

fessional popularity which is accorded baseball, it is by far the most popular sport played in high schools throughout the country. The Midwestern conference can honestly boast that 98.9 per cent of the high schools in that area support basketball teams.

In 1941 a golden jubilee of basketball was held in Springfield, the place of its origin. At that time a campaign was initiated in which funds were raised to construct a Temple of Basketball. It will someday stand in Springfield, immortalizing Dr. Naismith, and acting as the permanent shrine of All-America teams, past, present and future.

James Naismith had another "first"

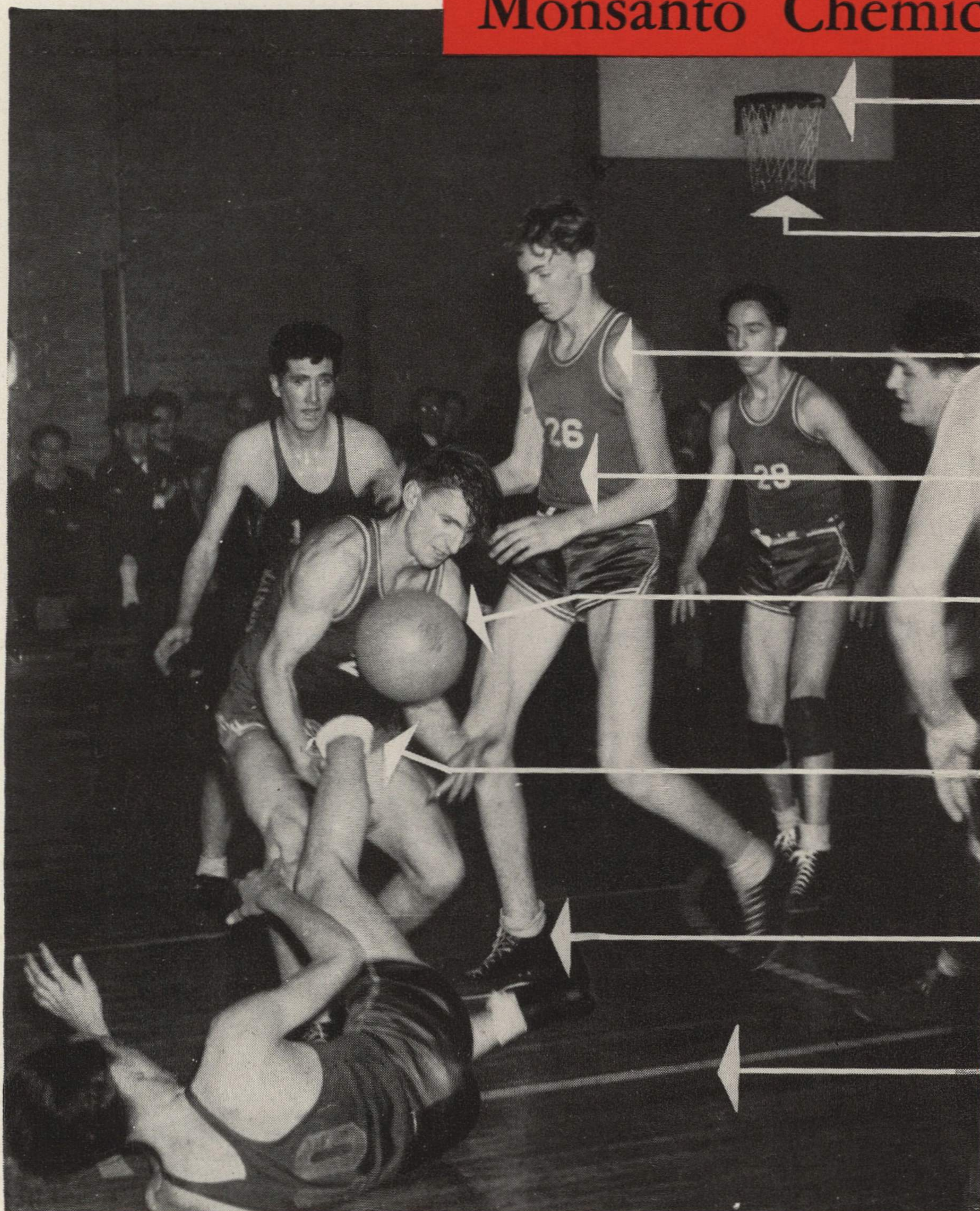
to his credit. As center on the Springfield college football team, he enlisted the aid of the girl who later became Mrs. Naismith to concoct what became the earliest forerunner of the present-day football headgear. She sewed together several thicknesses of cotton flannel into a cap-like device designed to protect his ears rather than prevent shock.

He unwittingly made still another important contribution to football. Basketball's forward pass gave the football rules committeemen something to think about, and when American colleges became wholeheartedly interested in basketball about 1905, football was quick to recognize the

advantages of a play that would put speed in its game.

The remarkable popularity of basketball is perhaps due chiefly to its adaptability. It requires only the simplest of equipment, very little preparation, and a minimum of cash. But not only is it popular with the players, it is also well liked by spectators. It has been estimated that basketball plays to more than 90 million people annually. The game is easily comprehended, speedy, exciting to watch. Many spectators prefer it to football and baseball because they may sit close to the playing court and thus easily recognize each player and see each play.

## Monsanto Chemicals in the Game



### Metal Ring

— Pickling Acids, etc.

### Net on Basket

— Kier Boiling Chemicals, etc.

### Uniforms (Rayon)

— Dye Intermediates, Caustic Soda, Acetic Acid, etc.

### Laundry Chemicals and Medicinals

### Basketball

— Sodium Sulfide, Sodium Sulfhydrylate, Santotan, Wetting Agents, Rubber Chemicals

### Rubber Sole Shoes,

### Canvas Shoes

— Accelerators, Antioxidants, Merchlor Bleach, etc.

### Socks (Wool)

— Sulfuric Acid, Aluminum Chloride, etc.

### Floor, Wood Backboard Paints

— Oil Soluble Phenolics, Phthalic Anhydride, Maleic Anhydride, Carbon Blacks, Plasticizers, Solvents, etc.