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competition and prevent them from going to the NFL. So there was a price war for a short period in which some producers and consumers were the beneficiaries.

"If the NFL had had the power to

keep the AFL out of business, and thereby protect their right to exploit the market as a monopolist, they would have done so. But the AFL was able to make it a battle. Therefore, like all good capitalists, the owners of both leagues realized that their competition was only benefiting

the consumers and the producers, and unlike the spectacles they sell, they decided they would both be winners.

Thus, in contrast to the ideology they perpetrate, in true monopolist fashion they decided to merge. This way they could agree to share the market, raise their

prices together and ensure the continued rip-off of the consumers (fans). They could also stop the situation which put the producers (players) in a stronger bargaining position. When the two leagues were competing the players could in theory play one off against the other and get slightly better salaries. But once the leagues merged the players were again faced with only one possible employer, since they would now all be subject to the same draft all be subject to the same draft and same monopoly.

"it is important to see that in their behavior as capitalists in the monopoly stage of capitalism, these owners avoid competition with each other at all costs while, at the same time, they sell a product whose main ideological

function is to perpetrate the belief in competition."

It might be added that whenever the players suggest that the reserve or option clauses that bind them to indentured servitude for one owner be discarded, the owners bashfully retreat behind the veil of their pretended competition and claim that this would mean that the richest team would sign all the best players. At the stage of monopoly capitalism, this is simply nonsense. If there was any danger of this happening, the owners would simply collude to stop it. They could, for example, pass a statute preventing any given team from signing more than a certain number of players from other teams each year. Because General Motors is richer than Chrysler does not mean that they sign all the best engineers. They are all in the game together.



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