

GRAHAM



for 1939

Beauty

Graham "Spirit of Motion" styling wins first awards at four important Continental salons; influences 1939 design of many American manufacturers.

Economy

Graham proves its economy under A.A.A. supervision by defeating all other contestants in three successive Gilmore Yosemite Economy runs. (Average in 1938 event, 25.77 miles per gallon.)

Comfort

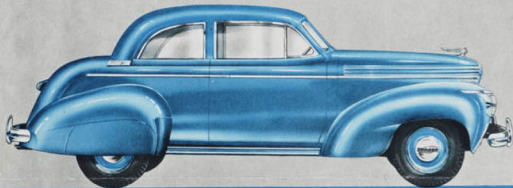
Graham's wide seats, deep luxurious cushions, scientifically balanced weight and equalized spring rates combine to produce a ride that's restful and relaxing.

Performance

Graham invites critical comparisons in all departments of motor car performance: speed, pickup in high, get-away, driving ease, riding qualities, economy.

GRAHAM Introduces a New and Practical Innovation in Coupe Design

THE 1939 GRAHAM COMBINATION COUPE

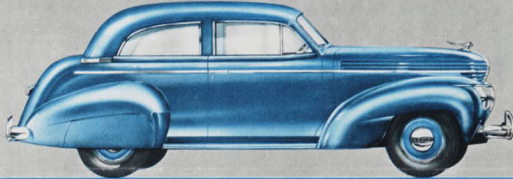


Here's a welcome improvement in coupe design. There's room for six passengers to ride comfortably on two full-width seats under the roof. Backs of the front seat fold forward and slightly inward to give easy access to the rear seat where there's a full 39 inches of leg room. Trunk space is enormous and if additional luggage room is desired, it is available simply by removing the rear seat. Doors are 45 inches wide and have No-Draft ventilating wings.



Here's a Car that Combines Full Size Sedan Roominess and Low First Cost

THE 1939 GRAHAM 2-DOOR SEDAN



When you see this new 2-door sedan and learn its low price, you'll agree that "It looks like a Million—It's priced for the Millions." Seldom is so much beauty and economy found in combination. Graham's "Spirit of Motion" styling won Grand Prix awards against the foremost automotive designs of Europe and America in the Salons d' Elegance at Paris, Lyon, Bordeaux and Marseilles. Graham's economy has been proven in three consecutive Gilmore-Yosemite Economy runs as well as by millions of owner-driven miles. And when you take the wheel, Graham performance will speak for itself.

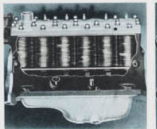
Search America—You'll Find No Other Car With All These Features



ONLY GRAHAM has the Superbore™ Cylinder Wall Lubrication. From the very first piston stroke a wet film of oil is scuffed up the cylinder walls to prevent scored cylinders and scuffed pistons.



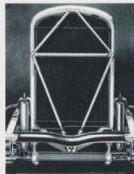
A 12-27 FINCHER 2 weighs below the wheel in the new steering column gear roller, included among the accessories on the 39 Graham. The roll-over tendency is the least in its class. Total top weight on a horizontal instead of a vertical plane.



FULL LENGTH water cooling with water circulating completely around each radiator with a feature introduced by Graham "wet back" in 1928. One of the reasons why Graham engines always run cool.



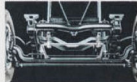
RUBBER vulcanized spring shackle in Graham since 1932. Never need lubrication and never squeak.



TUBULAR STEEL frame construction is employed by Graham to stiffen the front end and brace radiators, head and trunk against warping.



THREE CROSS MEMBERS with the 4-wheelers, the side rails of the Graham frame to make one of the strongest built-in-in any automobile.



GYROLATOR GRAY BAR, attached on the lower side, controls side-sway in rounded curves, gives Graham passengers an enjoyable sense of security.



THIS IS THE LOCKHEED drive shaft in the rear axle which lowers the drive shaft to avoid flexing on "bumps" in the road.



LOCKHEED suspension brackets with a built-in shock absorber and steel lined discs provide quick, sure, elastic, recovery after bumps.

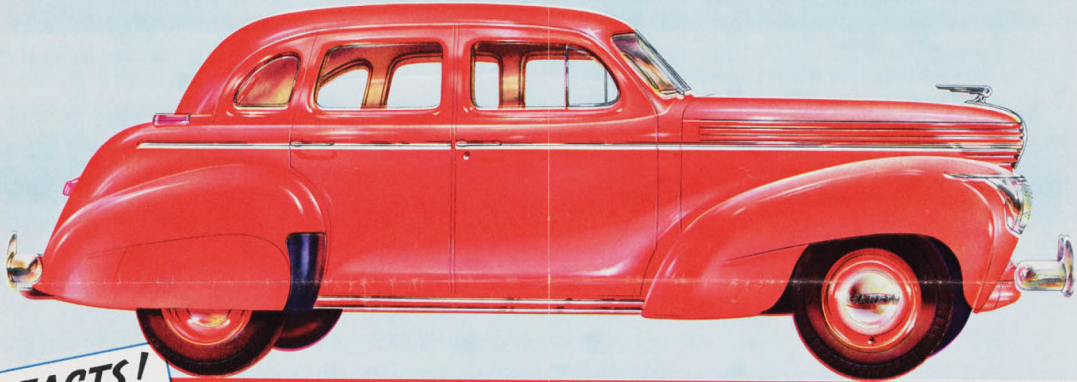


CRADLED between the rails, Graham passengers ride comfortably on springs whose coils are encased and which carry equal weight distribution. For it is here located at the end of a long trip if you or Glad the Graham Way.

IT LOOKS LIKE A MILLION.....

.... IT'S PRICED FOR THE MILLIONS

The New 1939 GRAHAM 4 DOOR TRUNK SEDAN



FACTS!

Facts, not fancy phrases, are what you want to base about any car you may be considering buying.

The important facts about Graham are these:—

IT'S GOOD-LOOKING!—So good-looking that it has influenced the styling of all cars.

IT'S BIG!—Graham's 120 inches over all length alone influenced the styling of all cars.

IT'S ECONOMICAL!—Three times national economy than the best.

IT'S QUALITY-BUILT!—As Graham means strength under even A.A.A. inspection.

IT'S POWERFUL!—More power than you'll ever see through long satisfactory performance.

IT'S SAFE!—Steel body top and floor, safety glass, automatic brakes, large bumpers, wide fenders, no protruding hinges, spring doors, swing-proof handles, head and tail lights visible from side as well as to back, secondary low center of gravity.

IT'S FULLY EQUIPPED!—No extras to buy. Even rear wheel and painted hubcaps included in delivered price.

IT'S PRICED LOW!—Get the lowest delivered price of the big, handsome car. Then compare size, equipment, performance and value.

Compare Graham's Beauty . . . Safety . . . Size . . . Comfort



Graham's huge trunk opens conveniently, full body width, brace locks and valve-tracks automatically.



See how Graham has engineered safety and greater convenience into its doors by swinging them against the wall to guard against accidental opening. Hinges are concealed and doors are "lock tight".



Thanks to the second gear in the rear seat, there's no hump in Graham's rear floor. It's flat as a floor.

To rear seat passengers, Graham dedicates deep luxury, enhanced with sturdy steel and safety glass. The one back bench and rack in the trunk, with one rock, coast straps and tray, and "Ro-Stop" restitutes, for your comfort and convenience.

NEWS!

Graham now introduces a new and unique price which means a complete, simple, understandable method of comparing prices.

The new Graham has a completely equipped 4-door sedan, standard coupe and 2-door sedan.

To these base cars may be added either a Super or Club.

The price of either of these groups, installed at the factory, is \$1000 (actual value of \$1075 if all items in \$1000 list built, may be included in the delivered price in your car).

This you can determine the cost of any Graham simply by adding the actual delivered price of the base car and the cost of the equipment you desire.

On the following pages the Super coupes and Club Equipment groups are fully explained.

IT LOOKS LIKE A MILLION. IT'S PRICED FOR THE MILLIONS

GRAHAM PLUS SUPERCHARGER



EQUALS

- Championship Economy
- Lightning-Swift Getaway
- Amazing Pickup
- Smooth Power Flow
- 26 More Horsepower
- Thrilling Performance



Ordinary engines use a gas mixture that compares with an uncracked egg. It is only partially broken up and therefore only partially efficient.



The Supercharger acts like an egg beater, whipping up the raw gas into a finely dispersed and highly efficient mixture.

WHEN you order the Supercharger equipment group installed on your Graham, you not only add the mechanical items listed below, but you inject a sparkle and brilliance of performance which only Supercharger owners enjoy.

We urge you to try a Supercharger. Put it through any test you choose. Zoom away from the crowd at traffic lights . . . watch the speedometer needle swing from a lazy walk to brisk cruising speed in a matter of seconds . . . feel the seat press against your back when you call for acceleration beyond 60 . . . find a hill and see how eagerly the engine goes to work.

And with all this added satisfaction in performance, remember that only Graham offers the factory-engineered and factory-installed Supercharger and its accompanying group of equipment.

Record Breakers Are Supercharged



AIR speed record of 440.6 m.p.h. was made by supercharged plane in Italy.



LAND speed record of 207.5 miles per hour was made by supercharged racing car in Utah.

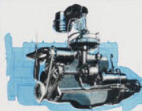


SEA speed record of 130.5 miles per hour was made by supercharged speedster in Florida.



The "Why" of the Supercharger

In all supercharged engines, the air is compressed before it enters the cylinders. This means that more oxygen is available for combustion, resulting in more power. The Supercharger does this by forcing air into the cylinders through a special valve. This is done by a special pump which is driven by the engine. The Supercharger is a mechanical device which is installed on the engine. It is a simple, reliable, and efficient device which will give you the extra power you need to get the most out of your Graham.



PERFORMANCE
UP
DOWN
STEPS

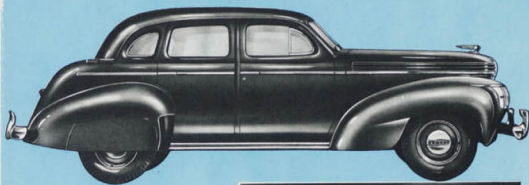
Added horsepower without adding materially to weight is another Supercharger advantage. The supercharged Graham weighs 20 lbs. less than weight class engine of corresponding horsepower.

Supercharger Equipment Group Material and Prices

1. Graham 118 Horsepower Aluminum Cylinder Head "Supercharged" Engine with Dual Exhaust Manifold, Special Combustion, Special Exhaust Valve and Flapper Valve.
2. Dual Muffler System.
3. Large Radiator Core.
4. Heavy Duty Battery and Voltage Control.
5. Flares Oil Filter.
6. 5.25 x 14 Tires.
7. Special Steering Knivelock.
8. Dual Horns.
9. Cigar Lighter.
10. Motor Spring Covers.

GROUP PRICE
\$130.00
INSTALLED

(This price represents \$137.75 value if all items were separately purchased.)



RIDE WITH PRIDE



You, too, will feel like lounging when you sit in the deeply cushioned seat of the Custom-Inner-Cover. Every detail of these de luxe interiors is quality distinctive, even possible lack of comfort and convenience, which will add to your every pleasure and give it new-walk-to-infinity.



In the pilot's compartment of the Custom Graham utility and sedan, you have been wisely treated to velvet seat backs. Quality is well evident in everything you see or touch, from the chrome-plated flange extenders to the underhood detail of the steering disk. Like a good piece of art, this handsome compartment will "grow" in you.

THERE'S a feeling of satisfaction in owning something distinctive, and Graham gives you that satisfaction twice—first in the car itself and again when you add the Custom Equipment Group.

Note the finer upholstery, the softer seat springs, the special plastic trim, the larger chrome-spoke steering wheel and other added refinements which go to make up the Custom group. You'll be proud to drive this swank Graham anywhere . . . eager to have your friends see it . . . glad you had the foresight to spend a few extra dollars for so much extra value.

Read the full list of Custom items. And remember, you can add the Custom group whether or not you have ordered the Supercharger group. (Metal Spring Covers also included when Custom group is installed on car without Supercharger.)



Custom Equipment Group Material and Prices

1. Special Pilots Type Upholstery with Comfort Type Extra
2. Soft Springs and Steel Bars
3. Flat Wheels, Inverness Shoes, Bedford Clutch, Special
4. Chrome-plated Flange Extenders
5. Special Chrome Spoke Steering Wheel with Horn Ring
6. Chrome Drive
7. Chrome Wheel
8. Chrome Wheel
9. Chrome Wheel
10. Chrome Wheel
11. Chrome Wheel
12. Chrome Wheel
13. Chrome Wheel
14. Chrome Wheel
15. Chrome Wheel
16. Chrome Wheel

GROUP PRICE
\$130.00
INSTALLED
AT FACTORY

(This price represents \$137.75 value if all items were separately purchased.)

IT LOOKS LIKE A MILLION.

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THE IMPORTANCE OF GRAHAM-DESIGNED ACCESSORIES

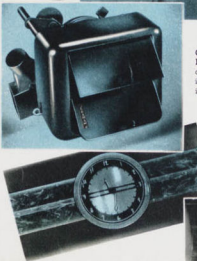


● Your Graham dealer has a host of accessories which he can install for your added comfort, convenience, or pleasure. But be sure to consult him about extra installations because only those items offered by an authorized Graham dealer have been tested and approved by Graham engineers. On this page are a few of the most popular accessories, and others are available.

Synchromatic Remote Safety Gear Shift with finger-tip control on the steering column. Another safety feature which also adds to the comfort and roominess of the driver's compartment by clearing the floor of the gear shift lever.



Graham Flexible Chrome-Spoke Steering Wheel with Safety Electric Horn Ring. Beautifies the interior appearance of the car! Its comfortable grip reduces driving fatigue.

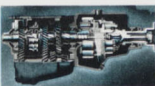


Graham 3-Way Hot Water Defroster Heater will make your car as comfortable and cozy as your fireside and will insure, also, a frost-clear windshield in cold weather.

Graham Custom Electric Clock. Attractive and very practical. Designed expressly to fit into the door of the package compartment. Edge-type lighting gives perfect illumination.

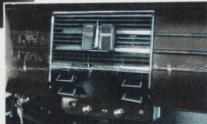


Fram Oil Filter saves money because it substantially reduces oil bills, keeps the oil clean and protects the engine from premature abrasive wear.



Overdrive "Economizer" Transmission. An economy feature which reduces engine speed in relation to car speed above 40 miles per hour; prolongs engine life; gives smoother, quieter operation with a substantial increase in gasoline economy.

Graham Phonic Radio. This superb custom-built 7-tube Radio with Automatic Station Selector and Tone Control increases the enjoyment of your Graham, putting the world's finest radio entertainment at your finger tips.



Graham Sun Toy Seat Covers enhance driving comfort in hot weather and protect upholstery the year around. Durable and quickly cleaned without removing.



1939 GRAHAM SPECIFICATIONS

Graham Special

ENGINE—Graham "Triple Sealed" 6-cylinder L-head type—bore and stroke 3 1/4" x 4 1/2"—displacement 217.8 cu. in.—A.M.A. horsepower rating 25.35—develops 90 horsepower at 3600 r.p.m.—high compression cylinder head—auto-thermic strut control aluminum pistons plated with bearing metal to resist wear—full pressure lubrication to all bearings, cylinder walls, pistons, valve tappets and timing chain—9 counterweight crankshaft with torsional dampener—positive cross flow crankcase ventilation.

FUEL AND EXHAUST SYSTEMS—16 gallon (U.S.) gasoline tank—fuel pump—fuel filter—1 1/2" triple venturi, down-draft carburetor with vacuum economizer—thermostatic heat-control valve.

COOLING SYSTEM—Water jackets full length of cylinder—water all around each cylinder and under pressure to valve seats—centrifugal water pump with lifetime lubricated bearings, 45 gals. per minute capacity—16" four blade fan—cellular radiator with filter under hood—thermostatic water temperature control.

CLUTCH AND TRANSMISSION—Semi-centrifugal single dry plate clutch—9 1/2" diameter spring cushioned driven member—85.2 sq. in. gripping area—all silent helical gear transmission—synchronizers for high and second gears—chrome-nickel steel gears (overdrive transmission and synchromatic remote safety gear shift optional at extra cost).

REAR AXLE AND PROPELLER SHAFT—Semi-floating rear axle with hypoid drive gear and piston—top roller bearings throughout—axle ratio 4.27 to 1 standard with 4.55 to 1 ratio optional—balanced tubular propeller shaft—needle roller bearing equipped ball type universal joints—joints operate for 200,000 mile periods between lubrication renewals.

FRONT AXLE AND STEERING—Reverse Elliott type I-beam axle—com. and lever steering gear with variable ratio—17" safety type steering wheel.

FRAME AND SPRINGS—Rigid double drop frame with heavily reinforced side rails and X-bracing—semi-elliptic springs—all springs eye and shock bolts rubber cushioned—spring lengths—front 38", rear 53"—front springs shockled at front end.

SHOCK ABSORBERS AND GYROLATOR—2-way hydraulic, direct action telescopic type shock absorbers, front and rear—"Gyrolator" stabilizer on front end—shock absorbers and gyrolator rubber-insulated.

BRAKES—Internal hydraulic on 4 wheels—1 1/2" cast iron and steel fused drums—rigid brake shoes with 1 1/4" moulded facings—parking brake on transmission with patrol grip lever in cowl of left of driver.

ELECTRICAL SYSTEM—Dodge 2 unit, 6.8 volt—positive shift starter—high output air cooled generator—vacuum spark advance—distributor mounted above engine—95-hour, 45-plate Willard battery—high-low beam headlights with foot button beam control.

WHEELS AND TIRES—All steel demountable wheels with drop center rims—tires 16 x 6.00, 4 Ply.

CAR MEASUREMENTS—Wheelbase 120"—car length (with bumper) 200 inches—car height 66 inches—car width over all 75 inches—wheel tread—front 56 1/2", rear 61 1/2".

COLORS—Five colors, with fenders and steel metal lacquered to match body color, available as follows: Black, Airline Gray, Meadowbrook Green, Monte Carlo Bronze, Riviera Blue.

Graham Special with Supercharger Equipment Group
(Specifications same as above except as follows):
ENGINE—Develops 116 horsepower at 4000 r.p.m.—high compression aluminum cylinder head—Centrifugal Supercharger, belt driven from crankshaft—From oil filter.

FUEL AND EXHAUST SYSTEMS—Dual exhaust manifolds—special exhaust valves 1 1/2" down draft, triple venturi carburetor—dual muffler system.

COOLING SYSTEM—Larger radiator core.
CLUTCH AND TRANSMISSION—9 1/2" diameter spring cushioned driven member—85.2 sq. in. gripping area.

FRONT AXLE AND STEERING—Kickback.
ELECTRICAL SYSTEM—105-hour—45-plate Willard battery—twin air horns—voltage control generator—cigar lighter.

WHEELS AND TIRES—6.25 x 16, 4-ply tires—metal spring covers.

Graham Special with Custom Equipment Group
(Specifications same as Graham Special with following exceptions):

STEERING—18" chrome steering wheel with horn ring.
ELECTRICAL SYSTEM—Electric clock—automatic cigar lighter.

WHEELS AND TIRES—Chrome wheel rims—metal spring covers included when custom group installed on car without Supercharger.

SPECIAL EQUIPMENT—Pillow type upholstery with comfort type extra soft springs and hair pads—carpeted front floor and cowl pads—flat woven Bedford cloth—special windoors and lace—chrome hood louvre moulding—plastic radiator ornament—1000-mile trip speedometer—door scuff plates—rear window curtain—special custom bumpers and bumper guards—special custom interior hardware.

COLORS—On custom models indecent colors in the following shades are supplied with fenders and metal parts lacquered to match body color: Egyptian Ivory, Cloud Gray, Mapleleaf Green, and Regal Maroon.

The right is reserved to change specifications, colors, prices or equipment at any time without incurring any responsibility with regard to cars previously sold.

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