



BEAR MARKET BULLETIN

for Cooperating Associations

July 7, 1999

To: All Cooperating Associations
All CALs

Rush for Riches: Gold Fever and the Making of California

By acclaimed historian J.S. Holliday, author of *The World Rushed In*,
continuously in print since 1981

This new vivid book is like no other account of the California Gold Rush to date! Dr. Holliday eloquently follows gold mining's swift evolution from treasure hunt to vast industry, a transformation that spans the 1840s to 1890s. Two hundred fifty illustrations, 100 in full color richly illuminate the themes and details of his text. I encourage all interpreters of the California Gold Rush to become acquainted with this epic book.

This book is highly recommended as a research tool and as an interpretive sales item where appropriate.

Retail price: \$29.95 paper ISBN 21402-1; \$55.00 cloth ISBN 21401-3.

For wholesale price discounts or other questions, call, write or fax:

Charles F. Marangio Distribution
P.O. Box 3643,
Sonora, California, 95370
TEL 1(800) 522-7282 FAX (209) 532-5534

Please share this information with others who might be interested.

This bulletin has been sent to you by:
John D. Mott, CA State Parks, Interpretation Section
PO Box 942896, Sacramento, CA 94296-0001
TEL (916) 654-5397 FAX (916) 654-9048