
Contents

	Acknowledgments	vii
<i>Prologue</i>	The Meaning of the 1990 Gubernatorial Race	1
<i>Chapter 1</i>	Gender and Texas Political Culture in the Twentieth Century	11
<i>Chapter 2</i>	The Education of a Public Woman	33
<i>Chapter 3</i>	Campaign Strategies	57
<i>Chapter 4</i>	The Unfolding of a Gubernatorial Campaign	85
<i>Chapter 5</i>	Gender Roles and Gender Politics	107
<i>Epilogue</i>	Gender and Governing	135
<i>Appendix A</i>	List of Interviews	149
<i>Appendix B</i>	Coding of Variables for Scale Creation in the 1990 American National Election Study	151
	Notes	155
	Selected References	161
	Author Index	171
	Subject Index	174