

into the interest that within a couple of years has placed basketball on the big league plane with professional hockey in New York, and out-draws prize fights.

### MR. IRISH THE PIONEER

IT IS an interest that now enables basketball, amateur, semi-professional and professional, to hire the big sports arenas of the city, like the Hippodrome and Madison Square Garden, and to play therein at a considerable profit.

Credit for placing the sport on this plane is given a young New Yorker named Ned Irish, who had the faith that only youth can give in the future of basketball and booked eight college games in the season of 1934-35 into Madison Square Garden. The game was an immediate sensation and drew nearly 100,000 in attendance, and \$100,000 in receipts the first season.

Young Mr. Irish is still promoting basketball, and unless he has suffered the usual fate of the pioneer promoter and had his ideas engulfed by his landlords, he ought to be doing very well for Mr. Irish. He has drawn crowds of over 18,000 for some of his games, and prize fights and hockey can't do that.

They used to be a lot of professional and so-called semi-professional basketball teams roaming the land, and for a time they attracted considerable interest. Then for while the interest waned, but it has suddenly been revived by the excitement over the college games. Now the professionals and the semi-pros are drawing, too.

The difference between a college team and a professional team in basketball, as we understand it, is the same difference that the football experts profess to see in professional and college football. The professional game

### NAISMITH, FATHER OF GAME

THE game is only 45 years old. It was originated, according to the veracious Mr. Frank G. Menke's record book, in 1891 by Dr. James A. Naismith, an instructor at the time at the Y. M. C. A. in Springfield, Mass.

Mr. Naismith's sole thought was to devise something to add to the usual gymnasium curriculum, and he first used those old-fashioned cone-shaped peach baskets as his goals, from which the game got its name. He probably had no idea that he was inventing a game that was to sweep the country, and to engross more players than any other game in existence.

And he certainly couldn't have had any notion that his little pastime would revolutionize the good old game of football in this country. Football has been borrowing from basketball until football is really glorified basketball. And the borrowings have changed football from a boring spectacle to one of the most thrilling of games from the spectator's standpoint.

We think both basketball and football should get together and rear a joint monument to the memory of Dr. Naismith.

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