

October 22, 1941

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

Dear Mr. Cannon,

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.