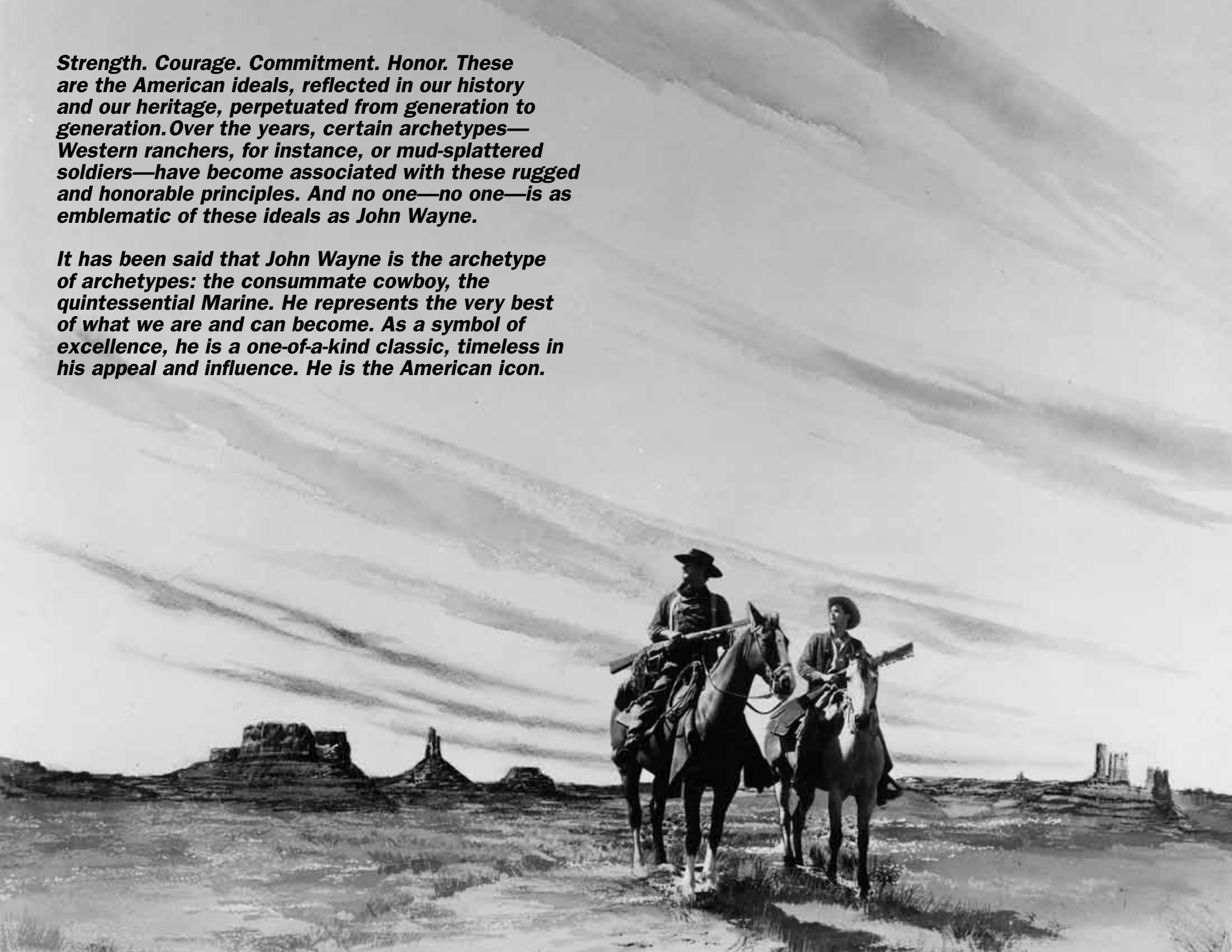


JOHN WAYNE
STOCK & SUPPLY CO.

Strength. Courage. Commitment. Honor. These are the American ideals, reflected in our history and our heritage, perpetuated from generation to generation. Over the years, certain archetypes—Western ranchers, for instance, or mud-splattered soldiers—have become associated with these rugged and honorable principles. And no one—no one—is as emblematic of these ideals as John Wayne.

It has been said that John Wayne is the archetype of archetypes: the consummate cowboy, the quintessential Marine. He represents the very best of what we are and can become. As a symbol of excellence, he is a one-of-a-kind classic, timeless in his appeal and influence. He is the American icon.





Red River (1948) is a classic and complex western (and considered by many critics to be one of the ten best westerns ever made). It is a sweeping, epic story about a cattle drive (historically based on the opening of the Chisholm Trail in 1867) and a film of rivalry and rebellion, spanning a time period of 15 years. *Red River* was Howard Hawks' first western.

The film, shot on location in Arizona (near Elgin) and Mexico, authentically chronicles an epic, bleak and tough journey, similar to the ones in *The Odyssey* or in *Exodus* (in the Old Testament), that is fraught with external dangers, threats, tests of strength, and internal contentious tensions between its two strong-willed, conflicting leaders: a hard-nosed, bitter, ruthless and tough commanding father (John Wayne in one of his best performances and his first film, of five, for Hawks) and his men, defiantly led by his less harsh, surrogate, adopted son (Montgomery Clift).

Its metaphoric title was deliberately chosen to evoke the Biblical exodus, another journey in which a group of Israelites leave their familiar homeland and cross the Red Sea into unknown territory. By film's conclusion, the cattle herd are successfully brought to market on the new Chisholm Trail, and the two men are reconciled after a brutal brawl. The tough woman in the film, Tess (Joanne Dru), steps in and breaks up their final fight to the death with a gun.



History of the Red River D Buckle

In 1948, United Artists released **Red River**, the story of visionary rancher Tom Dunson (John Wayne) and his creation of a cattle empire from the early days of the settling of the west to later years when his ruthless individualistic values clash with those of his adopted son, played by Montgomery Clift.

In **Red River** the cattle brand for Wayne's ranch is a D with two wavy lines representing the banks of the river. Howard Hawks the director of **Red River** had silver belt buckles with a twisted silver wire rope edge, a D and two wavy lines in solid gold, the words "Red River" in gold wire and various initials and the date 1946 in cut gold made up as gifts for some of the cast and crew. These buckles have been known since as the Red River D belt buckles. John Wayne wore a Red River D belt buckle in a number of his later westerns including *Rio Bravo*, *El Dorado* and *Rio Lobo*, all directed by Howard Hawks.

There was a supposed exchange of their respective, individualized belt buckles between Howard Hawks and John Wayne, as a sign of mutual respect and admiration for each other. So the buckle that Wayne always wore had the initials HWH in the circle in the bottom left corner and Hawks' buckle had the initials JW on it. Each buckle had that year inscribed on it to commemorate the year of production.



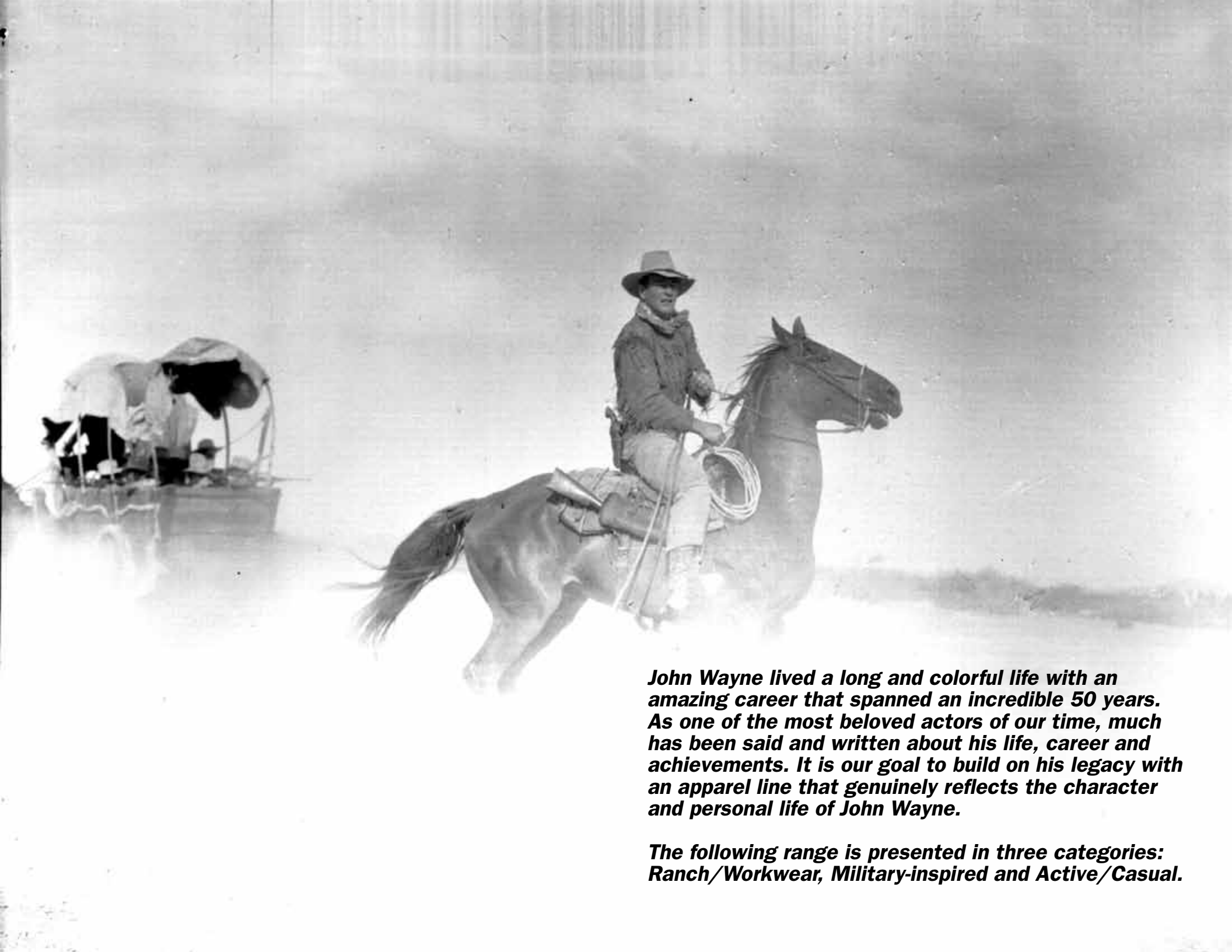


John Wayne's work ethic and attachment to the land did not stop on the silver screen. Beginning in the 1960s, Wayne and close friend Louis Johnson owned a 39-mile working purebred Hereford cattle ranch in Arizona, the 26 Bar Ranch. It raised more than 400 bulls a year, and its cattle won at the big stock shows.

The 26 Bar became the most exciting purebred program in memory, due to the extremely organized and well-thought out cattle-buying program that the partners instituted. They knew the cattle they wanted and their values. One could easily sense the commitment of the 26 Bar and the success to come.

Over the years, the John Wayne-Louis Johnson partnership continued to flourish, evolving into three branches: Red River Land Company was the farm; Red River Feed Yard was the cattle interest; and the 26 Bar Ranch was the purebred operation. The name *Red River*, of course, had a special meaning for Wayne.





John Wayne lived a long and colorful life with an amazing career that spanned an incredible 50 years. As one of the most beloved actors of our time, much has been said and written about his life, career and achievements. It is our goal to build on his legacy with an apparel line that genuinely reflects the character and personal life of John Wayne.

The following range is presented in three categories: Ranch/Workwear, Military-inspired and Active/Casual.



RANCH/WORKWEAR VESTS





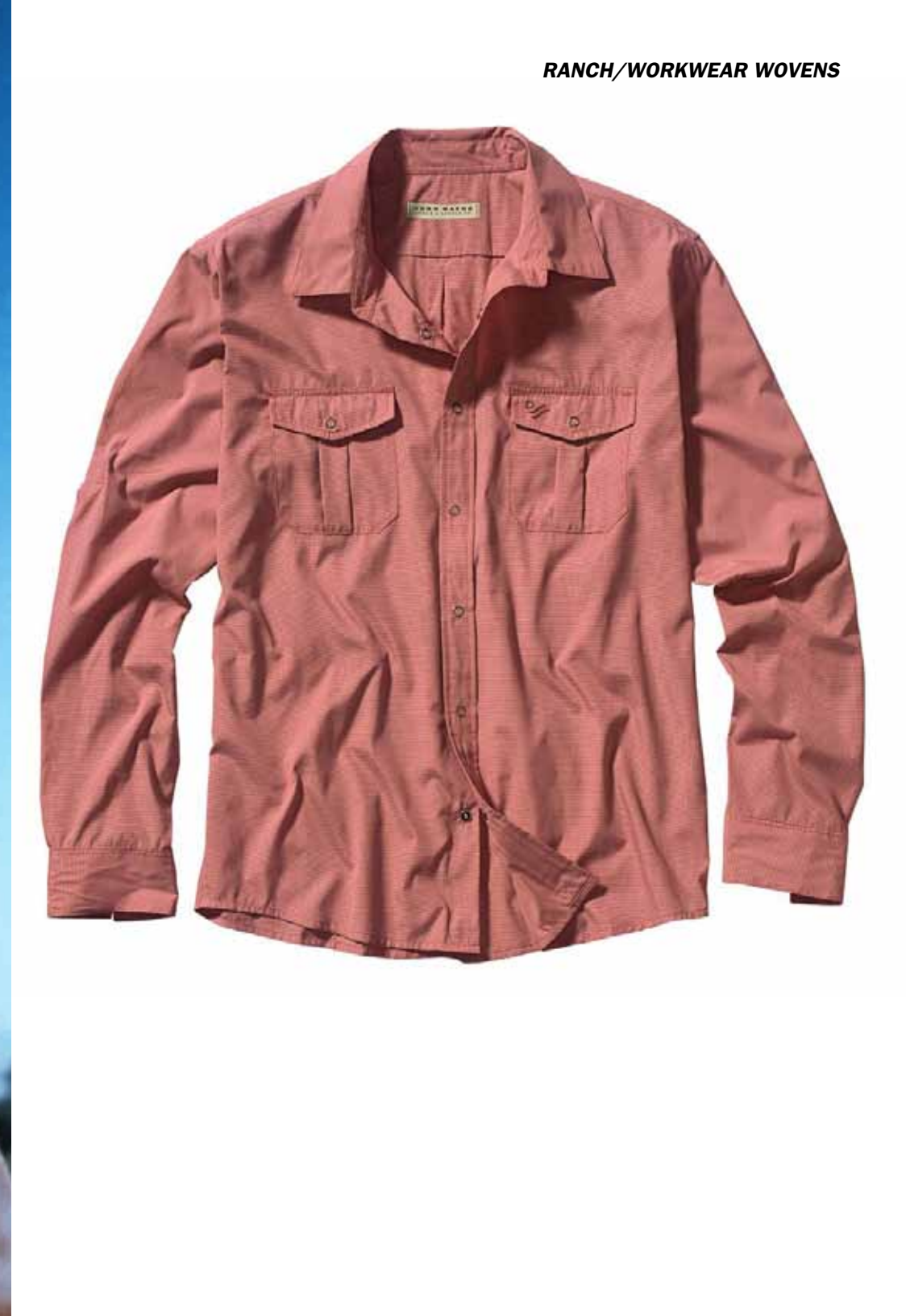




“John Wayne was bigger than life. In an age of few heroes, he was the genuine article. But he was more than a hero; he was a symbol of many of the qualities that made America great—the ruggedness, the tough independence, the sense of personal conviction and courage—on and off the screen—that reflected the best of our national character.”
—President Jimmy Carter

RANCH/WORKWEAR VESTS





RANCH/WORKWEAR WOVENS





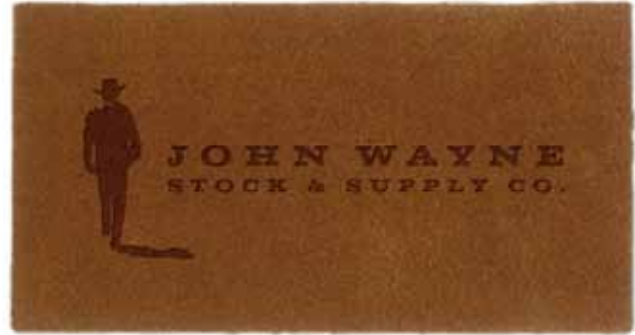
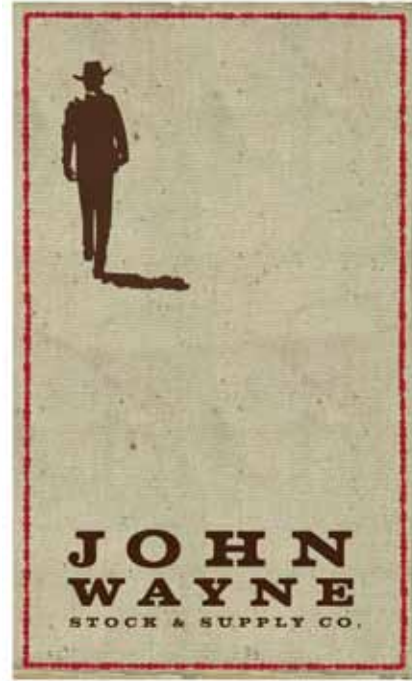
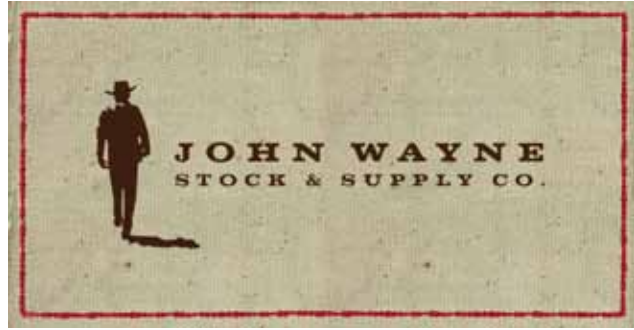




RANCH/WORKWEAR BELTS



RANCH/WORKWEAR TRIM EXAMPLES



The impact of John Wayne's military roles during the war years was summed up well when, in the 1950s, General Douglas MacArthur told John Wayne, "Young man, you represent the cavalry officer better than any man who wears a uniform."

source: Time Magazine, August 8, 1969.

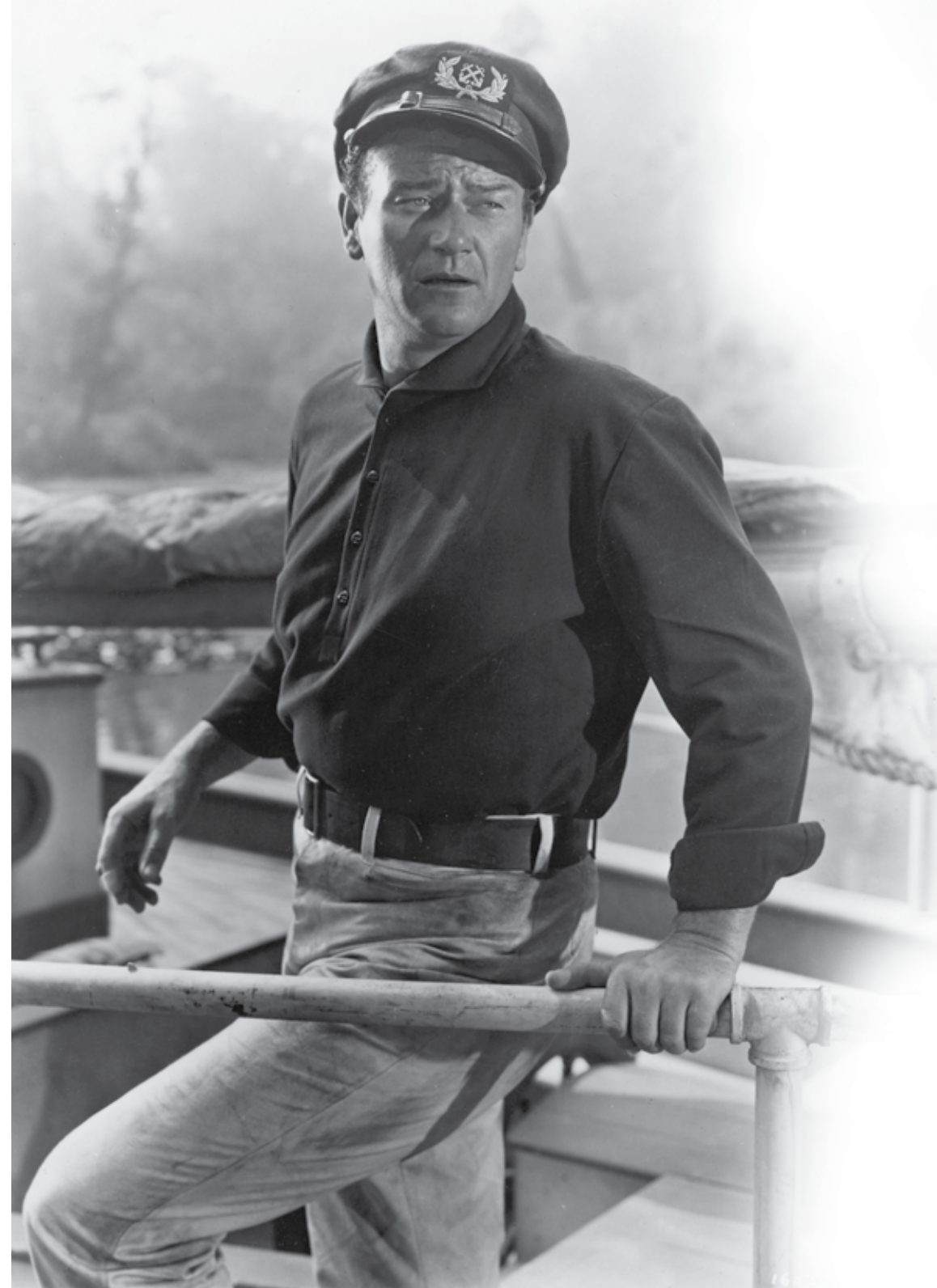
He was a great supporter of the armed forces, and made many trips to visit the troops at the front during WWII and the Vietnam War.



MILITARY-INSPIRED JACKETS



MILITARY-INSPIRED WOVENS

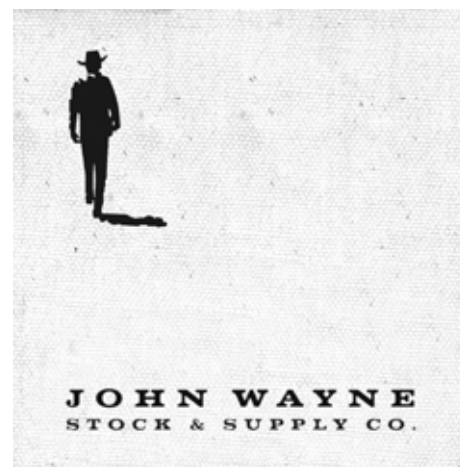
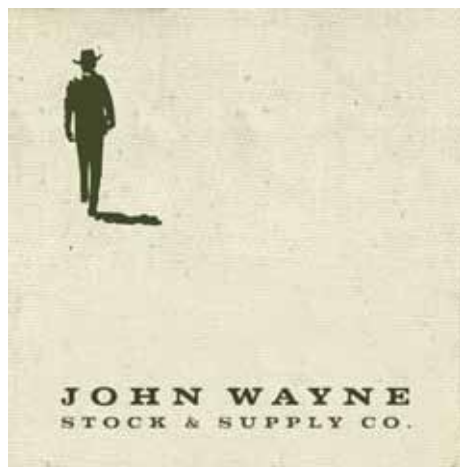




MILITARY-INSPIRED PANTS



MILITARY-INSPIRED TRIMS

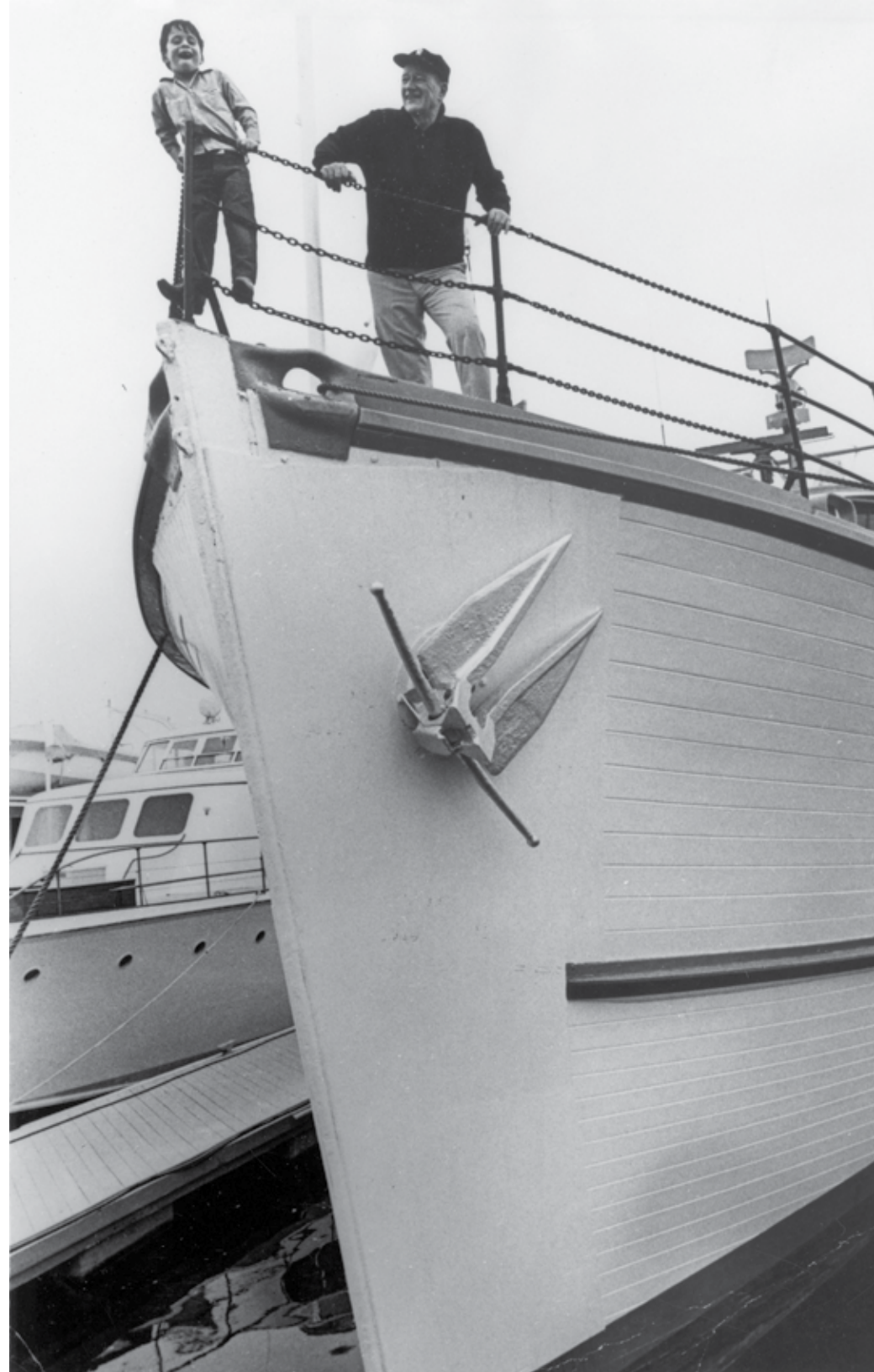




Wayne was an avid outdoorsman who enjoyed voyages on his 136-foot yacht, a converted wooden naval mine sweeper, the Wild Goose.

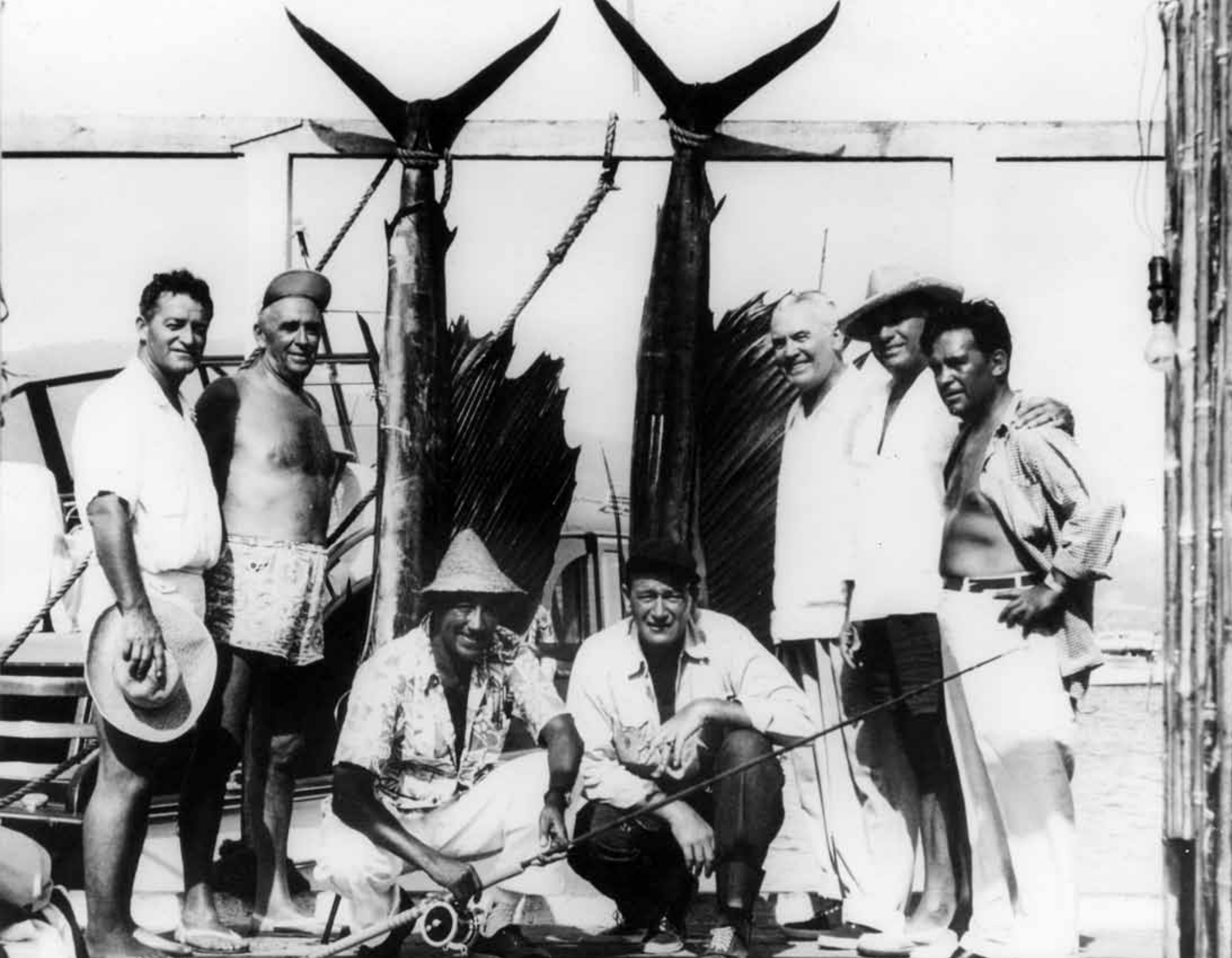
His passion for being in the outdoors with friends and family is exemplified through the following pages of active-inspired garments and accessories





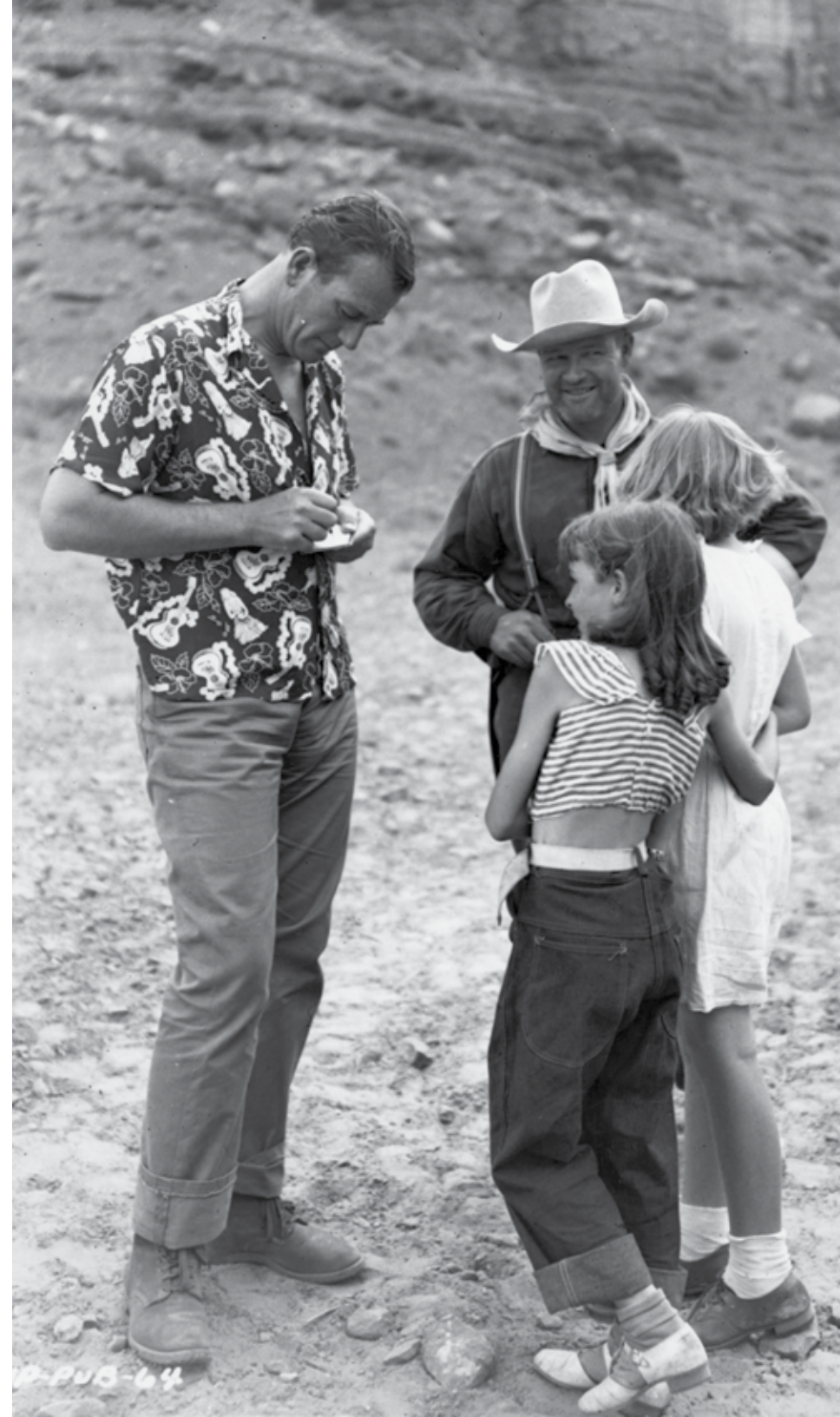
ACTIVE/CASUAL JACKETS





ACTIVE/CASUAL WOVENS







ACTIVE/CASUAL KNITS

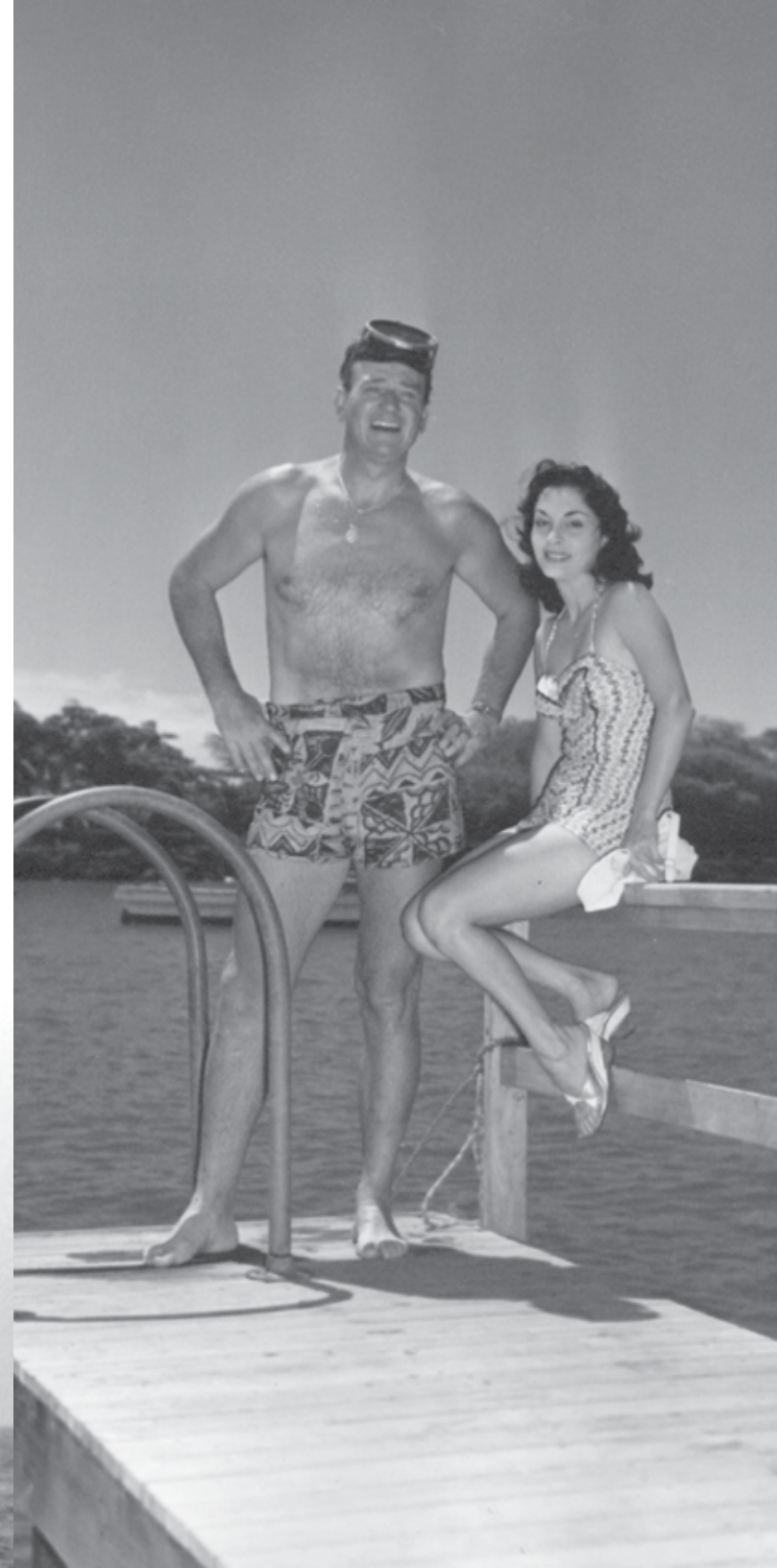




ACTIVE/CASUAL PANTS



ACTIVE/CASUAL BOARDSHORTS





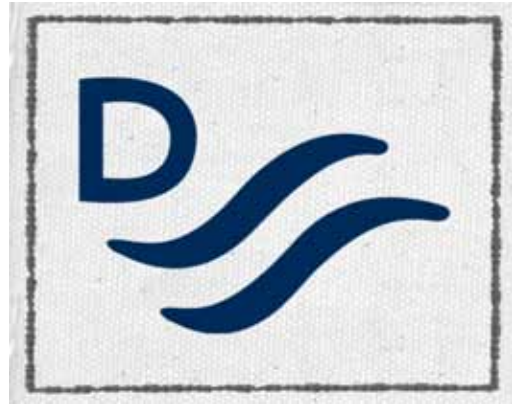
ACTIVE/CASUAL HEADWEAR



ALL-CATEGORY BAGS



ACTIVE/CASUAL TRIMS



Duke





JOHN WAYNE
STOCK & SUPPLY CO.