

Into the 1950's: The Growing Popularity of American Collegiate Football

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During the 1930's and 1940's the economic and political crises in the United States profoundly affected the game of American collegiate football. The popularity of the game increased greatly, and as a result, the game entered a new era on campuses nationwide in the 1950's. Reserve enlistment affected university life, as well as the balance of power within the game. Financial support permitted for returning servicemen provided a high standard of performance from physically and mentally older men, many of whom had played the game during their service tenure. After their departure (in the late 1940's), the heightened entertainment value had to be maintained and athletes from all over the country were actively solicited, thus turning recruiting into an active business. Consequently, American collegiate football underwent a profound and additive transformation of its commercial entertainment value during this period resulting in the game's reaching unforeseen popularity heights from the 1950's to the present day.