

1. Record Nr.	UNINA9910786939003321
Autore	Lane L. W., Jr. (Laurence William), <1919-2010.>
Titolo	The sun never sets [[electronic resource] ] : reflections on a western life // L.W. "Bill" Lane, Jr. with Bertrand M. Patenaude ; and an introduction by Kevin Starr
Pubbl/distr/stampa	Stanford, Calif., : Stanford General Books, 2013
ISBN	0-8047-8564-3
Descrizione fisica	xxii, 174 p. : ill., ports
Altri autori (Persone)	Patenaude Bertrand M. <1956->
Disciplina	070.5092 B
Soggetti	Publishers and publishing - California Ambassadors - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Front matter -- Table of Contents -- Introduction: Bill Lane's Reflections -- Editor's Note -- 1. Columbus Day -- 2. The Masthead -- 3. Sunset Unlimited -- 4. True West -- 5. Ambassador Bill -- 6. A Man in Motion -- Epilogue: Promises to Keep -- Index of Names
Sommario/riassunto	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 reveals the evolution of Bill Lane's views and roles as an influential environmentalist and conservationist with strong connections to the national and California state parks, and it recounts his two stints as U.S. ambassador: in Japan in the 1970's, and in Australia in the 1980's. This memoir will especially appeal to readers interested in the history of the American West, environmental conservation and preservation, and publishing.

---