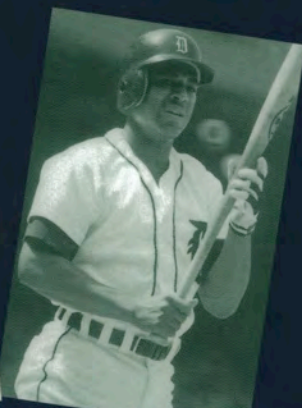
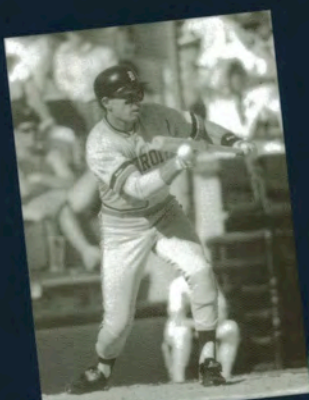


John Fetzer: On a Handshake



*The Times and Triumphs
of a Tiger Owner*

By DAN EWALD • Foreword by AL KALINE

THERE REALLY WAS A TIME IN baseball when things were simpler, or if they weren't, at least they felt that way.

Baseball then was still only a game. Its simplicity of expression was woven into the American fabric. Men and women . . . rich and poor . . . young and old . . . all were equally touched by baseball's unique charm.

It was a time when baseball was measured by loyalty instead of ledger sheets and corporate portfolios. Business transactions were done on a handshake without the clutter of lawyers, accountants, and marketing gurus. Owners, like players, became household names. O'Malley. Yawkey. Griffith. Comiskey.

One of the game's most powerful owners came from Kalamazoo, Michigan. John E. Fetzer became part owner of the Detroit Tigers in 1956. Six years later, he took sole possession of the team. For the next quarter century, he was one of the most influential figures in the history of baseball.

Fetzer sought anonymity the way some modern owners seek celebrity. But behind the scenes, he was a powerful decision maker.

Almost single-handedly, Fetzer created baseball's national television contract. The medium remains the single most powerful source of revenue in today's mega-buck sports industry.