



GEORGE BROUGH Designer-Manufacturer-Rider of the Brough Superior, who has won over 200 Cups and Gold Medals in Open Com-petitions, Hill Climbs and Races in all parts of the World

My Policy

of Progress

Looking back over my twenty-six years practical motor-cycling experience as Designer-Manufacturer-Rider of Motor Cycles and their development, the most amazing reliability of present-day machines compared with their predecessors is, without doubt, due to practical road tests and a thorough engineering knowledge of Motor Cycle technique. When you buy a behind the many improvements and exclusive features, the and racing experience gained by me, justifies the high opinion of production as "The Rolls-Royce of Motor Cycles." It is difficult more time and set in the country, such glorious machines as bear my name: with the hall-mark of quality in its make-up-attorough/bred amongst motor cycles. I honestly believe that no motor cycle manufacturer in the world has spent more time and money in development and research. Original Brough Superior features that have been slavishly copied are saddle tank, steering damper, finned exhaust cooling ports, propstand, rolling stand, spring frame, etc., etc. stand, spring frame, etc., etc.

Since 1927 I have designed and built 4-cylinder motor cycles—"V" Air-Cooled—Straight 4—Air and Water Cooled—Chain and Shaft Drive.

For 1938 I am again backing my reputation on the well-tried-and-proved "V" Twin. Various types are available—low and high compression—side-by-side and overhead valves—these re-designed twins with their oversize bearings, dead silent valve gear, improved induction system and perfect lubrication to every moving part, put them, in my opinion, for silence, power and flexibility, well ahead of any other type. With the exception of the "S.S. 80 Special," a fully sprung rear wheel is being incorporated on all my 1938 productions.

In conclusion, my many appointed old-established Brough Superior agents and myself are behind the machines offered to you. There is no better service in the World than that given to B.S. riders; ask any of them 1! I know what you want because I ride them myself—every day.

Telephones \$5535/6 Nottingham Telegrams and Cables
"Brufsup, Nottingham"

GEORGE BROUGH HAYON ROAD NOTTINGHAM ENG.



Price

Completely equipped with Fully Sprung Rear Wheel, Castle Forks, Special Lucas Dynamo Lighting Set, Altette Horn, Rear Wheel Driven 120 m.p.h. Speedometer with illuminated dial, Rolling Stand, Pillion Footrests, Aluminium Number Plates, Foot Gear Change, etc.

€155

The fastest motor cycle in the world!

169.8 m.p.h. — Gyon — April, 1937 (Official F.I.C.M.)

"S.S. 100" Specification

Page Two

The very mention of the name "S.S. 100" makes the enthusiast's mouth water. He immediately thinks of the wonderful records held by this machine on road and track. It is the "Be-all" and "End-all" of the motor-cyclist's dream. I guarantee that this machine is the fastest and — with the exception of the "S.S. 80"—the quietest machine on the road. This is the machine Ermihough rides—and always wins: creating a new record for every course he rides on. The "S.S. 100" he rides is a special model, and exact replicas can be purchased.

Engine. 50° "V" Twin O.H.V. 85.5 × 85.5 mm. 990 c.c. Exceptionally rigid crank-shaft assembly with parallel-fitting shouldered crank pin, carried on oil-flooded bronze bearing on timing side, and three-row roller bearing on driving side. Crank pin, 1½in. diameter; main shaft, 1½in. diameter. Forked conn. rod assembly with four-row roller big-end bearing; Lo-ex alloy pistons with fully-floating gudgeon pins running in duralumin bushes in small ends of connecting rods. Enclosed valve gear, hairpin valve springs, valves automatically lubricated, dead silent valve gear and other working parts; full dry-sump lubrication, twin carburetters with single control, and mammoth bearing surfaces everywhere are incorporated with this engine.

Frame. The patented and original "Brough Superior" loop design fitted with the patented rolling stand and fully sprung rear wheel.

Tank Capacity. Petrol 4 gallons; Oil 3 gallon.

Petrol Consumption. Solo, 60 m.p.g.; Sidecar, 50 m.p.g.

Oil Consumption. Negligible.

Saddle Height. 27in.

Ground Clearance. 5in.

Wheel Base. 58in.

Gear Ratios. 3.5; 4.4; 6.7; and 11.

Compression Ratios. Touring 6.5; Racing 8.5.

Tyres. 27 × 4.00 Rear, 26 × 3.50 Front. "Fort."

Plugs. K.L.G. 14 mm.

I guarantee this new "S.S. 100" to lap Brooklands Track (approximately 3 miles) at 100 m.p.h. and 85 m.p.h. sidecar.

All component parts fitted to Brough Superior machines are made exclusively to my designs and special requirements.

Page Three



"S.S. 80 Special" and "S.S. 80 De Luxe Special"

THE NEW "S.S. 80 SPECIAL" SPECIFICATION.

Despite the price at which the new "S.S. 80 Special" is marketed, I am prepared to guarantee the materials and workmanship throughout this machine to be identical with the remainder of the Brough Superior range, and also justify what "The Motor Cycles" said of the original S.S. 80 model; "The Rolls-Royce of Motor Cycles." It has been designed at the request of a large number of B.S. riders, who favour a reliable, silent, side-by-side valve twin, with a performance and price equal to that of the ultra high-compression O.H.V. single, Experienced riders tell me that this new "S.S. 80" is the most charming thing they have ever sat across.

Engine. 50 "V" Twin, 990 c.c., fitted with big side valves, totally enclosed and automatically lubricated, oversize roller and ball-bearings throughout, detachable cylinder heads, and full dry-sump lubrication to all moving parts. The engine can be decarbonised in situ.

Forks. These are specially strengthened, built to my own requirements to withstand the arduous duties when used in conjunction with the Brough Superior. A long, flexible single-compression spring is fitted, and dampers are integral with the construction. Castle Forks (Brough Superior patented) can be fitted as an extra.

The general specification of this machine includes special Lucas electric lighting and horn equipment, and rear wheel driven illuminated speedometer. K.L.G. Plugs and Licence Holder are fitted as standard to this machine, and the wheel base, saddle height and ground clearance, are exactly the same as the "11.50 Special."

The remaining components are the world-renowned Brough Superior patented loop frame, original bulbous-nosed saddle tank, four-speed gearbox with foot change, twist grip carburetter and ignition control, totally-enclosed primary drive, 8in. brakes, front and rear stands, ultra-large pan seat, etc., etc.

Petrol Consumption. 60-65 m.p.g. solo, and 50-55 m.p.g. sidecar.

Oil Consumption. Negligible.

Speeds. 80 m.p.h. solo, and 70 m.p.h. sidecar.

"S.S. 80 De Luxe" Specification

The "S.S. 80 De Luxe Special" Specification includes the new Brough Superior Fully Sprung Rear Wheel, Bottom Link Type Front Forks, Patented Rolling Stand, Built-in Pillion Footrests, Aluminium Number Plates and Specially Selected Engine.

The new "S.S. 80" is positively the quietest motor cycle on the road. The way it eats up the mileage with absolute absence of effort makes long journeys a thrill and a pleasure.

MR. H. RICHARDS of DEWSBURY, a real hard rider, says that on a Continental Tour ridin; his S.S.89 and Siderar he did 2323 miles. He averaged 47 m.p.g. petrol and the actual consumption of oil for this distance was 2 pints, drainage excludely, and the machine rem like a clock the whole way, up and down mountain passes, smooth and rough roads,

 $Page\ Five$



Price

Completely equipped with Fully Sprung Rear Wheel, Special Lucas Magdyno Lighting Set, Altette Horn, Rear Wheel Driven Speedometer, with Illuminated Dial, and "Fort" Tyres,

£130

See what Mr. Davies says on page seven!

made exclusively to my designs and special requirements

"11.50 Special" Specification

This machine is specially built for the "tough guys" of the motor-cycling game, and for overseas riders' requirements the "11.50 Special" can be obtained in Colonial form with long rear-swept handlebars, twist-grip controls, foot-bands, foot-chulch if necessary, and foot-change. This machine is extensively used by Police Constabularies in all parts of the World.

Engine, 60° "V" Twin, 85 × 99, exceptionally large bearings throughout, and other parts of this engine have been greatly improved for 1988; pistars of a special alloy, detachable cylinder heads which are highly polished, including the ports. Full dry-samp labrication is incorporated to all movings arrs, labricated by oil under pressure, including valves, tappets, and guides. This engine can be deadwarded quite easily in situ. The exhaust arrangements comprises two heavily-chromium-plated pipes of large diameter, leading in to a cylindrical baffled allencer. Mechanical salence and exhaust note is very quiet and pleasing.

quet and pleasing.

Frame. This is the patented and original Brough Superior Loop Design, and the rear
wheel is fully sprung to give the very acme of motorseveling luxury. All fittings on
the Brough Superior Frame are brazed on, part and parcel, there being no loose clips
or lugs. A rolling stand, by means of which the machine can be litted clear of the ground
in an effortless manner, is also incorporated.

Forks. These are the special patented bottom link type recommended for si-work; large central compression spring and four shock absorbers operated by al-wing nut. This fork is very sweet in action, and helps considerably towards is that feeling of confidence with the wheels glued to the read, for which the "Superior" machine is so well known. The patented "Castle" borks are spe-recommended for prefret sloot ording and can be titted to instructions as on extra-steering with this latter fork is too well known to be commented on.

Carburetter. A specially designed Amal carburetter is used. It has a large and float and mixing chamber. It helps to ensure very easy starting and terrific accelerate with a very high all-out speed.

Mr. L. E. Davies, of 58, Oakwood Park Road, Southbare, N. 14, writes on 28/8/37—M.
It is now many years since I met you all, and in the whole of my

Tank. This is the world-renowned and much-copied original bulbour-nosed saddle tank, heavily chromium-plated with a black top panel edged with a fine gold-leaf line. It holds four gallons of petrol, and is fitted with two large filler caps, easy in operation and conveniently placed for refilling; two level petrol taps, and very comfortable and conveniently placed knee-grigs. The oil tank is separate and is litted behind the saddle tube and holds six pints of oil.

tube and holds as pints of oil.

Handlebars. The standard bar gives a very comfortable and natural riding position, and is appreciated for long-distance touring. It is set up slightly from the lug, but is not of the "sit-up-and-beg" type. A sports handlebar, as illustrated, can be littled

Chain Cases. A very strong cast aluminium oil-bath chain case is used for the primary chain, and the top and bottom runs of the rear chain are effectively covered. Chains employed are lin. × 3.00in. front, and 3in. × 3in. rear—double-strength Renold.

Wheels and Brakes. Wheels are fitted with 7 gauge butted spokes throughout, journal ball-bearings, and very effective 8in. brakes, coupled with instantaneous brake adjustment. 27 × 4.00 rear tyre, and 26 × 3.50 front tyre. Dunlop "Fort" tyres are standard.

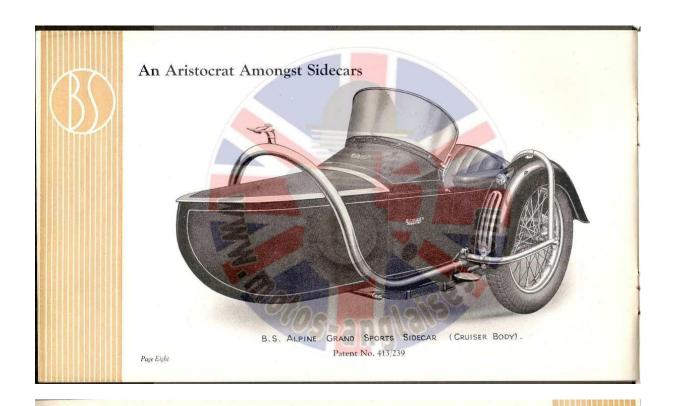
Saddle. A really comfortable loin, wide pan seat, giving armchair comfort, is fitted as

General. Very effective and strong mulguards are fitted as standard; mudguard stays, lamp brackets, cable tube carrier, are all made of strong round section tubing. Plugs K.L.G. K7, Saddle height, Zóm. Ground clearance, 5 im. Wheel Base, 57m. Petrol consumption, 65 m.p., 800 and 90 m.psg., sidecar. The machine is capable of 80-85 m.p.h. solo, and 65-70 m.p.h. with large touring sidecar.

is with the Works was been the course of more pleasure and happiness to me than I can tell, is you I have been accorded a vectome that at times have amount me."

Page S

Page Seven



"B.S." Alpine Grand Sports Sidecar

An entirely new Brough Superior Sidecar. Manufactured in my own factories, this masterpiece is patented throughout the world, and has been supplied in large quantities during the past season with every satisfaction to their owners. These excellent results prove that my experience and decision in marketing this chassis, the main member of which consists of one large diameter ENDLESS tube, is correct. There are no brazed joints to cause crystallisation and consequent breakages. These latter remarks have been confirmed by the large number of sidecars which have been supplied during the past season, without a single complaint from anyone. The body is underslung and carried on two long, flat, car-type leaf springs; the quickly detachable wheel is properly housed in a tubular cradle frame; as is also the car-type mudguard. The Single Frame Tube is utilised as a spare petrol container—it holds l½ gallons—very useful on a long, night journey.

Price £32 "Cruiser" Body £30 "Sports" Body

As Illustrated



Designer-Manufacturer-Rider on his "S.S. 100" Alpine G and Sports Outfit

Page Nine



Extras

Relating to all Models, unless otherwise stated. All Washer Finish can be supplied—no extra charge.

All-Weather Finish can be supplied no extra charge,

All Machines carriage paid to nearest railway station.

The Manufacturer reserves the right to modify these specifications and prices without notification.

Oil Recommendation.—"Speedwell" Sans Egal for Touring, and "Speedwell" White Ideal for Racing, are exclusively recommended for all Models. Where unobtainable, only first-class branded Oils in sealed Tins should be used.

Press Comments

Press Comments regarding the remarkable reliability and other features of the "Brough Superior" have, for years, been consistently almost embarrassing. Following are as few excerpts taken at random; —
"Toronto Evening Telegram, July 25th, 1933—
"New Pollice Cycle Hirs 95 in Crissis. Chatham, July 25—Provincial Traffic Officer Clark Russell tested out his imported racing motor cycle when he chased a U.S. tourist here. The officer was clocking 95 miles an hour when he passed the large U.S. car and gave the driver the signal to stop.
"As a result of the chase, Arthur Gottlieb, Bronx, N.Y., paid a fine of \$15.25 including costs, on a charge of reckless driving.
"The Bronx car went through the village of Louisville at 60 miles an hour, with the officer in pursuit. Out of the village, the tourist, despite the heavy traffic, maintained a cruising speed of 80 to 85 miles an hour.

Traffic Officer Clark Russell's mount is a Standard "S.S. 100 Brough Superior."

The Motor Cycle "...

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Page Eleven





Letters of Appreciation

Letter received from the Chief Constable of Nottingham

"The Police Department of this City has tried out many different types of motor cycles during the past 10 years."

It has been our experience, that it is cheaper in the long run to buy the best machine available in preference to a cheaper article which cannot stand up to the work for any length of time. For that reason, I am gradually replacing all my motor cycles with Brough Superiors. My mechanical division is already equipped with Brough Superiors."

with Brough Superiors. My mechanical division is already equipped with Brough Superiors.

W.W., Stockwell.

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W.W., Stockwell.

W.W., Stockwell.

Found it entirely different to anythine I have ridden before, and shall not hesitate to praise it to friends and equalisations.

"I am extraoring to findabane before and intent purchasing my fifth 'Superiority' 2-Wheel with the stockwell of the property of the prope

"I would like to add that the above tour completed 17,000 miles of trouble-free riding on this machine, and as a motor-evolute to over 15 years experience, 1 am in a position to appreciate a W.J.W., Learnington Spa.

". I have just taken delivery of a SS. S. So Specify and I congratulate you in a marvellous production as a rider of big twins for cicht years."

"I have just taken delivery of a SS. So Specify and I congratulate you in a marvellous production as a rider of big twins for cicht years."

"I hight state that the Siferar is one of your Cruisers, and the Outfit gets quite a lot of admiration when I park it."

S.J.P. Brondsshury Park, N.W.6.

"I ricer's cognitius I can say, and the it this—that there is only one Motor Byke for me, the state of the state o

tion: ano the institutive of any scalariest on the Union. But it was quite embarrasting during TL week in Douglas to stop on the Promenade, as there was generally quite a crowd round the machine."

G.T.F., Sydenham, S.E. 26.

"You have certainly made a splendid job of the "S.S. 80" for me and I would just like to the production of the production of the production of the work was carried out."

A.E.R., Keigheit, Yorks.

"After having run 200 miles on 'S.S. 800 may we (wife and I) thank you for producing such a machine. I am anazed at the way it handles, and we are delichted with the 'De Luxe' comfort. I crimital speak of performance is veil (wind), and they are pleasure to ride, and I don't think there is anything to come up to it as reperts motor-cycles."

F.W.S., Battle, Sussex.

"The machine itself is the best I have ever ridden, and it's a pleasure to ride, and I don't think there is anything to come up to it as reported motor-cycles."

F.W.S., Highbury, N. S.

J.R.P.B., Liverpool.

"J.W. White on this splect.! would like to say how were delichted! I am with this, a really would be the second of the special content of the performance is truly frame-table, and though I have ridden a number of theroughberd machines; the performance is truly frame-table, and though I have ridden a number of theroughberd machines; the performance is truly frame-table, and though I have ridden a number of theroughberd machines; the performance is truly frame-table, and though I have ridden a number of theroughberd machines; the performance is truly frame-table, and though I have ridden a number of theroughberd machines; the performance is rouly representable, and though I have ridden a number of theroughberd machines; the performance is rouly remarkable, and though I have ridden a number of theroughberd machines; the performance is rouly remarkable, and though I have ridden a number of theroughberd machines; the performance is rouly remarkable, and though I have ridden a number of theroughberd machines; the performance is rouly r

Page Twelve

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