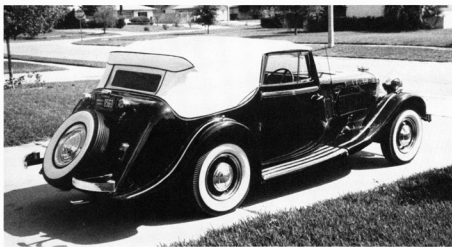
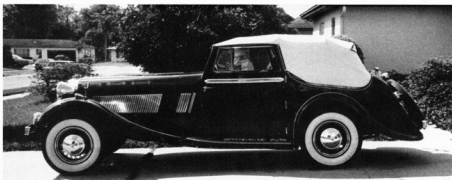


1935 Brough Superior 8 Drophead Coupe, Atcherley
Owner: Joseph N. Moreland, Jr. of Orlando, Florida



B R O U G H
S U P E R I O R

An American engine and a British coachbuilt body were crossbred to result in the Brough Superior, which was built in the fabled town of

Nottingham, England from 1935 to 1939. Joe Moreland has owned his car for over a quarter of a century: "The British term for it is Anglo-American

Sports Bastard. I tend to prefer Quality Hybrid. The Brough Superior was conceived and marketed by George Brough of motorcycle fame. He was a perfectionist who demanded a high standard of quality. Attesting to this is the fact that his two-wheelers were referred to as 'the Rolls-Royce of motorcycles.'

"My particular car bears British number plate BSM-390, supposedly translating to Brough Superior Motors, three speeds, 90 miles per hour. The special number obtained due to this very early machine's status as the factory test car. Utter reliability coupled with sparkling performance seems common experience for a Brough Superior. Mated to the British chassis is the 125 hp Hudson 8 engine which provides a high power-to-weight ratio that will outperform my (admittedly weightier) 1938 Lagonda LG6 pumping out 145 lusty horses. The handsome aluminum coachwork was executed by a talented, if perhaps obscure, coach-builder: Atcherley of Birmingham.

"The Brough Superior boasted such refinements as automatic lubrication, hydraulic jacking, semi-independent front suspension, quick release caps, and an instantly operated top which lent credence to its designation as a dual-purpose car. In some models, a bit of window dressing surfaced in a polished cover to dress up or disguise the flathead non-exotic engine. Old George must have purloined this one from the Americans: duPont did it first. Sadly, my car is minus this goodie.

"The Brough Superior was available for the modest sum of £695 ex-works. Total production for the marque was some eighty units, with less than half the output being the eight-cylinder variety like mine. The balance of the cars were powered by the Hudson six of less gusto, though some of these were delivered with an optional blower. The smaller displacement cars were also available in attractive saloon form. Today, thirty-six Brough Superiors are extant worldwide, not a bad survival rate.

"That the creator was the essence of his car was brought home to me a number of years ago at a concours in Virginia. There I was fortunate enough to meet an English lady who had dated George Brough in the thirties. An interesting conversation ensued. It seems the old boy had a weakness for the flesh as well as fast motorcars, and was perhaps something of a free spirit in his own time. In any case, he was certainly not the stiff-upper-lip Britisher that was the stereotype of the period."