

# **Bright Light City**

## **Las Vegas in Popular Culture**

Larry Gragg

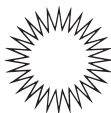
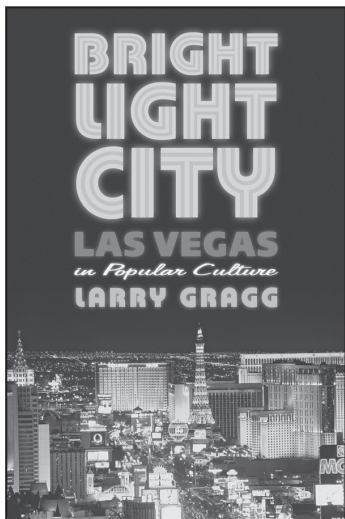
“This unique work is one of the most important books on Las Vegas ever written. No place captures the imagination or creates an image of itself in more different ways than Las Vegas, but no one ever has analyzed how and why it has done so with the thoroughness that Gragg has brought to his subject. His study is thorough, readable, and fascinating.”

—Michael S. Green, coauthor of *Las Vegas: A Centennial History*

“This is not a standard history of Las Vegas. Instead, it illuminates the city by observing it against the light cast by images that have appeared in popular culture and media portrayals. From that perspective, it is a long overdue book that makes a significant contribution to the understanding of Las Vegas. It is also a lively and engaging read.”—David G. Schwartz, author of *Suburban Xanadu: The Casino Resort on the Las Vegas Strip and Beyond*

“*Bright Light City* brims with insights into the enduring appeal of an ever-changing Las Vegas. Perhaps even more impressive than the breadth of his research is Larry Gragg’s flair for grounding popular imagery in the historical and cultural context necessary to fully comprehend its origin and impact.”—Alicia Barber, author of *Reno’s Big Gamble: Image and Reputation in the Biggest Little City*

368 pages, 37 photographs, 16 in color, Cloth \$34.95



**University Press of Kansas**

Phone 785-864-4155 • Fax 785-864-4586 • [www.kansaspress.ku.edu](http://www.kansaspress.ku.edu)