

WESTERN TEXAS COLLEGE THE CODE OF THE WEST

BY JAMES P. OWEN
FROM HIS BOOK COWBOY ETHICS 2004

1. LIVE EACH DAY WITH COURAGE
2. TAKE PRIDE IN YOUR WORK
3. ALWAYS FINISH WHAT YOU START
4. DO WHAT HAS TO BE DONE
5. BE TOUGH, BUT FAIR
6. WHEN YOU MAKE A PROMISE, KEEP IT
7. RIDE FOR THE BRAND
8. TALK LESS AND SAY MORE
9. REMEMBER THAT SOME THINGS AREN'T FOR SALE
10. KNOW WHERE TO DRAW THE LINE



Photo by Mathias Boesmans, WTC Photography student 2010