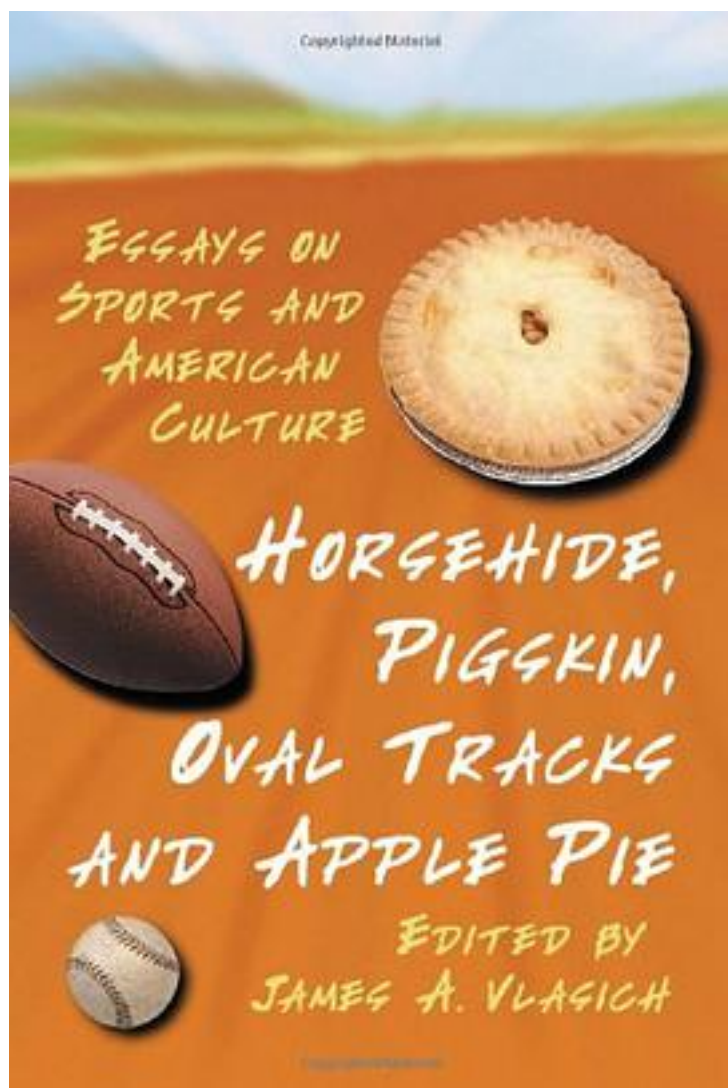


Horsehide, Pigskin, Oval Tracks and Apple Pie



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This work brings together 16 of the best presentations on sport from the conferences of the Popular Culture Association. Topics include baseball (the 1941 World Series, the career of Stan Musial, Italian Americans in the game, and Japanese players), golf (Tiger Woods, and the culture wars over women at Augusta National), football (integration at UCLA, the controversy over the Indian mascot at Florida State, and the creation of the New Orleans Saints), auto racing (the revival of dirt tracks, racing's roots in Virginia, NASCAR in Eastern Iowa, and the NASCAR fan), and sports and men (marketing in hockey, social class and fishing, and Muhammad Ali's last stand). Together the essays demonstrate that sports are deeply woven into the fabric of American culture?a tapestry of society with all its heroism and triumph, failures and flaws.

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