

PRESS RELEASE — FOR IMMEDIATE MEDIA ATTENTION

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HIGH NOON'S WESTERN AMERICANA AUCTION BIDS "HAPPY TRAILS" TO THE RECESSION!

Mesa, AZ — It was "Happy Trails" to the recession at High Noon's 20th Anniversary Show & Auction held January 30 & 31, 2010 in Mesa, Arizona as 150+ dealers reaped the benefits of record attendance propelled by the Roy Rogers Museum consignment to the popular Saturday evening auction. At the end of an exciting evening, just shy of \$1.8 million was realized on the 320 lots offered reflecting the continuing upturn in the Western Americana market.

The ballroom of the Marriott Hotel was SRO as hundreds packed the venue for a chance to acquire one of the 15 coveted artifacts from the "*King of Cowboys*." Hundreds more were registered to bid online and the phone bidders had their plates full. Also in attendance were curators and directors from several major museums.

The auction began promptly at 5pm Saturday. Anyone who attended will likely not soon forget the opening speech given by Roy (Dusty) Rogers, Jr. An impassioned and emotional speech, there wasn't a dry-eye in the house as Dusty spoke of the legacy of his father and how difficult the closing of the museum has been for his family. He spoke of the promise he made to his father that, when the Roy Rogers and Dale Evans Museum

was no longer financially viable, that the contents should be offered to the world for all to enjoy. With tears in his eyes, he magically joked that he would welcome the opportunity to visit these pieces in the new owners homes... and then the auction began.

When the dust settled, in this first offering of the initial 15 lots from the Museum, over \$373,000 was earned highlighted by his Bohlin silver saddle at \$103,000 (estimate: \$50,000 - \$100,000), his personal sterling and gold longhorn buckle for \$23,000 (estimate \$5,000 - \$10,000), guns and gunbelt for \$74,750 (estimate \$20,000 - \$30,000) and Rose Parade saddle at \$75,000 (estimate \$20,000 - \$30,000). Even a pair of Roy's personal eagle boots quadrupled its \$1000-2000 estimate realizing over \$10K.

However, not to be outdone by the popular king and queen of cowboys, was a fabulous saddle made for the last Emperor of Mexico, Maximilian I. The stunning Imperial saddle, consigned by the heirs of the Julius Skilton family who acquired it shortly after Maximilian's execution by the forces of Benito Juarez in 1864, was lavishly adorned with multiple imperial crests and sold for a record setting \$230,000 (estimate \$100,000 - \$150,000) propelled by animated bidding from the audience and all six telephone lines.

While Roy Rogers and Emperor Maximilian may have “stolen the show” substantial sales were had on the other amazing art and historic artifact that were offered. An important selection of fine art from listed Western artists was offered. Among the highlights of this category was an oil on canvas by Olaf Wieghorst entitled “*The Herder*” which sold for \$43,000 (estimate \$25,000 - \$35,000).

High Noon is renowned for offering the finest in Native American works and this sale was no exception. The highlight of this category was the sale of a circa 1880s Blackfeet man’s beaded shirt. Estimated to sell for \$9,000 to \$12,000, this majestic piece went for an astounding \$60,000.

AND THE EXCITEMENT CONTINES THROUGH 2010!

Following the January 30th event, High Noon announced that the remaining contents of the Roy Rogers and Dale Evans Museum would be sold at two subsequent auctions this summer. In a statement by Linda Kohn Sherwood, co-owner of High Noon, she eloquently expressed the sentiments of this project: “While it is true that the Roy Rogers and Dale Evans Museum (Branson, MO) has closed, much to disappointment of not only the Rogers family but of all his millions of fans, including us at (Los Angeles based) High Noon Western Americana, (www.highnoon.com) these artifacts will spread the beauty, memories and heritage from inside its walls out into the hearts and homes of people all over the world.”

On June 26th, 2010. The Roy Rogers Museum Firearms Collection will be sold in Denver in conjunction with Brian Lebel's Old West Auction on June 26. (www.codyoldwest.com). Included in the auction will be all Roy's guns (both personal hunting and movie guns), hunting items and his fabulous Lincoln Continental convertible.

The second and final sale will be held on July 14th via a partnership with High Noon and Christie's New York City. That sale will include silver saddles, Roy's autographed sports memorabilia, costuming (clothing, hats, boots, traveling trunks), personal photos, toys, trophies and awards. It will also include the silver dollar and longhorn adorned Nudies car Roy used in special appearances, the famous Nellybelle jeep, and the tiny coach the children used to ride on Roy & Dale's family ranch. (www.christies.com) (www.highnoon.com)

For more information about the January 30th, 2010 sale or the upcoming June 26th and July 14th auctions, please visit www.highnoon.com or call (310) 202-9010. For continual updates on the lots to be offered, please visit the “Media” page on the High Noon website.

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PHOTO CAPTIONS:

Photo 1: (Lot 284) Roy Rogers' spectacular Diamond Special Bohlin Saddle estimated at \$50,000 to \$100,000 sold for \$103,000.

Photo 2: (Lot 285) Roy Rogers personal Edward H Bohlin gun rig with Colts sold for an astounding \$74,750 (estimate \$20,000 - \$30,000)

Photo 3: (Lot 286) This beautifully designed Rose Parade saddle was used by Roy Rogers in the 1952 Tournament of Roses Parade. Estimated \$20,000 - \$30,000, this saddle sold for \$75,000.

Photo 4: (Lot 166) Emperor Maximilian I of Mexico's stunning Imperial saddle sold for \$230,000. The saddle was estimated at \$100,000 to 150,000.

Photo 5: (Lot 112) Part of an important selection of fine Western art, "*The Herder*" by Olaf Wieghorst sold for \$43,000 (estimate \$25,000 - \$35,000).
