempted. We have worked this out in such a way that I positively know there are few flaws in it and it works for us and I believe it will show the way of opening up the field to high school coaches in basketball that has never before been attempted.

I am sending you this work, Evaluating Team and Individual Performance in Basketball, for your scanning at your convenience.

Sincerely,

P.S. (Mr. Ralph Cannon)

Marshall Diebold, the director of athletics at Carleton College, Northfield, Minnesota, has written me a letter saying he received a letter from you recently asking that he prepare an article for your magazine in the form of a defense of modern basketball. The two questions are as follows:

- 1. Does modern basketball require more stamina, better health, and condition than when you played?
- 2. Does modern basketball represent a health hazard?

He asks that I be kind enough to write a brief statement relative to the two questions mentioned. He further states that he is at a loss to understand why you asked him to write the article, but possibly it is merely the duty of the secretary of the National Association of Basketball Coaches to collect the opinions of the coaches of this country and formulate them into an article.

You can naturally see, Ralph, why I would not want to answer that question immediately because I have already answered that in my article. Will you kindly keep this confidential because Marsh is a very good friend of mine, and while I want to cooperate with him, I will answer him telling him that I am preparing an article for you. In that article I have stated what I consider the hazards to health in modern basketball. After you have seen my article and passed on it, one way or the other, then I will be in position to answer Marsh more elaborately.

When you reply I would be glad to have you give me your opinion of this situation from your angle.

F.C.A.

Nov. 4, 1941 Mr. Ralph Cannon Esquire Magazine. 919 No. Michigan Blvd. Chicago, Illinois Dear Mr. Cannon, I've just received a letter from Dean Swarthout and I'm sending you a copy of the letter that I wrote regarding you. I know that you will be pleased. Sincerely, Director of Physical Education and Recreation Varsity Basketball and Baseball Coach FCA/pg

EAGUITE
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CHICAGO

ARNOLD GINGRICH, EDITOR

October 30, 1941.

Dr. Forrest C. Allen University of Kansas Lawrence, Kansas.

Dear Dr. Allen:

Your basketball story arrived on time as you promised, and everyone here was quite pleased with it. Good live, timely, controversial material, and excellently written. We feel certain it will do quite well in our February issue, which runs throughout January in the midst of the basketball season.

It will tie in very well also with our Poll for that month, which includes the rotation question. Unfortunately, it seems to me, the majority are voting against the center-jump. I wouldn't be surprised, though, if your article eventually swings a lot of people the other way.

At the same time, I want to thank you personally for the prompt response you gave us on this idea, and your completely competent handling of the assignment.

With heartiest good wishes,

Cordially,

4. ...

Ralph Connon

Dean D.M. Swarthout School of Fine Arts Frank Strong Hall Campus

Dear Dean Swarthout,

I've had some correspondence with Ralph Cannon of Esquire. He has asked me to do a basketball article for him and in the progress of our correspondence I learned that he was a Millikin man and a baseball player. Maturally, it followed that I told him about your and my game of golf and suggested that he doubtless knew you. He replied as follows, "Believe it or not, I used to play in the orchestra (pretty ineptly) at Millikin under Mr. Swarthout. They are all very fine people. Remember me to him the next time you see him. He will remember me for being always slightly off in pitch on the clarinet."

Since my memory is so treacherous, I'm resorting to the typewriter to convey his good thoughts to you.

Sincerely,

THE UNIVERSITY OF KANSAS SCHOOL OF FINE ARTS LAWRENCE

OFFICE OF THE DEAN

October 30, 1941

Mr. Forrest C. Allen
Director of Physical Education
Robinson Gymnasium
University of Kansas

My dear Forrest:

Thanks for sending on the kind greeting from Ralph Cannon. I remember him real well and if my memory serves me right, as I believe it does, his sister was a gifted piano student of mine. Her first name fails me right now but it was not a very usual one. Interesting to have our paths cross in this way, isn't it?

Give him my very best when you write him again.

Kind regards.

Cordially yours,

D. M. Swarthout

Dean

DMS:m

P. S. I believe his sister's name was Claire, maybe I am wrong.

Mr. Ralph Cannon

Esquire Magazine

919 No. Michigan Ave.

Chicago, Illinois

Dear Mr. Camon,

Thank you for your kind words of the 30th ultimo concerning our contribution of the basketball article. I've always enjoyed working with newsmen because they're perfectly frank and tell you what they want or what they do not want. In that way, it is easy to work with them.

Regarding the center jump. I expected that your poll would show the ratio indicated because the center jump has been out quite some time; and too, it's very difficult to advocate any change in the rules that people are not doubtful about at first. Change is always something the human race is never ready for and becomes accustomed to only slowly.

There was a great build-up against the center jump by a great many people who objected to the domination of the game by the tall fellow at center. As I stated in my article, the real damage was done by the tall man under the basket. But the prejudice persisted in so many minds and still exists among the opponents of the center jump for the reason just stated.

I wrote Marshall Diebold and told him that I had been asked by you for an article, therefore, I thought it would be wise for me to reserve what arguments I had for my article, rather than for me to pass them on to him.

Again, thank you for your kindness. I assure you that it was a pleasure to do this assignment for you and for Esquire.

Sincerely yours,

November 7, 1941 Miss Melene Richards Secretary to Mr. Arnold Gingrich Esquire Magazine 919 No. Michigan Ave. Chicago, Illinois Dear Miss Richards, I am sending you another gloss of Doctor Allen. This is a recent one taken at his desk and I thought perhaps you might desire this over the other one. The one that I sent you has been used much more frequently. This one that I am sending you now may not be satisfactory, but it is newer photograph by at least 11 or 12 months. The gloss that you do not use will you please send back to us at your convenience? Sincerely, PMG/E Secretary to Dr. Forrest C. Allen



ARNOLD GINGRICH, EDITOR

November 3, 1941

Mr. Forrest C. Allen Director, Ph. Ed. & Recreation University of Kansas Lawrence, Kansas

Dear Mr. Allen:

We hereby accept your manuscript, "Rotate the Center Jump" and enclose a check for \$150.00 in payment of all magazine rights, and the right to make reprints for publicity and non-commercial purposes. It is understood that if the article is reprinted either in full or in digest form, anywhere, with our permission as the owners of the copyright, we will pay you one-half of the net proceeds received by us for such use of the article, except that in the case of the Reader's Digest, all payment for the author will be turned over to you in full.

Will you please send us a paragraph of biographical information and a picture for our Backstage Department, at your earliest convenience?

Sincerely yours,

Helene Richards,

Secretary to Mr. Gingrich

HR:C

Encl: \$150.00-check

Mr. Ralph Cannon

Esquire Magazine

919 No. Michigan Ave.

Chicago, Illinois

Dear Mr. Cannon,

I am belatedly answering your good letter of the 7th instant.

You discussed the possibility of whether or not there was any way that college baseball could be revived and built up. Here is one angle that you might follow up just to see what interest there is in the high schools in the various states by writing to the executive secretaries of the commissioners of athletics in all the states. By doing this you could get a pretty good line-up on the situation.

Last week I wrote to the commissioner of the high school athletic associations to determine how many high school teams
there were competing in the various sports activities. I was
amaged to find that there were almost as many teams playing
baseball in the State of Kansas as there were playing football.
I know that you will be interested to know that there are nearly
twice as many teams playing basketball in the state as are
playing football. In fact, there are only seven high schools
in the state that do not have basketball teams.

I am sending you a summary of the sports participation in Kansas high schools and if you would like me to work this out showing the number of high schools participating and line up the other subsidized activities of college coaches I believe it would make interesting reading. Of course, I realize that you cannot give me this as a definite assignment, but if you think the idea is good I will work on it and see what we get.

What you really wrote to find out was how many teams were playing baseball in the state, but when I learned we many were playing baseball I found that your idea didn't hold up and as we continued to exchange letters now ideas popped up.

I know that the State of Iowa has a trememdously large number of high school teams playing baseball. I know most of these high school executive secretaries and if you think this is a good angle I will work on it. I also know many coaches in colleges that are earning a good deal of money on the side for developing baseball talent. So tell me what you think of this angle of the idea and

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I will see what I can give you.

Sincerely,

FCA/DE

Director of Physical Education and Recreation Varsity Basketball and Baseball Coach EAGUETE
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919 NORTH MICHIGAN AVENUE
CHICAGO

ARNOLD GINGRICH, EDITOR

November 7, 1941.

Dr. Forrest C. Allen Director of Athletics University of Kansas Lawrence, Kansas.

Dear Tr. Allen:

Thanks very much for the news from Dean Swarthout. I am forwarding his letter to my sister in St. Louis. He was right about her name.

Here is another tentative project I have in mind. And while I don't know whether anything will come of it, I thought you might be thinking it over. One of the questions that came in on the poll had to do with whether or not there was any way that college baseball could be revived and built up. I know you will have ideas along this line, but whether or not the subject is of general enough interest to carry, I'm not sure. Of course you could go into the matter of college coaches being subsidized by teams like the Red Sox as sub-scouts, and the whole problem of finding young ball players I believe is more and more centering around the colleges. I can't give you this as a definite assignment because it is all a little too nebulous right now, but I can shoot a pass in your direction and you may want to catch it and try to put the ball through the hoop.

Incidentally, in our April poll we are planning an all-baseball questionnaire, which will be sent to the big league ball players as a bloc. If you have any baseball questions in mind that you would want to give me, I would appreciate them very much. After baseball, we may try an all golf poll, and in time perhaps work in these single sport polls as a sort of change-of-pace.

With thanks for the fine job you did on the basketball piece, and with hopes that we can get together on some other projects in the future.

Sincerely,

November 21, 1941. Mr. Ralph Camon, Esquire, 919 Ho. Michigan Ave., Chicago, Illinois. Deer Me Camons This is merely an acknowledgment of your very good letter of the 15th instant. I will do a lot of thinking on the matter concerning baseball. There are so many angles and possibilities that a fellow might strike on a good lead. I will take a try at it and if it doesn't olick nobody is hurt. Sincerely yours, Director of Physical Education and Recreation, Varsity Basketball and Baseball Cosch. FCA:AH

Esquite THE MAG AZINE FOR MEN 919 NORTH MICHIGAN AVENUE CHICAGO

November 15, 1941.

ARNOLD GINGRICH, EDITOR

Dr. Forrest C. Allen Director of Athletics University of Kansas Lawrence, Kansas.

Dear Dr. Allen:

The vague idea I had about the baseball piece was along the lines of ways and means to build up college baseball, rather than considering the game in the high schools. However, there is probably a better article, provided you wanted to dabble in it, in the under-ground tie-ups of the college coaches with the big league ball clubs. An expose of that, I believe, would stir up considerable interest. I would say, though, that it is a question whether you would desire to tie your name and reputation to just such an expose.

I am wondering, too, vaguely whether there are any possibilities in considering the probable future effect of the army on college athletics, or American sports in general. Unquestionably there will be decisive changes, if our war program has to continue for very many years; but I just don't myself foresee exactly what those changes are likely to be. Possibly you do.

You understand that I am largely fly-catching at the moment. I thought your basketball piece worked out swell -- a smooth job; and would like very much to have some other articles from you. However, don't let my meanderings mislead you. I would prefer to rely on your judgment on what you have in mind that would work up into a useful article for us.

Your basketball piece -- to my way of thinking -- was an ideal job; and I was groping for a way to translate the same technique into some phase of baseball -not necessarily even college baseball, either. Baseball, in general, as I see it, right now faces two very serious problems. First, the war; and secondly, the shortage of material in the on-coming generations. The colleges look like the last oasis, and if they are more or less polituted by too much subsidesation. from the majors, the situation may grow progressively worse. The American League did unquestionable good with their program, but even it is not emough. Baseball is too good a game to be allowed to deteriorate, and if some one can point the way to salvation it would be a very real service . . . and incidentally a very good magazine article.

If this leads up to any thoughts in your mind, rest assured I would be most pleased to see you develope them.

Cordially,

Kalph Cannon

Mr. Arnold Gingrich, Editor, Emquire, 919 No. Machigan Avenue, Chicago, Illinois.

Dear Mr. Gingrich:

I have filled out the questionnaire on the Esquire Sports Poll and mailed it to you. This thought occurred to me later - that I should have given you a little background so that our opinions that we based our judgments on could be weighed a little more carefully.

I saw the Maxie Baer- Carnera fight and the Joe Louis-Maxie Baer fight. The reason why I picked Dempsey was because of the fact that Dempsey could take punishment and he could deal it out as effectively as he could absorb punishment. While Joe Louis was hard to hit it has been the opinion of a great many followers that he had a semi-glass jaw.

I have always been of the opinion that Louis's left is as quick and as dangerous as a cobra's thrust, but I do not believe that he could have taken Dempsey's battering even in his palmiest days.

For ten years I was chairman of the Kansas State Boxing Commission and waw a great many fights, and my judgment is based on this and other experiences that I have had as a boxer and as one who has been very enthusiastic about the sport from the skill angle and not the standard of sportsmanship that is generally shown in the professional ring.

I have always followed baseball very closely, having played here at the University and played semi-pro ball, but I did not care for the professional side. I think the American League is much the stronger organization, but the National has the close races and that, after all, is the thing that creates interest.

I wish that I might have had time to elaborate more fully on each question asked, but this has been the opening of our enrollment here at the University and I have been terribly rushed. I trust in the future if such questionnaires come to me I will have more time for elaboration.

Very sincerely yours,

Director of Physical Education and Recreation, Varsity Basketball and Baseball Coach. Esquire THE MAG AZINE FOR MEN 919 NORTH MICHIGAN AVENUE CHICAGO

ARNOLD GINGRICH, EDITOR

September 15, 1941.

Dr. Forrest C. Allen Basketball Coach University of Kansas Lawrence, Kansas.

Dear Mr. Allen:

In all the big games, the main thing of course is always the final score. But in most matters of opinion on sports, nobody now can tell just what the score really is. That's why ESQUIRE, the Magazine for Men, has inaugurated the Esquire Sports Poll through which the public can register their views and opinions on current sports subjects.

Inclosed you will find one of our ballots. It will be a great favor to us if you will check your own opinions on it and then slip it into the inclosed stamped envelope. This will take but a few minutes of your time and we believe you will find sport in the process of thus clarifying your own views on these controversial topics of athletics, which occupy so large a share of our interest and discussion.

Yours sincerely,

Arnold Gingrich,

Editor.

AG: RC

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ARNOLD GINGRICH, EDITOR

September 30, 1941.

Dr. Forrest C. Allen Head Basketball oach University of Kansas Lawrence, Kansas.

Dear Dr. Allen:

So much comment has been coming in about the detrimental health angle in basketball now that the center-jump is gone that I believe your article on the rotating center-jump system would meet with a lot of response. It would give you a chance to propose a specific cure for a danger to the game.

Mr. Alfred Smart has told me to tell you that they will pay around \$150.00 or \$175.00 for such an article, depending on how well it pleases them.

I believe there is a real opportunity to make a forceful stand for basketball here, and your standing would serve to make such a recommendation "stick."

If you wish to undertake such an article, rest assured that we would certainly want to have the chance to consider it.

It seems to me that basketball was being slowed down to a death dirge; now it is becoming a run-away that is almost as bad for the sport. Apparently some one who is big enough needs to step in and get it off this tangent. We should be in position to give such an article a real showing before the public.

With thanks for your interest,

Sincerely,

Ralph Cannon

Mr. Ralph Cannon, Esquire, 919 North Michigan Ave., Chicago, Illinois.

Dear Mr. Camons

I am acknowledging your favor of the 22nd instant in which you express an opinion that probably the last of March would be a good time to catch the April issue.

I am just wondering, since this is a provocative article, if it would not be a good idea to run it in the early part of the season, say November or December. If it were run in the November issue that comes out in December I believe it would cause a great deal of comment because a very few people know some of the things we are apt to say. Certainly the basketball reader public, and even the athletes, know nothing about the N.C.A.A. adopting the same policy as has been the A.A.U. policy toward tournaments. Practically all the college people do not know what the N.C.A.A. big-wigs are doing.

The opening of basketball season is always fraught with more interest than along the latter part where the other sport is coming up. We are playing in Madison Square Garden on the 28th of December, and since we play Iowa and some of the other Big Ton schools, I believe that an article earlier in the season would be better. However, I will defer that to you. I could work on the article in the late summer and early fall and have it to you in plenty of time if you would desire it for the earlier issue.

Amaiting your commands, I em

Sincerely yours,

Director of Physical Education, Varsity Basketball Coach. EAGUETE
THE MAGAZINE FOR MEN
919 NORTH MICHIGAN AVENUE
CHICAGO

June 22, 1942.

Dr. Forrest C. Allen Director of Athletics University of Kansas Lawrence, Kansas.

Dear Dr. Allen:

Glad to get your letter of June 16. I figure probably the livest time to run the article would be at the time of the N.C.A.A. tournament. That probably will be the last of March, which would mean we would catch it in our April issue, going to pressJanuary 1. Of course it would be good any of the winter months, but I feel that the tie-up for promotion would be a little better to hit tournament time. Feel perfectly free to speak your mind. I don't think you can make the article too strong for us. Glad you are to do it for us.

Cordially,

Ragal

Mr. Ralph Cannon,
Maquire,
919 No. Michigan Ave.,
Chicago, Illinois.

Dear Mr. Cannon:

Maybe the bird is too early! I haven't even started on the article but have thought about it a lot.

I am teaching here in the eight weeks Summer Session at the University and we will be through on July 24. Some of my data has not been available, but I know about what I want to say as soon as I can get some supporting evidence which will be available when one of the people at the University returns from a vacation in about two weeks.

I will get it ready and shoot it along to you for your inspection at the earliest possible moment. Thank you.

Sincerely yours,

Director of Physical Education, Varsity Basketball Coach.

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EAGUETE FOR MEN
919 NORTH MICHIGAN AVENUE
CHICAGO

July 1, 1942.

Dear Dr. "llen:

Maybe you are right about the early bird. I was aiming to give you plenty of time, but I believe you are right that the article will be sharper and carry a longer carry-over in comment if printed early in the season rather than late. So why not shoot it along when you are ready.

Best regards,

Regul