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For Immediate Release



Local Historian Captures Big Sur History in Unprecedented Pictorial Collection

Big Sur, by Jeff Norman, Big Sur Historical Society

Images of America Series

Price: \$19.99

ISBN: 0-7385-2913-3

128 pages / soft cover

Publication date: October 2004

More than 200 stunning vintage images capture Big Sur's heritage from its humble beginnings a century ago to recent decades that positioned the area for the global recognition it enjoys today. Author and historian Jeff Norman, of the Big Sur Historical Society, takes readers on a visual tour of this storied region. From the early days of saw mills and cattle ranches to the present day paradise that is visited by millions a year, Jeff Norman unveils the scenery and people of Big Sur in brilliant fashion.

Highlights include:

- Rare photographs and maps never before published
- Fascinating views of the construction of famous Highway 1
- Photographs of noted Big Sur residents including industrialist David Packard and his wife Lucile, Nobel laureate Linus Pauling, newspaper baron William Randolph Hearst, and conservationist Margaret Owings
- An indepth look into Big Sur's "gold country", the Los Burros Mining District
- Previously unpublished images of the Native American people of Big Sur
- A unique glimpse into the Esalen Institute and its guests
- A portion of the proceeds benefit the Big Sur Historical Society

Author Jeff Norman and the Big Sur Historical Society have collaborated to tell the complex story of Big Sur's origins and the social fabric that ties the community together to this day. Jeff Norman graduated from Pacific Grove High School in Monterey and went on to attend UC Santa Cruz to study biology. He researches, teaches, explores and writes about the natural and human history of the area. In addition to the scientific papers that he pens, he also contributes regularly to the *Big Sur Gazette* and *Monterey Life*, as well as countless other publications. Norman has resided in the Big Sur region for over thirty years.

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