In the Southwest during early half of the 1800s, cows were only worth 2 or 3 dollars a piece. It became pretty lucrative to wrangle up a drove of cattle and herd them to the nearest train town, but it was at least as dangerous as it was profitable. People could suddenly ship cows in freight trains to the Northeast, where the Yankees had a growing taste for beef. They faced cattle rustlers, stampedes and extreme weather, but kept pushing those steers to the train station.