

# **Contents**

	Preface	xi
1.	History, Culture, and the Cowboy Image	3
2.	Cowboy Thought in America	19
3.	Horsepower	36
4.	Everyman a Cowboy	49
5.	The Cowboy of Record	79
6.	The Man's Man and Women	95
7.	Salesmanship	109
8.	Athletics	123
9.	Growing Up – and Down	137
10.	A Bore at Last	150
	Appendix: A Cowboy Chronology	165
	Bibliographical Note	169
	Index	173