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Rammer Jammer Yellow Hammer: A Road Trip into the Heart of Fan Mania

Warren St. John

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What is it about sports that turns otherwise sane people into raving lunatics? Why does winning compel people to tear down goal posts, and losing, to drown themselves in bad keg beer? In short, why do fans care?

In search of answers, Warren St. John seeks out the roving community of RVers who follow the Alabama Crimson Tide from game to game. A movable feast of Weber grills and Igloo coolers, these are hard-core football fans who arrive on Wednesday for Saturday's game: The Reeses, who skipped their own daughter's wedding because it coincided with a Bama game; Ray Pradat, the Episcopal minister who watches the games on a television beside his altar while performing weddings; and John Ed, the wheeling and dealing ticket scalper whose access to good seats gives him power on par with the governor. In no time at all, St. John buys an RV (a $5,500 beater named The Hawg) and joins the caravan for a full football season, chronicling the world of the extreme fan and learning that in the shadow of the stadium, it can all begin to seem strangely normal.

Rammer Jammer Yellow Hammer is not only a hilarious travel story, but a cultural anthropology of fans that goes a long way toward demystifying the universal urge to take sides and to win.

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