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## Bright Light City: Las Vegas in Popular Culture

By Larry Gragg

University Press of Kansas. Hardback. Book Condition: new. BRAND NEW, Bright Light City: Las Vegas in Popular Culture, Larry Gragg, When Elvis crooned "Bright light city .gonna set my soul on fire," he voiced and embraced the siren call of a glittering urban utopia that continues to mesmerise millions. Call it Sin City or Lost Wages, Las Vegas definitely deserves its rapturous "Viva!" Larry Gragg, however, invites readers to view Las Vegas in an entirely new way. While countless other authors have focused on its history or gaming industry or entertainment ties, Gragg considers how popular culture has depicted the city and its powerful allure over its first century. Drawing on hundreds of films, television programs, novels, and articles, Gragg identifies changing trends in the city's portraits. Until the 1940s, boosters promoted it as the "last frontier town," a place where prospectors and cowboys enjoyed liquor, women, and wide-open gambling. Then in the early 1950s commentators increasingly characterised Las Vegas as a sophisticated resort city in the desert, and ever since then journalists, filmmakers, and novelists have depicted a city largely built by organised crime and featuring non-stop entertainment, gambling, luxury, and, of course, beautiful--and available--women. In Gragg's narrative, these...



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