## Contents

*List of Illustrations* ix  
*Preface to the New Edition* xi  
*Acknowledgments* xxvii  

**Introduction** 3  

**Chapter 1**  
The Setting 20  

**Chapter 2**  

**Chapter 3**  
The Grassroots Goldwater Campaign 111  

**Chapter 4**  
The Conservative Worldview at the Grass Roots 147  

**Chapter 5**  
The Birth of Populist Conservatism 187  

**Chapter 6**  
New Social Issues and Resurgent Evangelicalism 217  

**Epilogue** 262  

*Notes* 275  
*Bibliography* 351  
*Index* 379