



## The Sun Never Sets: Reflections on a Western Life

By L. W. Lane, Bertrand M. Patenaude, Kevin Starr

Stanford University Press. Hardback. Book Condition: new. BRAND NEW, The Sun Never Sets: Reflections on a Western Life, L. W. Lane, Bertrand M. Patenaude, Kevin Starr, The Sun Never Sets tells the extraordinary story of L.W. "Bill" Lane, Jr., longtime publisher of Sunset magazine, pioneering environmentalist, and U.S. ambassador. Written with Stanford historian Bertrand Patenaude, this fascinating memoir traces Sunset's profound impact on a new generation of Americans seeking opportunity and adventure in the great American West. Bill Lane was a Californian whose life spanned a vital period of the state's emergence as the embodiment (or symbol) of the country's aspirations. His recollections offer readers a rich slice of the history of California and the West in the 20th century. Recounting his boyhood move from Iowa to California after his father purchased Sunset magazine in 1928, and his subsequent rise through the ranks of Sunset, Bill Lane's memoir evokes the American West that his magazine helped to shape. It illuminates the sources of Sunset's canny appeal and its manifold influence in the four major editorial fields it covered--travel, home, gardening, and cooking--while taking readers behind the scenes of American magazine publishing in the 20th century. The Sun Never Sets also...



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