

## **THE COWBOY WAY.**

"With people pouring in from elsewhere, the American West is becoming like the rest. If this nation has something to gain from having wide open spaces and if this nation can benefit from the qualities of character that are bred in rural areas and rugged lifestyles, then what will the loss of such things mean to all Americans?" asked a recent cowboy publication. Too many dudes arriving from the East. Will they commit to the cowboy way - 'Honesty, integrity, treating people with respect, working together for what is right?'"

Here's a description of the popular rodeo sport, bull roping:

'One bull. One cowboy. One rope. Hold on with one hand. For 8 seconds.'

The bull weighs 1500 lbs and only the most experienced bull-ropers stay on for more than two to three seconds.

Contrast this with the following advertisement, again from a cowboy magazine:

'Put Some Giddy-Up in Your Get-Up!  
Power Your style with our new Pizazz in Accessories!

The Bucking Bronco Pendant  
The Wild Honey Studio's Sterling Silver Yucca Pendant  
Lariat's Showdown Bucket Bag. And....  
The Fatbaby Camouflage Belt.'

A recent news item featured '13 year old Kathy Hollman, the new mounted shooting champion of New Mexico' (Firing a Colt .45 Peacemaker at a target from a galloping horse). She had the highest score, beating all the male contenders. Her father, known as 'Sierra Slim', said, 'She does Okay.'

Contrast this with an advertisement inviting you to:

'Live Where Riding Reigns.' On a 2,000 acre development offering a climate-controlled training/performance arena, clubhouse, rehab services, and homesteads priced from \$800,000.

Will the new guys live tall in the saddle, be men of honor, live as they believe, be stand-up guys?

Will the new gals be 'breezy, bold and beautiful, born to the life they love - cowgirls all?'

**Don't miss our next issue in which Part Two of our investigation of The Cowboy Way will be continued.**

