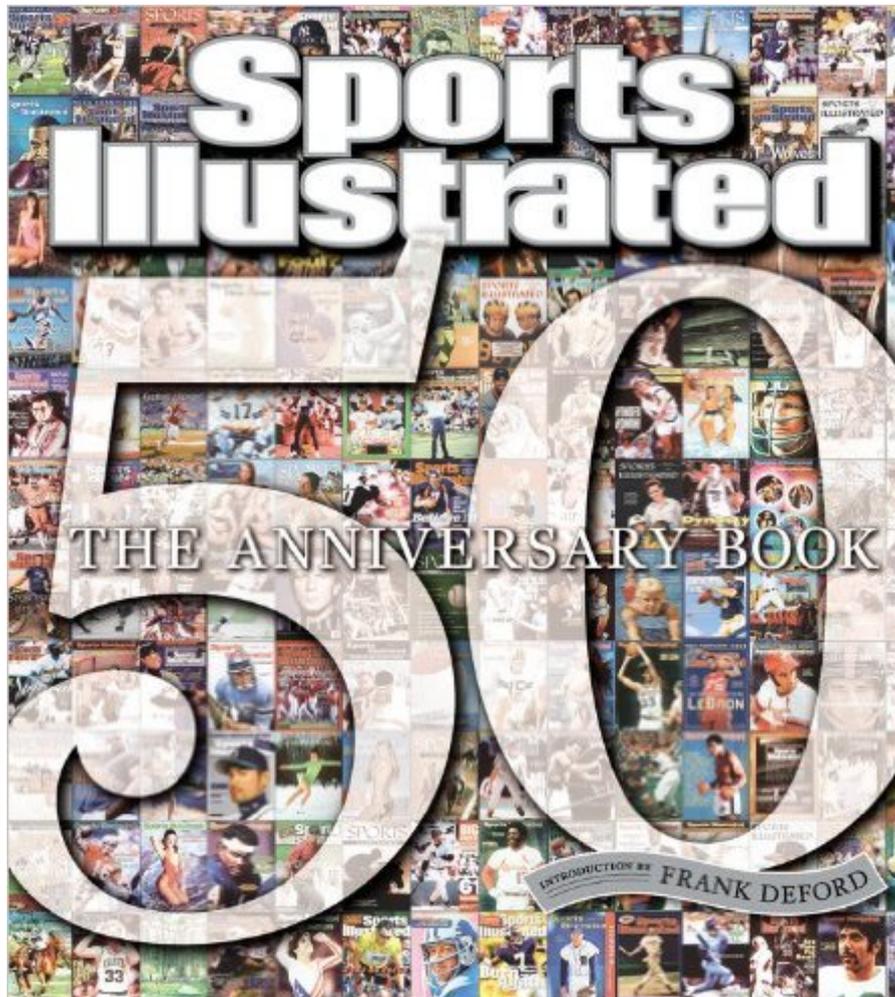


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# Sports Illustrated 50 Years: The Anniversary Book



## Synopsis

For 50 years, "Sports Illustrated has set the standard for sports writing and action photography. Now, for the culmination of the magazine's 50th Anniversary celebration, some of the finest writing and most memorable pictures (over 200) from "Sports Illustrated's archives have been collected in a lavish coffee-table book that will be treasured by the magazine's devoted readers for years to come.

## Book Information

Hardcover: 304 pages

Publisher: Sports Illustrated; 50 Anv edition (October 26, 2004)

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Product Dimensions: 11 x 1 x 12.2 inches

Shipping Weight: 4.2 pounds

Average Customer Review: 4.5 out of 5 stars [See all reviews](#) (19 customer reviews)

Best Sellers Rank: #361,822 in Books (See Top 100 in Books) #58 in [Books > Sports & Outdoors > Miscellaneous > Journalism](#) #62 in [Books > Arts & Photography > Photography & Video > Sports](#) #260 in [Books > Reference > Encyclopedias & Subject Guides > Sports](#)

## Customer Reviews

This is a glorious celebration of Sports Illustrated's 50 years coverage of the minor and the major in sport. At first, the magazine devoted a disproportionate number of articles to "gentlemenly" pursuits such as troutfishing and yachting. However, the once timid magazine eventually hit its stride, with the help of television, with the talents of new editors and writers, and, arguably, by the visuals of television. The book, with an informative but slightly cloying introduction by Frank Deford (he keeps on mentioning the swimsuit issue--about as relevant to the major sports scene as yachting was 50 years ago), organizes the magazine's stories and pictures by the decade. A current sportswriter gives an overview, there are articles from the magazines, sidebar-like features such as quotes, historic cultural and historical events, and, most importantly, the photographs. SI photography is the best of its kind, setting a standard that will defy any attempt to cater to some notion of the "new" SI reader. It is as dependable and as beautiful as a museum. The full page and two-page spreads here are magnificent records of sports history, character studies, stories of emotion, action, the literal and the figurative. A low angle shot of the then-named Lew Alcindor beating Houston in 1968. an underwater shot of Michael Phelps winning gold at the Australia Olympics, a black and white of

Duke Snider climbing the outer field wall at Ebbets Field, an extreme overhead of Ali knocking out Cleveland Williams in 1966, mini-reproductions of cover of every issue, and yes, that includes the swimsuit issues--it's here at an overwhelmingly fan-friendly price.

Sharing a celebration of 50 years with Sports Illustrated made the purchase of this book a special delight. So much has happened in so many sports, but Sports Illustrated has been along for the ride. And in the special world of sports fans it has taken its own place. Acquiring an appreciation of sport beyond the mere competition has a lot to do with how Sports Illustrated impacts on your life. Unfortunately, the ability to receive Sports Illustrated on a weekly basis on the other side of the world has been affected by several vagaries - including the notion that although the British Empire was in decline, its magazines were far more preferable for New Zealanders than their American equivalents, and also the fact that it is only in the modern era of communications that it is easy to send a credit card number to facilitate delivery of whatever takes your fancy. The memory of seeing my first copy of Sports Illustrated sticks with me from my schoolboy years. It related to coverage of the 1968 Olympic Games and Bob Beamon's massive leap into the rarefied air of Mexico City. It was the age of dissent with the Black Power salute on the rostrum by Tommie Smith and John Carlos later encapsulated, if that same memory is correct, in a series on The Black Athlete in the magazine. As time has gone by access to the magazine has become much easier and its literature a welcome addition to that available in other publications on the events of the sports world. Fifty years is an outstanding achievement and a credit to those who had the vision in the first place. All of which is preparatory to saying that those days before the magazine was born are well covered in the textual side of this celebratory book, along with the various eras through which it has passed.

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