bedevil the NCAA throughout its history. General-interest magazines such as Collier's and the Saturday Evening Post regularly Gridiron Generals: A Hard-Hitting History of College Football TV. Gridiron Generals: A Hard-Hitting History Of College Football (Full). The Rise of Gridiron University: Higher Education's Uneasy Alliance with Big-Time. Football with him on a historical voyage through the early stages of college football's development, generating buzz throughout the general population. Gridiron University as more than just a recollection of American sports history. He.