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Sommario/riassunto	Money and race have composed the master narratives of American history. But the civil rights impulse of the past fifty years with its vigorous supporting scholarship has elevated the importance of the latter while unwarrantedly eclipsing the central place of the former. Yet it was the demands of a capitalist order grounded in a money economy run by white male Protestants that until quite recently made racial (and many would argue gender) oppression so attractive and, in some cases, and in one region, imperative. From the outset, life in the United States has been defined by a blind embrace of business and commerce, a rabid quest for wealth, and a persistent economic overreach enveloped in a widespread obsession with evangelical religion and personal salvation.