

= André Laguerre =

Marc André Laguerre (February 21 , 1915 ? January 18 , 1979) was a journalist and magazine editor , best known as the managing editor of Sports Illustrated from 1960 to 1974 , during which time he oversaw the growth in the magazine from a niche publication to become the industry leader in weekly sports magazines . It was under his leadership that the annual Sports Illustrated Swimsuit Issue was first published . When he retired in 1974 , he had been managing editor of the magazine for 704 issues , then a record among magazines published by Time , Inc . , SI 's parent company .

= = Early life and family = =

André Laguerre was born June 7 , 1915 in England to Frenchman Léon James Laguerre and his English wife , Dorothy . He was the oldest of three children ; he had a younger brother , Leon and a younger sister , Odette . His father was in the French diplomatic corps , and the family moved frequently during his early years . Before the age of ten , Andre had lived in England , France and Syria . In the summer of 1927 , his father took a post at the French Consulate General in San Francisco . The family lived in the upper @-@ class neighborhood of Sea Cliff , and Andre attended a number of private schools , including the Santa Monica School and St. Ignatius College Preparatory . While in San Francisco , he became a fan of American sports , especially baseball , and also had his first job in journalism , as a copyboy for the San Francisco Chronicle . In 1929 , he was sent back to England for school . He graduated in 1931 , having earned an Oxford Certificate , but he declined to matriculate at Oxford University , instead preferring to pursue a career as a journalist . He enrolled in a correspondence course , and took a job at a book store to support himself .

= = Early career and military service = =

He worked hard for many years as a freelance journalist , and began to be noticed for his writing . He wrote for both English language and French language publications . In 1938 , he covered the Munich Agreement for the French daily Paris @-@ Soir . When World War II broke out , he enlisted in the French Army as a corporal . His first assignment was on patrol on the Maginot Line . He later served as a liaison to the British forces at Arras , and remained with them until the Battle of Arras forced their retreat . He stayed with the British forces until the Dunkirk evacuation in 1940 , where he was one of the last to be evacuated . His evacuation ship was sunk by a mine , and he was rescued by a British destroyer , bleeding heavily from a neck wound . Laguerre credited his rescue to his ease with the English language (his rescuers took him for British) . He criticised his rescuers in later years for refusing to help Frenchmen who were around him ; many of them drowned .

After his rescue and recovery from his injuries , days after Charles de Gaulle 's famous June 18th Speech , he was given the option of being discharged from his duties , or to join the Free French forces . He chose the latter . He was assigned as a sentry guarding Charles de Gaulle 's headquarters . While at that post , he wrote a letter to de Gaulle suggesting techniques to improve the morale of Free French troops . De Gaulle took immediate notice , making him assistant to the chief press attachè . Within a few months , de Gaulle moved Laguerre into the chief position himself , making him his primary press liaison . He followed de Gaulle on his travels to North Africa in 1943 to inspect Free French forces there , and to Washington , D.C. to visit with American President Franklin Delano Roosevelt in 1944 . He stayed on de Gaulle 's staff for a while after the war , but after interviewing with Henry Luce , the head of Time , Inc . , he left de Gaulle 's service to accept a job writing for Time magazine .

= = Time = =

Laguerre began his Time career in 1946 as one of the magazine 's European correspondents . Working mainly out of the Time Paris bureau , he hobnobbed with Paris 's top citizens ; he was a

frequent dinner guest of Albert Camus . He also maintained his connection to sports , first acquired in his youth in San Francisco , by moonlighting as a sports reporter for the Paris @-@ based English @-@ language International Herald Tribune , writing a horse racing column under the pseudonym " Eddie Snow " .

Meanwhile , Laguerre was attracting the attention of Time , Inc . ' s top brass . In 1948 , he was promoted to Paris bureau chief and , in December 1950 , he was brought to New York by Time founder Henry Luce for a special one @-@ year assignment to work out of the main Time offices . He returned to Europe in 1951 to serve as London bureau chief . In 1955 , after the sudden death of the Paris bureau chief , he was given that position back , and for a time he held both posts simultaneously . While Time bureau chief of London and Paris , he also spent some time writing about his favorite subject , sports , for the magazine , for which he covered the 1948 Winter Olympics in St. Moritz , Switzerland , and the 1952 Summer Olympics in Helsinki , Finland . In early 1956 , he accepted a temporary assignment to head a contingent of writers to cover the 1956 Winter Olympics in Cortina d 'Ampezzo , Italy for Time , Inc . ' s fledgling Sports Illustrated , started two years earlier by Luce . His first article for the magazine was a piece on the dominance of the Soviet Union in their first Winter Olympics . Three months later , Luce installed him as assistant managing editor of Sports Illustrated .

On June 7 , 1955 , Laguerre married Princess Nathalie Alexandria Kotchoubey de Beauharnais , a Russian princess and descendant of both Catherine the Great and Joséphine de Beauharnais . The couple had met in 1943 while André was working for General de Gaulle , and Nathalie was a reporter for Time . They had two daughters , Michèle Anne Laguerre and Claudine Hélène Laguerre .

= = Sports Illustrated = =

As assistant managing editor , his first major assignment was to head the team of reporters and photographers covering the 1956 Summer Olympics in Melbourne , Australia . Among those traveling with Laguerre were Roger Bannister , the former British track and field star and first man in history to run a competition mile in under four minutes , and Roy Terrell , who would eventually succeed Laguerre as managing editor of Sports Illustrated .

= = = Managing editor = = =

Laguerre was promoted to managing editor of Sports Illustrated in May 1960 , after four years as assistant managing editor . His time at the magazine was instrumental in saving what was , when he took over , a financially insolvent publication . He would serve as managing editor for fourteen years , leading the magazine for a total of 704 issues , then a record among Time , Inc. managing editors . During his tenure , the circulation grew from 900 @,@ 000 to 2 @,@ 250 @,@ 000 issues , and the advertising budget grew from \$ 11 @.@ 9 million to \$ 72 @.@ 2 million . He altered the look and feel of the magazine , changing its focus from a lifestyle magazine that focused on leisure sports , to one that covered the major American team sports , at a time when television vastly altered the way in which such sports were covered . As such , he kept Sports Illustrated at the head of the growth of interest in these sports . He also placed a heavy emphasis on the use of color photography and late deadline , to keep the magazine up to date and visually appealing . He hired and encouraged writers who were masters at prose , emphasizing writing over sportswriting , and the crop of writers he brought to the magazine , including Frank Deford , Dan Jenkins , Budd Schulberg , and Gil Rogin , helped change the way people wrote about sports .

Laguerre had been very guarded about his personal life among his coworkers . Deford , who worked closely with him for many years , and who looked up to him as a mentor , said of him , " Laguerre was a fascinating paradox : He was almost constitutionally withdrawn , but among the friends he chose , he was magnetic . " One publisher called him " A powerful personality " while another called him " A close @-@ mouthed , self @-@ contained man who seemed forbidding to some ... despite his reserve , [his] personality was pervading , dominating ; he exuded strength and

leadership . "

Among his more curious and enduring innovations was the Sports Illustrated Swimsuit Issue . The winter months , between the college bowl season and the start of Major League Baseball 's spring training , was a slow time for sports journalism . At the time , winter team sports like basketball and ice hockey were regional niche sports , and there was little to write about . Laguerre had instituted an annual February issue titled " Fun in the Sun " , where he sent his staff to an exotic locale to write about and photograph it for his readers . In 1964 , he asked Jule Campbell , then a fashion reporter for Sports Illustrated , to " go to some beautiful place and put a pretty girl on the cover " of that year 's " Fun in the Sun " issue . That year 's issue featured only five pages of girls in swimsuits , and still predominantly featured travel writing , including articles about snorkeling and fish @-@ watching . With the help of that year 's " Fun in the Sun " issue , 1964 became the first year that Sports Illustrated would turn a profit . Though originally only planned as a one @-@ off event , Laguerre was convinced by Sports Illustrated art director Dick Gangel to bring back the swimsuits in 1965 , only " a lot sexier " . Laguerre once again assigned Jule Campbell to scout models and locations . The 1965 issue contained an article entitled " The Nudity Cult " and de @-@ emphasized the travelogue @-@ like writing of previous " Fun in the Sun " issues from which it evolved . Since then , the Swimsuit Issue has become the biggest selling issue of the magazine , and a major cross @-@ over publication for the fashion and modeling worlds as well .

Laguerre 's tenure as managing editor had a profound effect on the other 51 issues of the year as well . During the magazine 's first several years , prior to Laguerre 's arrival , the magazine did not place major American team sports at the forefront . As an example , during 1955 and 1956 , the magazine 's first two years , it featured as many articles on fishing as on professional football , 23 articles . By 1965 ? 1966 , five years into Laguerre 's term , the magazine published only eight articles on fishing , while it published over 60 articles on pro football .

Besides changing the types of sports being covered , the manner in which they were covered changed as well . Under earlier managing editors , the magazine 's writing and editorial staff was organized by department . Thus , there was a fashion department , a travel department , and a sports department , which covered all sports . Laguerre reorganized the magazine , giving each sport its own separate department , so there would be a dedicated staff of writers in the baseball department , and a different boxing department , and another for pro football , and so on . Laguerre also encouraged serious investigative journalism , and did not shy away from controversial issues . In 1961 , writer Ray Cave broke a story on point shaving in college basketball . In 1968 , under Laguerre 's direction , and under secrecy from his superiors , the magazine ran a five @-@ part series on the experience of black athletes in America .

Laguerre 's later years showed less success as the magazine became an industry leader . In 1968 , its coverage of the Mexico City Olympics was heavily criticized , having been " scooped " on most stories by both Time and Life magazines . A 1969 book by Jack Olsen , titled The Girls in the Office , embarrassed Time Inc. over its treatment of its female employees , including those at Sports Illustrated . In 1970 , 23 women on staff at Sports Illustrated signed a petition demanding equal treatment . Laguerre relented , promoting Pat Ryan to senior editor , and paying her the same as the men in her same position . By 1973 , Laguerre 's leadership was under a direct challenge from within his staff and from his superiors . A January 1973 story in New York Magazine was highly critical of the degrading quality of the writing and of the stagnating corporate culture at Sports Illustrated . By September of that year , Laguerre was asked to step down as managing editor. He was offered an executive position in corporate offices which he refused and his resignation was complete by February 1 , 1974 .

= = Later career and death = =

After retiring as managing editor , he remained with Sports Illustrated in order to head a group looking into publishing international editions of the magazine . He was offered the job as managing editor of Playboy , and , insulted by the low \$ 45 @, @ 000 salary Hugh Hefner offered him , he turned the job down . In 1975 , he founded a bi @-@ monthly horse @-@ racing magazine , Classic

, which he headed until shortly before his death of a heart attack in New York on January 18 , 1979 at the age of sixty @-@ three .