Contents

List of tables
Preface
Acknowledgements
A guide to prices, 1870–1914

Part I: An overview
1 Is money the root of all evil? A historical appreciation of commercialisation in sports 3
2 Comments on the state of play: economic historians and sports history 11

Part II: The development of professional gate-money sport
3 Popular recreation before the Industrial Revolution 21
4 Sporting activities and economic change, 1750–1830 33
5 The precursors of commercialised sport, 1830–75 44
6 The rise of professional gate-money sport, 1875–1914 51
7 From sports spectator to sports consumer 73

Part III: Sport in the market place: the economics of professional sport
8 Profits or premierships? 77
9 All for one and one for all 112
10 Paying the piper: shareholders and directors 154
11 Winning at any cost? 174
Table of Contents

Part IV: Playing for pay: professional sport as an occupation
12 The struggle for recognition 183
13 Earnings and opportunities 204
14 Close of play 227
15 Not playing the game: unionism and strikes 239
16 Labour aristocrats or wage slaves? 254

Part V: Unsporting behaviour
17 Ungentlemanly conduct 259
18 The madding crowd 266

Part VI: A second overview
19 An industrial revolution in sport 281

Appendices
1 Shareholders and shareholdings in Scottish and English sport 287
2 Regulations defining amateurism and professionalism in British sports 301

Notes 308
Bibliography 366
Index 387