



LAS VEGAS – JANUARY 6, 7, & 8, 2011 Selected Results, Comments and Observations by Michael N. Ber Page One

This years auction seemed to be a little subdued by comparison to the last couple of years, somewhat fewer bikes, little smaller crowd, and some amazingly good buys on several bikes. My tabulations show a total of 485 items – this includes; bikes, scooters, bicycles, memorabilia, and clothing - 384 of which were sold. Below is an overview by bike make with totals of bikes entered, sold and some highlights that I observed:

ARIAL - Total of 7, all of which sold except 1. High price was a 1958 Square 4 (Photo 1) that went for \$25,500 vs another '58 Square 4 that went for \$9250. A 1948 Red Hunter (Photo 2) did not make its reserve in the auction, but was latter observed in the Corral (this is the area where the bikes that did not sell are taken and offered for sale) for \$4400.

BOUGH SUPERIOR - You may recall this is the marquee that Lawrence of Arabia made famous, and in its day was referred to as the Rolls Royce of motorcycles. There were two in this auction both stunning examples, a 1938 SS100 (Photo 3) and a 1939 SS100 (See Photo 4). The 1938 reached \$225,000 in regular bidding but did not sell. It was later seen in the Corral with a price tag of \$240,000. The 1939 model sold during the auction for what was originally reported as \$240,000, but on the MidAmerica website it is shown to have brought \$286,000 plus. Maybe this higher price reflects the buyers premium and other associated selling costs the Auction Company adds.

BSA - 30 bikes of this make, only 2 of which were not sold. High prices in this group were a beautiful 1960 DBD34 Gold Star Clubman (Photo 5) that went for \$27,000 and a 1963 Rocket Gold Star Spitfire Scrambler (Photo 6) which was one of only 300 produced for off road racing that sold for \$19,750. Several low price bikes among the BSAs including a 1968 Shooting Star B44B (Photo 7) that went for \$2050 and a 1959 C15 250CC single that sold for only \$2650.

HARLEY DAVIDSON - 68 bikes of this make, 24 of which did not sell. Some interesting items in this group including a 1934 CAC (Photo 8) which was described as; a very rare 500CC single cylinder race bike with no brakes, no clutch, with an astronomically high compression ratio of 16.5:1, which sold for \$165,000. A recently discovered unrestored 1913 HD Twin, reported to be very original, correct, and in perfect running order sold for \$85,000. One of the special interest Harleys was a 2005 custom FLHT (Photo 9) entitled "Norma Jean" covered with 20 images of Marilyn Monroe. Bidding on this bike went to \$31,000 but that was not enough to make its reserve and it went unsold. A very nice looking red 1954 Servi-Car (Photo 10) in original unrestored condition went for \$13,750. A couple of lower priced Harleys included a 1989 1200CC Sportster (Photo 11) with several custom modifications including a Wide Glide front end that went for \$4,800 and a 1975 FLH from Texas that sold for \$5,500.



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NORTON - Twenty-one Nortons in the auction only 3 of which did not sell. A couple of interesting bikes including a 1975 John Player Special (Photo 13) that went for \$13,000 and a 1975 Commando Hi Rider (Photo 14) that went for \$10,000. Although not much of a sales success when available, I forecast that this model will become quite valuable in the future because of its rarity, certainly not because of its appearance. The high dollar seller among the Nortons had a meticulous documented restoration that was advertised as the finest example in the US of a 1962 650 Super Sport Café Racer (see Photo 15) that went for \$14,750.

TRIUMPH - As usual there were a bunch of Triumphs, 79 according to the list, 13 of which did not make their reserve and thus remained unsold. The high dollar mark was achieved by a 1973 Hurricane X-75 (Photo 16) that went for \$25,000. This is an unrestored example of the only 1172 Hurricanes produced and there apparently was some question on the serial number as the description stated, "The titled engine number is missing the TRS75." There were an additional 23 Bonneville's that ranged from \$5500 for a fairly nice looking 1967 T120 to \$17,500 for a very nice 1966 T120C (Photo 17). Another special interest Bonneville was an admirable 1968 T120R (Photo 18) that was stated to have been purchased by Jay Leno for his trumpet player, that sold for \$11,500.

VINCENT - There were 5 of these magnificent machines in the auction only 3 of which sold. The top dollar went to a beautiful 1950 Black Shadow (Photo 19) that brought \$85,000. Next was a 1953 Red Rapide that sold for \$66,000 (Photo 20).

ADDITIONAL BIKES OF INTEREST:

There were two of the bikes that had competed in the Cannonball Rally of 2010. This was a historic 3000 mile race from Kitty Hawk, NC to Santa Barbara, CA where all the entries had to be motorcycles manufactured prior to 1916. The 1915 Harley Davidson Model J was bid to \$49,000 but did not sell. The 1915 Indian 1000CC Twin sold for what seemed to be a modest \$20,000.

As many of you know brother Dave and I meet in Las Vegas each year to drool over the beautiful collection of bikes in this auction. It is not necessary to buy anything, just the opportunity to look at the bikes makes the trip worthwhile. This year we decided to select the ugliest bike at the auction, but discovered two trashballs that made the selection of a winner impossible. And so now I present to you the two ugliest bikes at the auction as selected by the Ber Boys. See Photo 21 which is a 1960 HD Custom Bobber entitled "Acid Trip", most likely what the creator was on during the construction process. Followed by the other ugliest, a HD Custom Chopper referred to as "Wicked" see Photo 22.

That concludes my report on the 2011 Las Vegas Motorcycle Auction, but next year is just around the corner so stay tuned, dates are January 12-14, 2012.



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PHOTO 1



PHOTO 2



PHOTO 3



PHOTO 4



PHOTO 5



PHOTO 6

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PHOTO 7



PHOTO 8



PHOTO 9



PHOTO 10



PHOTO 11



PHOTO 12

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PHOTO 13



PHOTO 14



PHOTO 15



PHOTO 16



PHOTO 17



PHOTO 18

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THE END

Remember ugliness like beauty is in the eye of the beholder!