Contents

Foreword ix

-David Farber

Acknowledgments xi

Introduction 1

-Jeff Roche

PART ONE

- The Western Hero in Politics: Barry Goldwater, Ronald Reagan, and the Rise of the American Conservative Movement 13
 - -Robert A. Goldberg
- Agricultural Politics in the Twentieth-Century American West 51
 —R. Douglas Hurt
- 3. The Illusions of Independence: Texas Oilmen and the Politics of Postwar Petroleum 74
 - --Karen R. Merrill
- 4. "They Locked God outside the Iron Curtain": The Politics of Anticommunism and the Ascendancy of Plain-Folk Evangelicalism in the Postwar West 97—Darren Dochuk

PART TWO

- 5. The Politics of Place: Carey McWilliams and Radical Regionalism 135
 - -Michael Steiner
- 6. Latinos in the Politics of the West 166
 - -Ignacio M. García

viii Contents

- 7. The Evolution of Modern American Indian Politics 195—Bradley Glenn Shreve
- Becoming the New Objects of Racial Scorn: Racial Politics and Racial Hierarchy in Postwar San Francisco, 1945–1960 219
 —Scott H. Tang

PART THREE

- Remaking Urban in the American West: Urban Environmentalism, Lifestyle Politics, and Hip Capitalism in Boulder, Colorado 251

 —Amy L. Scott
- Free Minds and Free Markets: Counterculture Libertarians, Natural
 Capitalists, and an Alternative Vision of Western Political Authenticity 281

 —Andrew G. Kirk
- The Call in the Wild: Nature, Technology, and Environmental Politics 310
 —John P. Herron
- 12. The Politics of Western Memory 332—David M. Wrobel

List of Contributors 365 Index 369