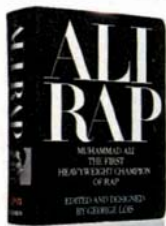
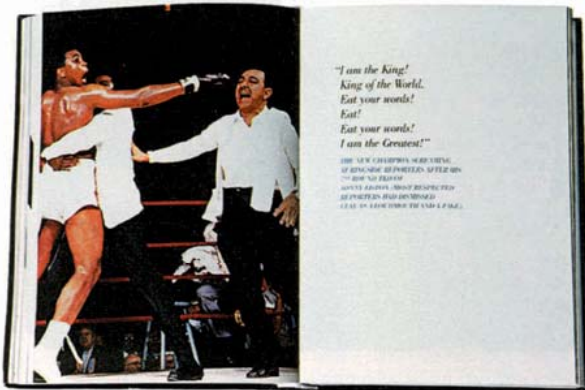
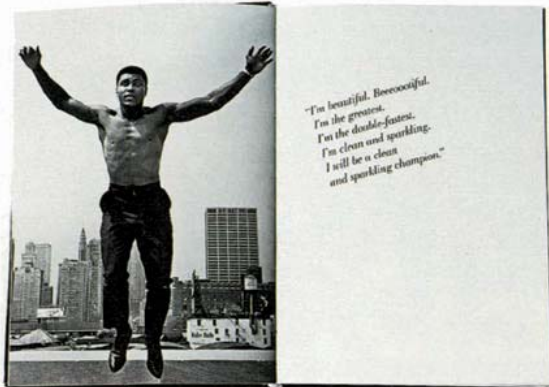


entertainments

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SPORT'S MOST OUTSIZE PHENOMENA – MUHAMMAD ALI AND THE SUPER BOWL – CONTINUE TO ENTERTAIN IN TWO NEW **HIGH-GLOSS BOOKS.**



## Muhammad Ali, Original M.C.

"Before there was Rap," the advertising impresario George Lois writes in his new book, "there was Ali Rap . . . a topsy-turvy, jivey jargon that only Ali could create." Fair enough. Even in the early days of Cassius Clay, the kid could work a wicked rhyme. (Before an early fight, as a 12-year-old, he declaimed: "This guy is done. I'll stop him in one.") Lois, who crafted a series of iconic Esquire covers featuring Ali, has gathered 300 or so bits of the boxer's wordplay and conjoined them with evocative photographs, Ali ephemera (including his draft card) and other visual whimsies. The addictive result is part flip book, part biography and all fun. To quote the Greatest: "Me, Wheeee!" (Taschen and ESPN Books, \$24.99)