

October 28, 1941

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

Dear Mr. Cannon,

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; Samuel C. Robinson, M.D. of Chicago on the range of normal blood pressure.

Here are some of the pamphlets and writings protesting against the strenuousness 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 Junior High School Boys -- A.B. Bowyer and N. S. Anderson, West Virginia Medical Journal Feb. 1939, p. 89