

STOCK NUMBER	ARTWORK TITLE	YEAR CREATED	DATE RETIRED	EST. QTY. PRODUCED	EST. SECONDARY MARKET VALUE	STOCK NUMBER	ARTWORK TITLE	YEAR CREATED	DATE RETIRED	EST. QTY. PRODUCED	EST. SECONDARY MARKET VALUE
C-20	Urban Cowboy	1981	12/31/84	2,000	1,500.00	505	Woah Demit Cowboy	1995	12/31/97	1,200	75.00
200	Beer Drinker	1980	06/30/91	6,800	300.00	506	Woah Demit Cowgirl	1995	12/31/97	1,000	75.00
201	Bather	1985	05/29/98	9,000	85.00	507	Woah Damnit Cowboy	1995	12/31/97	1,000	75.00
202	Snoozer	1985	12/31/96	7,000	80.00	508	Woah Damnit Cowgirl	1995	12/31/97	1,500	65.00
203	Card Shark	1980	12/31/90	4,250	300.00	509	Sex Mach. (1 <sup>st</sup> edition)	1995	05/29/98	2,500	55.00
204	Hunter	1988	12/31/94	5,016	70.00	510	Dancin Fool	1996	05/29/98	1,800	125.00
205	Early Riser	1980	12/31/90	6,375	250.00	511	Redneck & Fed Up	1996	05/29/98	1,500	100.00
206	Fisherman	1987	05/29/98	12,000	75.00	512	Bar-B-Q-in' (1 <sup>st</sup> edition)	1997	05/29/98	1,100	55.00
207	Golfer	1987	12/31/93	6,600	130.00	513	Real / Instructions (1 <sup>st</sup> - )	1997	05/29/98	1,000	55.00
208	Goodbye Cruel World	1987	12/31/97	11,000	80.00	514	Road Rage	1997	05/29/98	900	100.00
209	Computer Wizard	1988	12/31/91	5,000	180.00						
210	The Boss	1988	12/31/97	4,500	90.00						
211	The Promise	1988	05/29/98	7,500	75.00						
212	Yee Haw!	1988	12/31/90	4,000	185.00						
213	Biker	1988	05/29/98	8,500	85.00						
214	Trucker	1989	12/31/95	5,000	120.00						
215	Executive	1989	12/31/91	3,000	175.00						
216	Henpecked & Hogtied	1989	12/31/90	2,000	175.00						
217	Happy Hour	1989	12/31/92	1,466	125.00						
218	This Job	1989	12/31/92	1,685	115.00						
219	Man's Best Friend	1989	12/31/94	3,726	95.00						
220	Hello From (custom)	1989	06/30/91	1,500	50.00						
221	Tourist	1989	06/30/91	2,000	60.00						
222	Camera Crazy	1989	06/30/91	2,000	80.00						
223	Smokin' Biker	1990	05/29/98	7,500	100.00						
223-S	Smokin (Sturgis 1990)	1990	12/31/90	1,000	700.00						
223-D	Smokin Daytona 50 <sup>th</sup>	1992	12/31/92	500	800.00						
224	Couch Potato	1991	12/31/95	4,000	80.00						
225	Mechanic	1991	12/31/92	1,451	225.00						
226	Redneck	1991	12/31/91	2,914	230.00						
227	Skier	1991	12/31/93	1,368	85.00						
228	Pool Shark	1991	12/31/96	3,500	100.00						
229	Bowler	1991	12/31/93	1,593	90.00						
230	Gunfighter (C. Society)	1981	12/31/91	2,913	200.00						
231	Saddle Sores	1991	05/29/98	4,000	85.00						
232	First Cup	1991	05/29/98	4,000	80.00						
233	Golf My Way	1991	05/29/98	5,500	75.00						
234	Rodeo Clown (C.S.)	1991	12/31/94	1,540	150.00						
235	Executive Library	1992	05/29/98	6,000	75.00						
236	Yard Warrior	1992	05/29/98	7,500	100.00						
237	Party Animal (1 <sup>st</sup> edition)	1992	05/29/98	4,000	60.00						
238	Fire Fightin' (1 <sup>st</sup> edition)	1993	05/29/98	3,500	60.00						
239	Dr. Feelgood	1993	05/29/98	4,000	85.00						
240	Plumbin' Trouble	1994	05/29/98	2,500	90.00						
241	Keeper / Peace (1 <sup>st</sup> ed.)	1994	05/29/98	4,000	55.00						
242	Draggin' Butt	1995	05/29/98	2,000	100.00						
243	Goin' Postal	1996	05/29/98	1,500	100.00						
401	Cookies /Santa	1992	05/29/98	2,000	150.00						
402	Testin The Toys	1993	05/29/98	1,500	175.00						
500	Loungin' / Ladies (C.S.)	1994	05/29/98	1,500	100.00						
501	Didn't Inhale	1993	05/29/98	7,000	130.00						
502	Housework (1 <sup>st</sup> edition)	1993	05/29/98	7,500	55.00						
503	Defenders (1 <sup>st</sup> edition)	1994	05/29/98	1,500	125.00						
504	Mean & Ornerly	1994	05/29/98	3,000	90.00						

### QUESTIONS, ANSWERS & FACTS ABOUT THE COWBOYS & NATIONAL VALUE GUIDE

**THE FIRE THAT CHANGED THE WORLD OF COWBOYS:** On 05/29/98 – the Cowboy factory burnt to the ground. Since it was a total loss, much of the information contained herein had to be assembled from past newsletters, catalogs, etc. and records salvaged off of back-up computer tapes as well as from the memories of the associated artists and craftsmen who help produce the Cowboys.

**WHY DID SO MANY STYLES RETIRE AS OF THE FIRE (5/29/98)?** Bill Vernon, artist and Cowboy's founder, had many originals kept off premises and could have easily brought back virtually all of the styles in production at the time of the fire. Instead, he elected to allow 05/29/98 to serve as a "mass retirement" date. This was done in the interest of collectors worldwide in an effort to further enhance the value of their collections.

**WHO DECIDES WHAT RETIRES AND WHEN?** This is strictly Bill's decision. He loves to surprise collectors and delights in improving the value of individual sculptures. As you see, some Cowboys show extremely low and exact production numbers going way back in "Cowboy history". Bill's long term goal is to see the Cowboy's go down in history as one of the best, most unusual collectibles of our time. They are well on their way! Chances are that you'll continue to see Bill surprise everyone with early retirements well under the 3,500-piece limit enhancing values even further. No one will know which pieces he will retire early so serious collectors are advised to try and keep one of each sculpture in their collections.

**THIS GUIDE TRACKS RETIRED PIECES ONLY:** Please refer to a current newsletter / catalog and price list for new releases and all styles that are now active and that can be purchased at retail. Furthermore, this guide is published as a service to dealers and collectors advising them as to the production quantities and the estimated secondary market values of each of their sculptures.

**ESTIMATED SECONDARY MARKET VALUES:** Since August, 1990, the *Cowboy Collector Society* has monitored the value of retired Cowboy sculptures. We gather information from dealers, collectors, buyers and sellers and have assisted many collectors in the buying and selling of retired sculptures among themselves. Consequently, we have first hand knowledge as to what collectors are / were willing to buy or sell their retired Cowboys for. Many of the prices shown here are historical and based on past secondary market sales / trades. We have updated the values to reflect our opinion as to what a buyer should pay or a seller should ask for a retired piece in good condition. We will continue to publish this guide since it is a great tool recommended for use as a foundation from which to start bidding or trading.

**ESTIMATED QUANTITY PRODUCED:** In the beginning, Cowboys were not limited editions. Therefore, we had no reason to keep up with exact production quantities other than for our own inventory records. As for the figures contained herein - up through and including #514: in some cases the figures are exact and accurate. However, in most cases these are estimates based on past inventory records. All stock numbers higher than #514 are now produced as "*Limited Editions*". Therefore, the quantities produced from 1999 on will be closely monitored.

**WHAT DOES "C.S." or "C. Society" BESIDE THE ARTWORK TITLE MEAN?** These are sculptures that were produced for Collector Society "members only" and were not meant for purchase by the general public.

**SECOND EDITIONS - WHAT ARE THEY?** A piece goes into "second edition" status in the event changes are made to the original design. This is exactly the case with certain styles brought back after the fire. Sculptures that are in second edition are clearly marked in the mold so they are easily identified. Our advise to collectors is: if you already own a first edition of a sculpture that has now entered second edition status, there is no real need to acquire both editions unless you are striving to include every sculpture we make in your collection.

**WHICH COWBOYS DID BILL ACTUALLY SCULPT?** Cowboys had their start in 1981. In the early years Bill had the ideas but employed other artists to do the actual artwork while he concentrated on running the company and production. It was not until 1991 that Bill returned to the sculpting table and took over the entire creative process himself. Since then, he has and will continue to be the only sculptor of Cowboys. "Saddle Sore's" (#231) was Bill's first Cowboy sculpture. Consequently, all sculptures with a stock number greater than 231 are Bill's direct sculptures. All Cowboys with a stock number less than 231 are strictly Bill's ideas but the sculpting work of other artists directed by Bill.

**HOW DO I BUY OR SELL TRADE RETIRED PIECES?** YOU MUST GO TO: [www.billvernon.com](http://www.billvernon.com)

There you will find our "*SECONDARY MARKET TRADING BOARD*". We have devoted this section of our web site to helping collectors trade their retired pieces. This is basically a classified ad format and is a free service provided to collectors worldwide. We also recommend that you try some of the on-line auction houses, such as *EBAY*, *UBID* etc.. If you do not have internet access, we recommend placing ads in the various consumer trade publications such as *Collectors Mart magazine - Collector Editions magazine, Antique Trader magazine* etc.