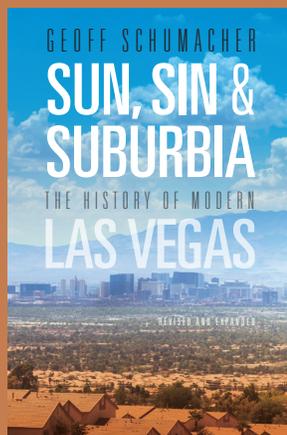
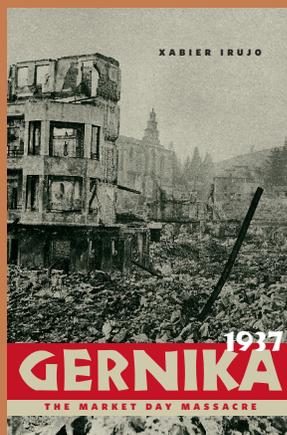
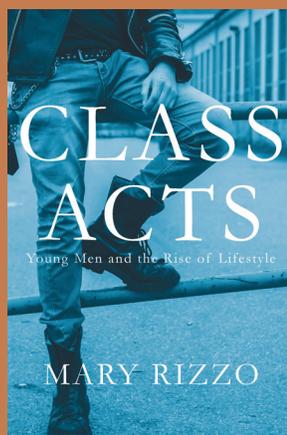
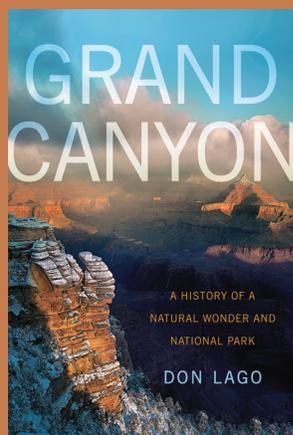
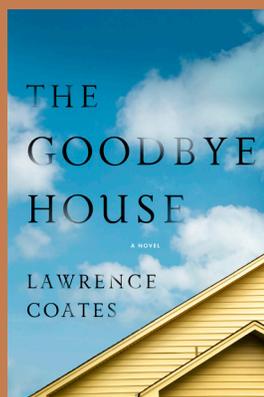
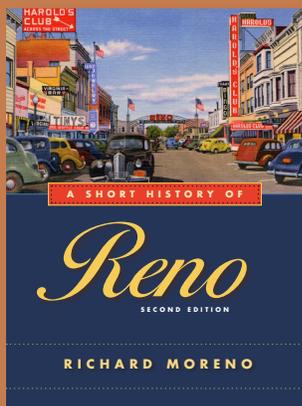


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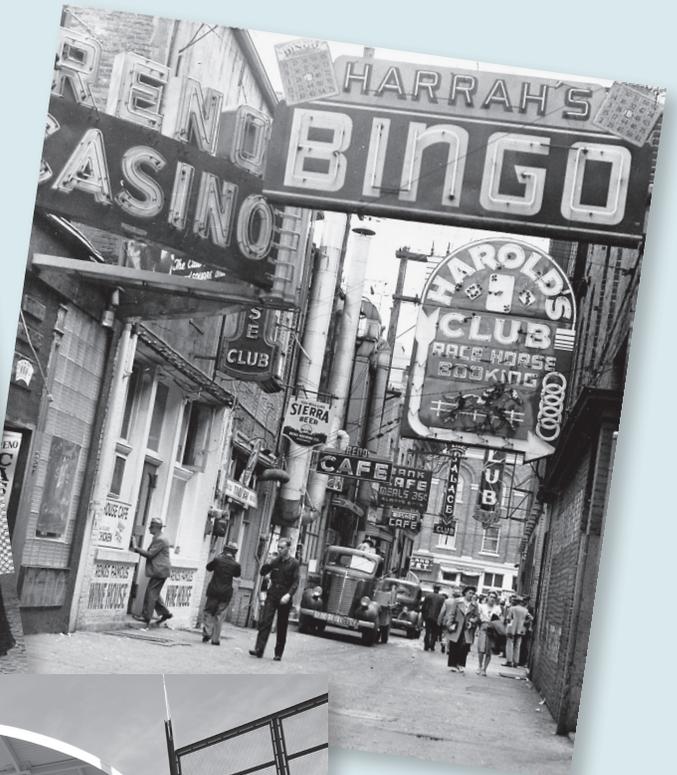
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CLOCKWISE FROM TOP LEFT: Scene inside the elegant Willows nightclub, which was owned by Bill Graham and Jim McKay. *Photo courtesy of Special Collections, University of Nevada, Reno Libraries* ■ Douglas Alley in the 1940s, when it served as the gateway to many of Reno's most famous casinos, including Harolds Club, Harrah's Club, the Bank Club, and the Palace Club. *Photo courtesy of Special Collections, University of Nevada, Reno Libraries* ■ Entrance to Reno Aces Ball Park, which opened in 2009, part of the city's efforts to revitalize the downtown area. *Photo by Richard Moreno*

Exploring the creation of the Biggest Little City in the World

A Short History of Reno

SECOND EDITION

RICHARD MORENO

“Richard Moreno knows Reno is the main character in its own adventure story. His *A Short History of Reno, Second Edition* updates and expands upon Barbara and Myrick Land’s landmark 1995 work. It’s a concise yet lively and richly illustrated tale that traces the Biggest Little City’s evolution from meadow to metropolis.”

—Frank Mullen Jr., author of

The Donner Party Chronicles: A Day-by-Day Account of a Doomed Wagon Train, 1846–47

“Reno has always been a small town where big things happen, and Richard Moreno expertly packs an incredible amount of history into a small amount of space in telling the big events that shaped the Biggest Little City in the World.”

—Guy Clifton, author of

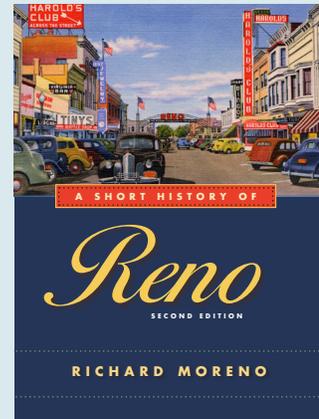
You Know You’re a Nevadan If . . .

“Richard Moreno is an outstanding researcher and author. I admire his writing style, and this completely updated and expanded edition of *A Short History of Reno* will be my first resource when investigating the history of my hometown.”

—Patricia Cafferata, author of *Christmas in Nevada*

This completely revised and updated edition of *A Short History of Reno* provides an entertaining and informative account of Reno’s remarkably colorful history. Richard Moreno discusses Reno’s efforts, from its early beginnings in the 1850s to the present day, to reinvent itself as a recreation, entertainment, education, and technology hub. Moreno looks at the gamblers, casino builders, and performers who helped create the world-famous gaming industry, and he considers the celebrities who came to end unhappy marriages, back when Reno was “the divorce capital of the world.”

Moreno brings the city’s history up-to-date with coverage of the businesspeople and civic leaders who helped make Reno an attraction that still lures millions of visitors each year. Today’s travelers and residents explore Reno’s flamboyant heart and scenic wonders, topics the author examines in an accessible and lively fashion.



RICHARD MORENO is director of student publications and an adjunct professor in the Broadcasting and Journalism Department at Western Illinois State University. He is the former publisher of *Nevada Magazine* and the author of twelve books, including *A Short History of Carson City*. He was awarded the Nevada Writers Hall of Fame Silver Pen Award in 2007.

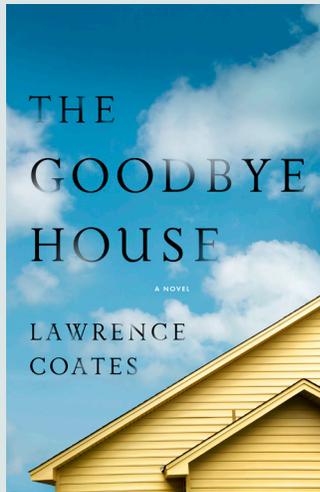
October

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LAWRENCE COATES is professor of creative writing at Bowling Green State University. He has published three previous novels, all set in Northern California: *The Blossom Festival*, *The Master of Monterey*, and *The Garden of the World*. Coates has received the Miami University Press Novella Prize, the Western States Book Award for Fiction, the Nancy Dasher Award, the Barthelme Prize for Short Prose, and a National Endowment for the Arts Fellowship.

September

208 pages | 5.5 x 8.5
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WEST WORD FICTION

A Silicon Valley family tries to navigate a changing world

The Goodbye House

LAWRENCE COATES

“In *The Goodbye House*, the landscape is so keenly observed, and the emotions so deeply felt, one cannot help but be drawn into this complex family drama. Coates writes with clarity and grace, solidifying his place in the canon of great California literature.”

—Michelle Richmond, author of *The Golden State: A Novel*

“Coates delivers a broad piece of American life--no mere slice here—in a book so warm, funny, and readable that you won’t realize the construction is so complex. Funny, smart, and beautifully fluid--a story you won’t forget.”

—Lydia Netzer, author of *Shine Shine Shine*

In the aftermath of the early 2000s dot-com bust, the people of San Jose, California, face a changing landscape of lost dreams and careers gone awry. It’s in this setting that Katherine Watson, a forty-seven-year-old event planner and mother of two, moves back into her childhood home with her teenage son, Carter. They live with her aging father, who is undergoing palliative care for prostate cancer. Katherine’s husband, Scott, has gone missing after his risky investments failed and they were forced to sell their dream home.

In this multigenerational family story, Katherine, Carter, and Scott all try to navigate an evolving world in the Golden State that doesn’t seem quite so golden any longer. Scott returns and hopes to restore and recreate their past happiness, Katherine contemplates divorce and explores new love along the way, and Carter works to find a place for himself in a new school among classmates who are hostile to him.

The characters fervently chase their dreams across Silicon Valley and beyond, from the gleaming office parks of Cupertino to a self-help seminar on the Las Vegas Strip and an underfunded high school theater production of *The Tempest*. The one element tying them all together is the house of the title, a 1950s tract home that once represented happiness and now holds the family close in its protective embrace, until, in the end, even this constant changes.

A story full of characters as grand as the canyon

Grand Canyon

A History of a Natural Wonder and National Park

DON LAGO

“Once again, Don Lago has proven he is not only a great writer, but the best Grand Canyon historian of his time.”

—Tom Myers, coauthor of

Grand Obsession: Harvey Burchart and the Exploration of Grand Canyon

“In *Grand Canyon: A History of a Natural Wonder and National Park*, Don Lago delivers with plainspoken ease and doses of sly humor the epic saga of one of the country’s greatest national parks.”

—Seth Muller, author of

Canyon Crossing: Experiencing the Grand Canyon from Rim to Rim

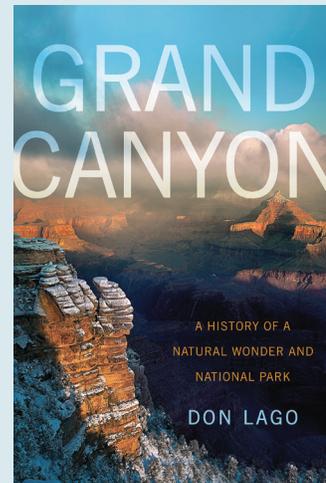
“Don Lago’s thorough research reveals the famous personalities, not usually associated with Grand Canyon, who came here to experience its grandeur and majesty. Lago presents an often overlooked but important aspect of the Grand Canyon’s human history.”

—Wayne Ranney, president, Grand Canyon Historical Society

The Grand Canyon has long inspired deep emotions and responses. For the Native Americans who lived there, the canyon was home, full of sacred meanings. For the first European settlers to see it, the canyon drove them to great exploration adventures and Wild West dreams of wealth. The canyon also held deep importance for America’s pioneer conservationists such as Teddy Roosevelt, John Muir, and Aldo Leopold, and it played a central role in the emerging environmental movement.

The Grand Canyon became a microcosm of the history and evolving values of the National Park Service, long conflicted between encouraging tourism and protecting nature. Many vivid characters shaped the canyon’s past. Its largest story is one of cultural history and changing American visions of the land.

Grand Canyon: A History of a Natural Wonder and National Park is a mixture of great storytelling, unlikely characters, and important ideas. The book will appeal to both general readers and scholars interested in seeking a broader understanding of the canyon.



DON LAGO has done extensive research into Grand Canyon history. His book *Canyon of Dreams: Stories from Grand Canyon History* documents many previously unknown events. He is also the author of a park best seller, *Grand Canyon Trivia*. Lago has published more than fifty personal nature and astronomy essays in national magazines and literary journals. He lives in Flagstaff, Arizona.

October

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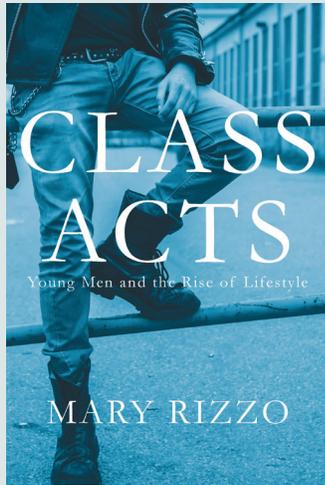
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AMERICA'S NATIONAL PARKS



MARY RIZZO is assistant professor of professional practice in history and associate director of public and digital humanities initiatives for the History Department and Program in American Studies at Rutgers University, Newark. Her work has appeared in the *Public Historian*, the *International Journal of Heritage Studies*, *Public: A Journal of Imagining America*, and the blog *History@Work*. She is a trustee of the National Council on Public History and a member of the editorial board of *New Jersey Studies*.

August

297 pages | 6 x 9
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Examining male youth culture through the lens of fashion

Class Acts

Young Men and the Rise of Lifestyle

MARY RIZZO

“In this lively and insightful book, Mary Rizzo casts a keen eye on a group rarely examined in terms of style and social class: young men. A great read on a fascinating topic.”

—Elaine Tyler May, author of *Homeward Bound: American Families in the Cold War Era*

“Mary Rizzo’s *Class Acts* is a fascinating romp through a half century of style, fashion and popular culture. Brilliantly conceived, bristling with intelligence and analysis.”

—William Graebner, author of *Patty’s Got a Gun: Patricia Hearst in 1970s America*

Class Acts explores the development of lifestyle marketing from the 1960s to the 1990s. During this time, young men began manipulating their identities by taking on the mannerisms, culture, and fashion of the working class and poor. These style choices had contradictory meanings. At once they were acts of rebellion by middle-class young men against their social stratum and its rules of masculinity and also examples of the privilege that allowed them to try on different identities for amusement or as a rite of passage. Starting in the 1960s, advertisers and marketers, looking for new ways to appeal to young people, seized on the idea of identity as a choice, creating the field of lifestyle marketing.

Mary Rizzo traces the development of the concept of lifestyle marketing, showing how marketers disconnected class identity from material reality, focusing instead on a person’s attitudes, opinions, and behaviors. The book includes discussions of the rebel of the 1950s, the hippie of the 1960s, the white suburban hip-hop fan of the 1980s, and the poverty chic of the 1990s. *Class Acts* illuminates how the concept of “lifestyle,” particularly as expressed through fashion, has disconnected social class from its material reality and diffused social critique into the opportunity to simply buy another identity. The book will appeal to scholars and other readers who are interested in American cultural history, youth culture, fashion, and style.

A detailed analysis of conflict in the Basque country

Gernika, 1937

The Market Day Massacre

XABIER IRUJO

“This book raises a number of important questions relating to the circumstances surrounding the Gernika affair and the impact that modern warfare practices have had on ethical and humanitarian issues. His effort to remind us of the place Gernika holds in contemporary world affairs is also a welcome feature of the book.”

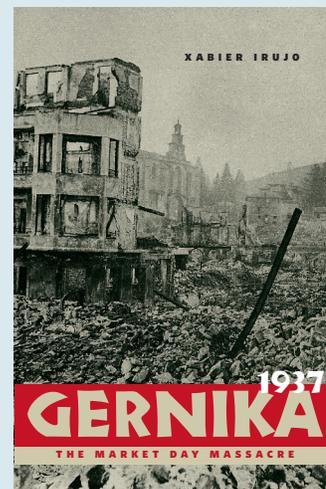
—George Esenwein, author of

The Spanish Civil War: A Modern Tragedy

On April 26, 1937, a massive aerial attack by German and Italian forces reduced the Basque city of Gernika to rubble and left more than sixteen hundred people dead. Although the assault was initiated as part of a terror bombing campaign by Francoists against Basque Republican forces during the Spanish Civil War, its main intent was to test the effectiveness of the rising German Luftwaffe’s new equipment and strategies.

To produce this detailed analysis of the political and military background of the attack and its subsequent international impact, Xabier Irujo examined archives and official government documents in several countries and conducted numerous interviews with Basques who survived. His account of the assault itself, based on eyewitness reports from both victims and attackers, vividly recalls the horror of that first example of the blitz bombing that served the Germans during the first years of World War II. He reveals the US and British governments’ reaction to the bombing and also discusses efforts to prosecute the perpetrators for war crimes. Irujo relates the ways in which the massacre has been remembered and commemorated in Gernika and throughout the worldwide Basque diaspora.

Gernika, 1937: The Market Day Massacre is an important contribution to the history of the Spanish Civil War and to our understanding of the military strategies and decisions that shaped this war and would later be employed by the Nazis during World War II.



XABIER IRUJO is associate professor and codirector at the Center for Basque Studies at the University of Nevada, Reno. He is the author of ten books and numerous scholarly articles, mostly focusing on aspects of genocide.

August

336 pages | 6 x 9

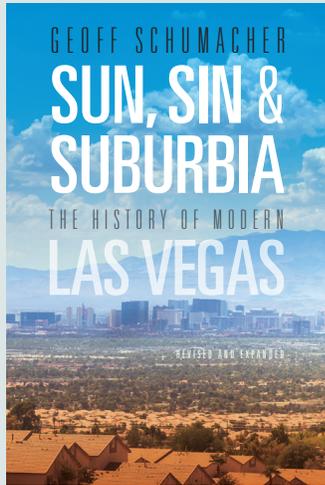
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THE BASQUE SERIES



GEOFF SCHUMACHER is the director of content for the Mob Museum in Las Vegas. He was a reporter and city editor for the *Las Vegas Sun*, editor of *Las Vegas CityLife* and the *Las Vegas Mercury*, and director of community publications and a weekly columnist for the *Las Vegas Review-Journal*. Schumacher is also the author of *Howard Hughes: Power, Paranoia & Palace Intrigue* and the editor of *Nevada: 150 Years in the Silver State*.

September

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NOW AVAILABLE FROM THE UNIVERSITY OF NEVADA PRESS

A captivating look at the making of present-day Las Vegas

Sun, Sin & Suburbia

The History of Modern Las Vegas, Revised and Expanded

GEOFF SCHUMACHER

“Geoff Schumacher tells the incredible story of the rise of Las Vegas from a gambling whistle-stop to destination resort city. He’s a serious writer who isn’t dazzled by the Strip, and with this book he makes an important contribution to the Las Vegas history that exists beyond the hype and bright lights.”
—John L. Smith, columnist, *Las Vegas Review-Journal*

More than forty million visitors per year travel to Sin City to visit the gambling mecca of the world. But gambling is only one part of the city’s story. In this carefully documented history, Geoff Schumacher tracks the rise of Las Vegas, including its vital role during World War II; the rise of the Strip in the 1950s; the explosive growth of the 1990s; and the colossal collapse triggered by the real estate bust and economic crisis of the mid-2000s. Schumacher surveys the history of the iconic casinos, debunking myths and highlighting key players such as Howard Hughes, Kirk Kerkorian, and Steve Wynn.

Schumacher’s history also profiles the Las Vegas where more than two million people live. He explores the neighborhoods sprawling beyond the Strip’s neon gleam and uncovers a diverse community offering much more than table games, lounge acts, and organized crime. Schumacher discusses contemporary Las Vegas, charting its course from the nation’s fastest-growing metropolis to one of the Great Recession’s most battered victims.

Sun, Sin & Suburbia will appeal to tourists looking to understand more than the glitz and glitter of Las Vegas and to newcomers who want to learn about their new hometown. It will also be an essential addition to any longtime Nevadan’s library of local history.

First published in 2012 by Stephens Press, this paperback edition is now available from the University of Nevada Press.

NEW IN PAPERBACK

A biography of the most successful miner in the West

John Mackay

Silver King in the Gilded Age

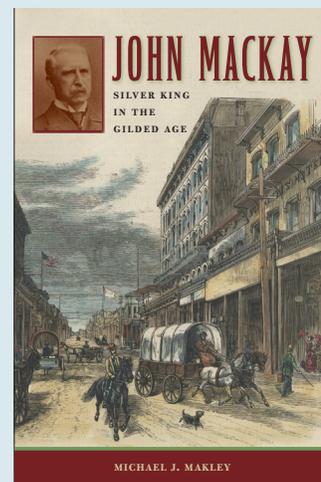
MICHAEL J. MAKLEY

“Makley once again exhibits exhaustive research, a pleasing writing style, and an insightful sense of the person he is portraying.”
—Ronald M. James, *Nevada in the West*

From the early 1870s until his death in 1902, John Mackay was among the richest men in the world and was without a doubt the wealthiest man to emerge from Nevada’s fabulous Comstock Lode. Author Michael J. Makley explores how, from his beginnings as a poor Irish immigrant, John Mackay developed a strong work ethic that distinguished him for the rest of his life. He came west to seek his fortune in the California Gold Rush and then moved on to Virginia City, Nevada, where he dealt in mining stocks and operated silver mines. After making a fortune in mining, he transferred his energies to banking and communications.

John Mackay offers new insight into the life and achievements of this remarkable man. It also places Mackay in the broader context of his time, an era of robber barons and rampant corruption, rapidly advancing technology, national and international capitalism, and flagrant displays of newfound wealth. Even in this context, he stood out, not only for his contributions to Nevada and mining history, but also for his reputation as an important business leader fighting the consolidation and venality of corporate power in the Gilded Age. His actions freed the Comstock from a financial monopoly, resulting in moderated rates for the milling, timber, shipping, transportation, and water that made mining possible and precipitated the discovery and development of the ore field known as the “Big Bonanza.”

Makley’s book recounts the life and career of one of the most successful men of his age, a capitalist of immense wealth who generously helped those around him and worked diligently in the public interest. This engaging biography will appeal to readers interested in the Comstock Lode and mining in the West during the latter part of the nineteenth century as well as general western history enthusiasts.



MICHAEL J. MAKLEY is the author of seven books on western history, and his biography *William Sharon: The Infamous King of the Comstock* won *Foreword Magazine*’s 2008 Silver Award for Biography. His other publications include *Saving Lake Tahoe: An Environmental History of a National Treasure* and *Cave Rock: Climbers, Courts, and a Washoe Indian Sacred Place*. Makley divides his time between the eastern Sierra Nevada and Denver, Colorado.

October

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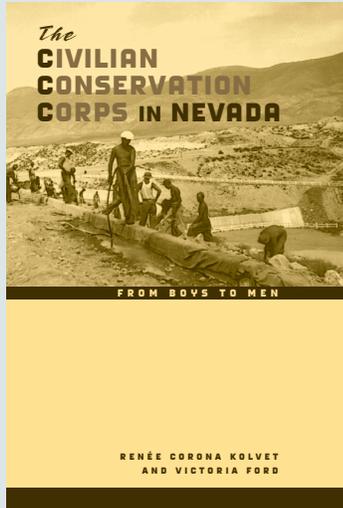
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WILBUR S. SHEPPERSON SERIES
IN NEVADA HISTORY



RENÉE CORONA KOLVET is a federal archaeologist with a special interest in the Depression-era American West. She has written several articles on the Civilian Conservation Corps and the Indian New Deal and recently completed a photo history of Hoover Dam.

VICTORIA FORD is a former communications specialist for the University of Nevada Cooperative Extension. She is an oral historian who has published fifteen books on Nevada and its people.

November

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NEW IN PAPERBACK

A thorough account of the CCC's role in revitalizing Nevada

The Civilian Conservation Corps in Nevada

From Boys to Men

RENÉE CORONA KOLVET AND VICTORIA FORD

FOREWORD BY RICHARD O. DAVIES

“Their demographic and archaeological research will be invaluable to future studies. The inclusion of well-chosen photographs and extended primary source quotations provides an almost museum-like experience in textual form. This work is not only the most comprehensive study of the CCC in Nevada, but the most comprehensive of any CCC state study.”

--*Oral History Review*

The Great Depression of the 1930s had a devastating impact on sparsely populated Nevada and its two major industries, mining and agriculture. Luckily, thanks to Nevada's powerful Senate delegation, Roosevelt's New Deal funding flowed abundantly into the state. Among the programs thus supported was the Civilian Conservation Corps, a federal program intended to provide jobs for unemployed young men and a pool of labor for essential public lands rehabilitation projects. In all, nearly thirty-one thousand men were employed in fifty-nine CCC camps across Nevada, most of them from outside the state. These “boys,” as they were called, went to work improving the state's forests, parks, wildlife habitats, roads, fences, irrigation systems, flood-control systems, and rangelands, while learning valuable skills on the job. Rural communities near CCC camps reaped additional benefits when local men were hired as foremen and when the camps purchased supplies from local merchants.

The Civilian Conservation Corps in Nevada is the first comprehensive history of the Nevada CCC, a program designed to help the nation get back on its feet, and of the “boys” who did so much to restore Nevada's lands and resources. The book is based on extensive research in private manuscript collections, unpublished memoirs, CCC inspectors' reports, and other records. The book also includes period photographs depicting the Nevada CCC and its activities.

NEW IN PAPERBACK

An analysis of the political impact of reservation gaming

The New Politics of Indian Gaming

The Rise of Reservation Interest Groups

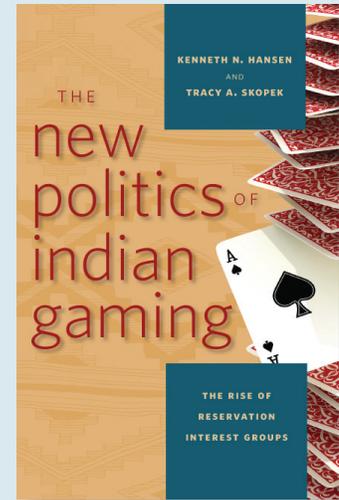
EDITED BY KENNETH N. HANSEN AND TRACY A. SKOPEK

“The changing dynamics of the political and governmental relations between Indian tribes and state governments in the U.S. is an underexamined phenomenon in the literatures of political science, public administration, and public policy. This book makes an important and substantial contribution to filling that gap.”

—Claude Louishomme, University of Nebraska at Kearney

The New Politics of Indian Gaming uses case studies of major Indian gaming states to analyze the interplay of tribal governance, state politics, and federalism and to illustrate the emergence of reservation governments as political power brokers on the local, state, and national levels. The contributing authors come from several disciplines, including law, public administration, and political science, and consider such tribal strategies as lobbying and campaign contributions. They examine the efficacy of these strategies in helping tribes achieve their development goals. Finally, they consider some instances where reservation gaming did not succeed in achieving the tribes’ goals for development, in particular the case of New York State. Here they identify the reasons for this failure in competitive interest-group advocacy, contentious public policy making, and internal tribal dissension.

This book is a pioneering examination of the political impact of reservation gaming on Native American tribal governments and on the evolution of government-to-government relations between diverse sovereign entities—tribes and local, state, and federal governments.



KENNETH N. HANSEN is professor of political science and former co-coordinator of the American Indian Studies Program at California State University, Fresno.

TRACY A. SKOPEK is associate professor of political science and director of the Master of Public Administration Program at the University of Wyoming.

September

240 pages | 6 x 9.25

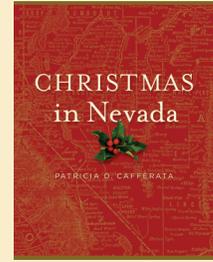
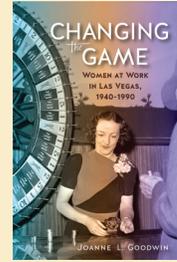
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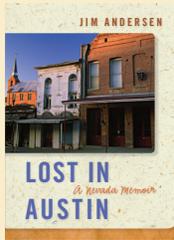
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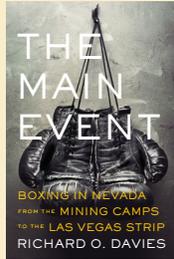
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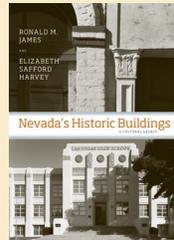
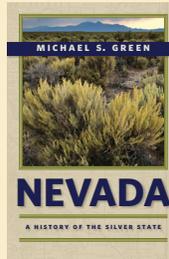
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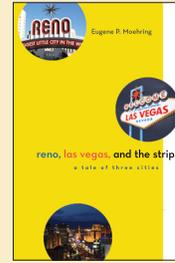
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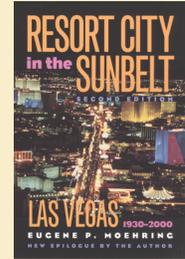
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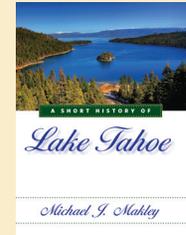
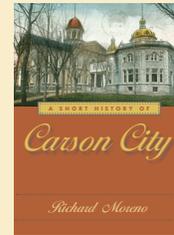
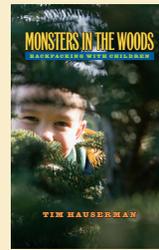
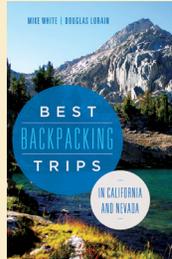
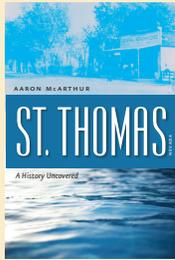
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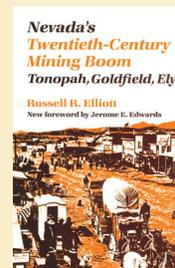
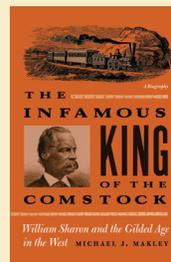
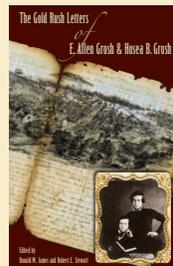
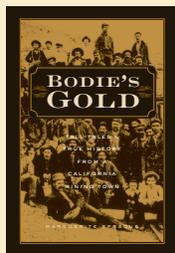
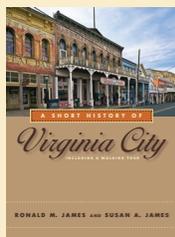
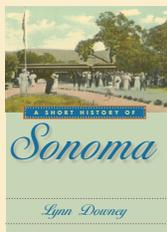
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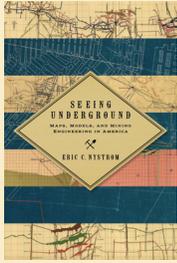
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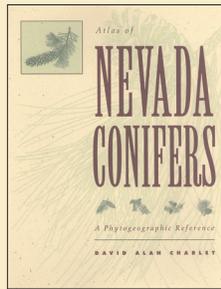


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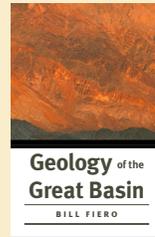
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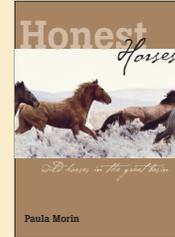
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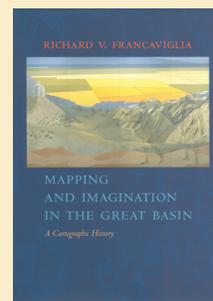
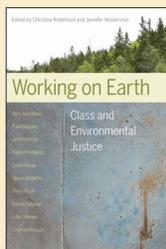
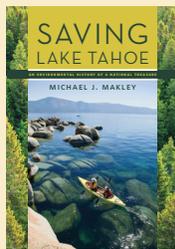
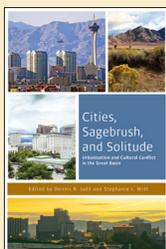


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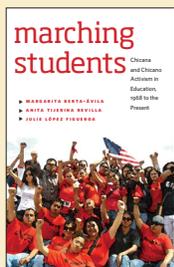
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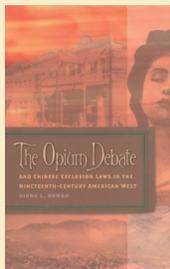
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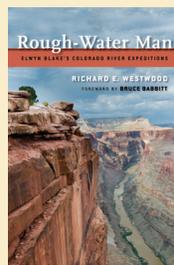
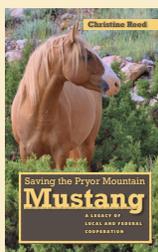


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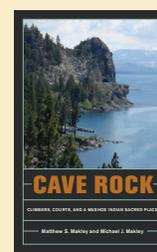
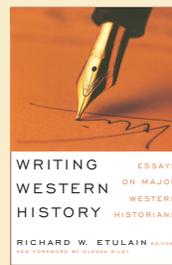
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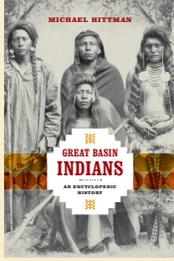


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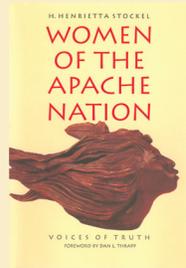
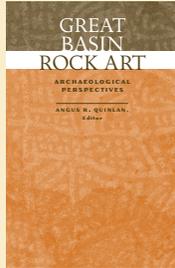
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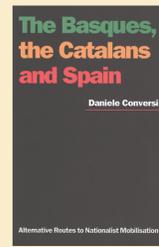
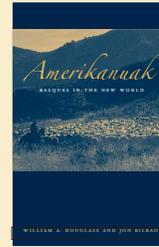
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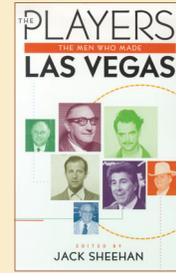
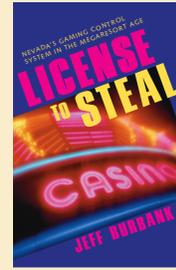
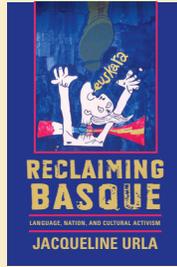
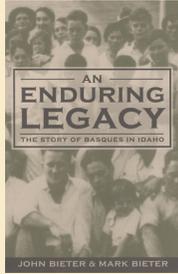
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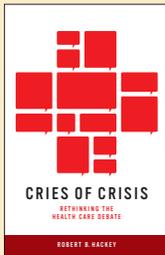
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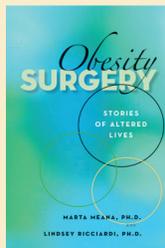
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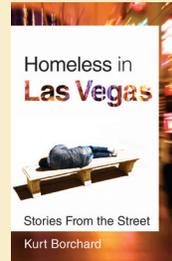
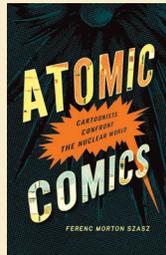
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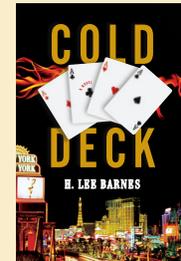
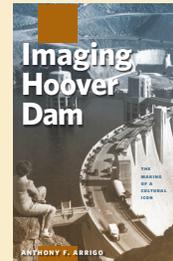
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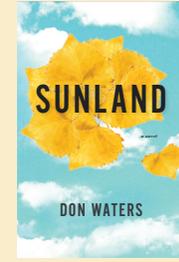
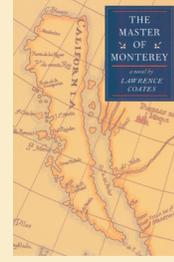
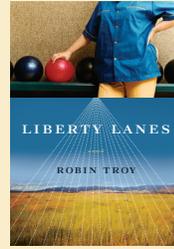
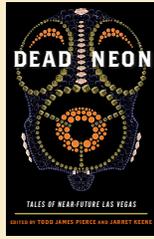
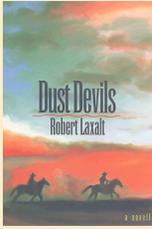
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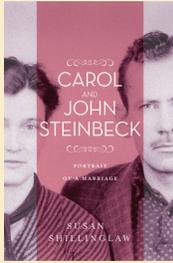
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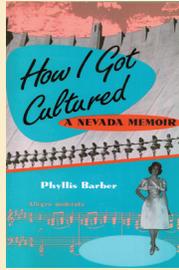
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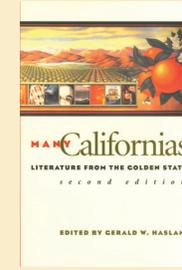
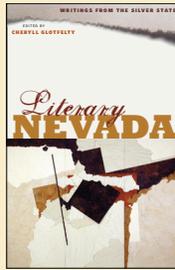
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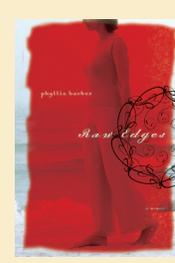
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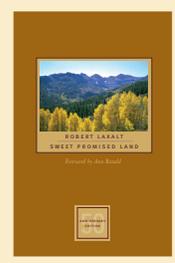
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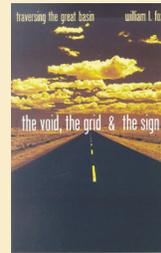
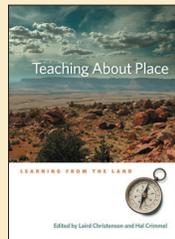
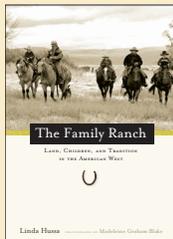
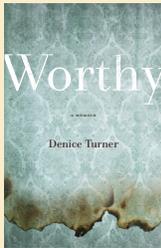
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