

going all out for a winner, these college teams are apt to throw all caution aside and subsidizing and proselyting, which has always been great in America, will be increased many fold.

Prior to this war, so-called respectable colleges subsidized and proselyted their athletes ~~ix~~ on a large scale. Football was big business and it will be bigger business after this war. Basketball was just coming into its own. Now basketball will be an ultra-major sport, and along with its cousin, football, will go big time in no unmistakable fashion.

Many forms of subsidization and proselyting were practiced. Some universities used the method of obtaining about forty wealthy men to subsidize four scholarships a year. Each annual scholarship was twelve hundred dollars, and since each wealthy man subsidized four, this amounted to \$4,800 for each of the forty men. That gave a school under this ~~px~~ plan 160 picked football players, besides the normal flow that came in. Other schools used the legislative scholarship plan where the representatives and the senators gave the boy a legislative scholarship which provided his tuition and books. Another prominent school had a plan of a "buck a month club", a dollar a month or \$12 a year. Thousands of these memberships were sold and it was under the guise of meeting competition from state institutions - this being an endowed college that used this plan.

Others use a straight subscription, asking the wealthy alumni to give \$500, and the smallest gift asked for was \$5. From \$30,000 to \$50,000 was raised.

Just prior to World War Two football players were paid from \$90 to \$125 per month. Of course, they were not paid openly - it was on a clandestine basis. The athletic directors knew nothing about it, the athletic managers knew nothing about it, the football or basketball coaches knew nothing about it. In fact, no one knew anything about it, except that the boy just happened to appear on the campus. He wore good clothes, he did not work, and he was