

# THE COWBOY CODE

## 10 PRINCIPLES TO LIVE BY

A COWBOY'S HORSE CARRIED HIM FORWARD, BUT THE CODE OF THE WEST CARRIED HIS CHARACTER

### 9 RIDE FOR THE BRAND

Whether on a ranch, in a community, or for a country, cowboys rode to show loyalty, honor, and commitment to their world. Their reputation rested on reliability, with actions that reflected positively on the group they served.



### 8 REMEMBER, SOME THINGS AREN'T FOR SALE

Courage, truth, love, kindness, and morality—all the virtues that shaped a cowboy's dignity and way of life—were not given or bought. They were built, earned, and never for sale.

*"It's not just about the wins; it's about how you live the ride."*

— Lane Frost, rodeo legend



### 1 BE TOUGH, BUT FAIR

A cowboy had to be tough enough to endure the grueling labor and dangers of ranch life, yet fair enough to earn trust and respect. This balance upheld the cowboy code, which kept life on the plains working in harmony.

### 2 TALK LESS, SAY MORE

A core principle of the cowboy code, rooted in the demands of their work, was direct, purposeful communication, grounded in the belief that true character was demonstrated through actions rather than words.



*"Talk low, talk slow, and don't say too ... much."*

— John Wayne, advice to actor Michael Raine in the late 1960s

### 3 TAKE PRIDE IN YOUR WORK

Cowboys valued responsibility, integrity, and skilled workmanship, taking pride in every task—big or small—and respect for their crew and the land.



### 4 DO WHAT HAS TO BE DONE

A cowboy's honor and strength came from knowing right from wrong—and choosing to do what was right, even when the odds were stacked against him.



### 10 LIVE EACH DAY WITH HONESTY AND COURAGE

In the wild silence of the Old West, a cowboy's work carried the constant risk of injury or death. To them, courage was not the absence of fear, but the will to ride through it—when the Creator, family, friends, or country called—and to hold fast to their values even in a lawless land.

*"Courage is being scared to death—but saddling up anyway!"*

— Rooster Cogburn, played by actor John Wayne, in "True Grit"

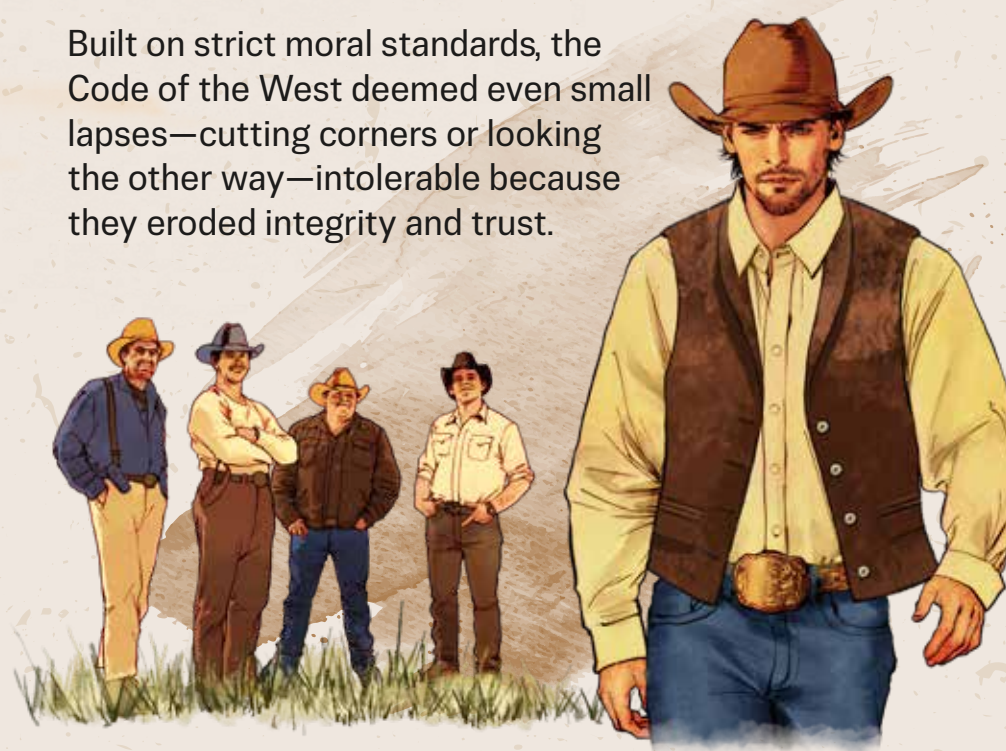
### 5 ALWAYS FINISH WHAT YOU START

The cowboys' months-long trek from the Texas plains to northern railroads wasn't for quitters. When times got tough, the surest way to earn every man's trust was to be steadfast and dependable.



### 6 KNOW WHERE TO DRAW THE LINE

Built on strict moral standards, the Code of the West deemed even small lapses—cutting corners or looking the other way—intolerable because they eroded integrity and trust.



*"Don't be afraid to go after what you want—to do and what you want to be."*

— Lane Frost, rodeo legend

### 7 WHEN YOU MAKE A PROMISE, KEEP IT

A cowboy's word was more binding than any contract. In a land where a handshake was law, breaking a promise meant losing the trust of every decent man on the plains.

