

Graham Supercharger
for 1937



"... farther and faster

on a gallon of gasoline

than any car in America ..."



**VALUE
INTEGRITY
SERVICE**

America's Economy Champion

●
GRAHAM FOR 1937

GRAHAM engineers are accustomed to building the best in motor cars. Year after year they have led the industry with new departures aimed to insure the safety, the comfort, the high performance of their cars for the benefit of the Graham motoring public. How well they have succeeded is reflected in the long series of Graham engineering triumphs. Graham has always been first in the development of finer cars.

Four years ago, Graham engineers set themselves a problem of monumental difficulty.

Sensitive to the pressing demand of automobile drivers everywhere, they undertook to produce a car of super power plus a car which would drastically cut the cost of motor car operation.

The answer . . . the Graham "Supercharger" which has delivered over 100,000,000 miles of satisfactory service in the hands of Graham owners.

Having solved two major problems which resisted the attacks of automobile builders from the infancy of the industry, Graham engineers performed a third modern miracle.

They perfected the manufacture of the "Supercharger" to the point where it could be offered in standard production at low cost.

Graham now brings the magic of the supercharger within reach of all.

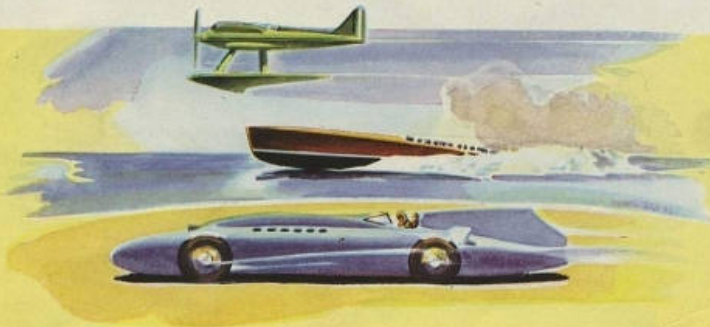
"... farther and faster on a gallon of gasoline than any car in America"

The Supercharger holds all records on land, on sea, and in the air for speed, development of power, fuel economy and reduction of weight in the engine.

Aviation has long enjoyed the benefits of supercharged power. With its aid, longer flights have been made possible, greater speed and dependability have been attained, and operating costs have been reduced.

Just as the supercharger—with tremendous power at low cost—removed the aeroplane from the era of expensive experimentation and placed it solidly in the field of passenger and freight transportation

So, the automotive supercharger, developed by Graham engineers, offers undreamed of triumphs of performance and economy for millions of persons who drive automobiles.

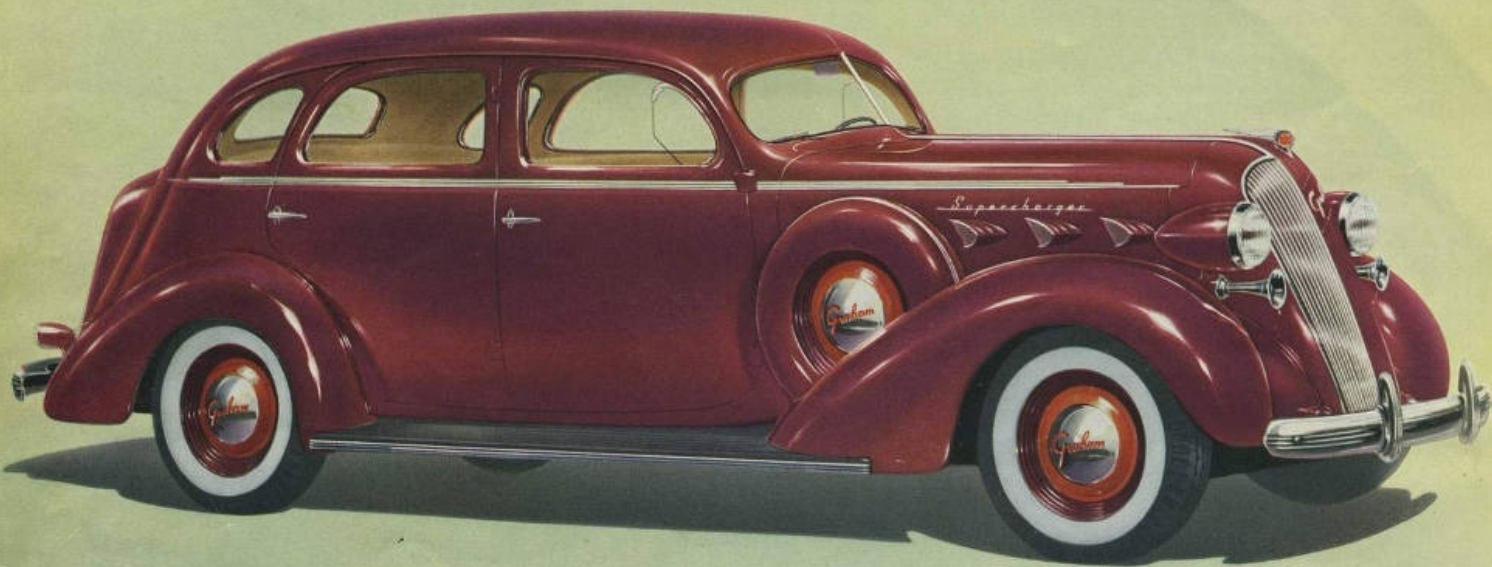


Built to revolve at $5\frac{1}{4}$ times engine speed, the sturdy, precision engineered supercharger rotor breaks gasoline into fine vapor, mixes it with air under pressure and forces evenly into the cylinders a fuel mixture of far greater efficiency than is achieved by any other method of automobile carburetion.

Using one-third less gasoline for every explosion in a cylinder, the Graham supercharged engine produces more power than any comparable engine without increase in engine weight.

It is the same principle which enabled lighter, more powerful airplane engines, using less fuel, to smash every known aviation record for speed and economy. In fact, modern transport flying would be impossible without the aid of the supercharger.





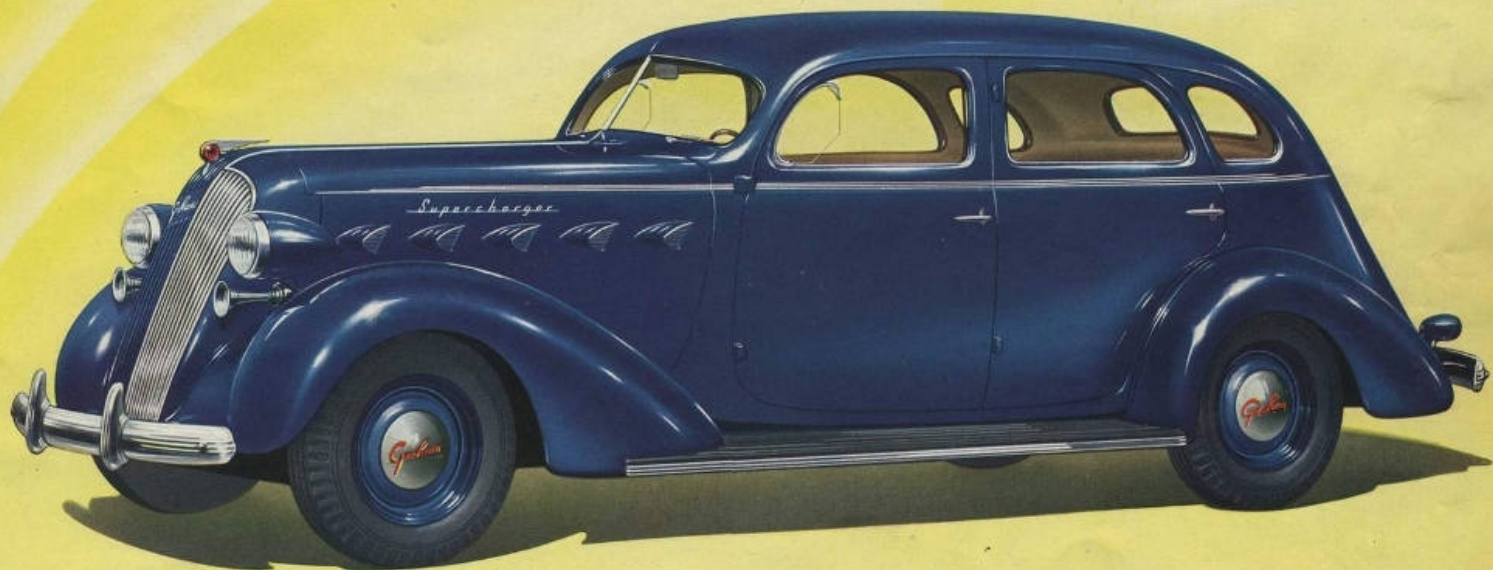
A low set handle allows easy access to the big built-in-trunk which provides greater luggage space and leaves the interior roomy for passenger comfort, free from bags, packages and bundles.



CUSTOM SUPERCHARGER, SERIES 120

Four-door Sedan With Trunk

MASTER car of the Graham line, this six wheel Custom Supercharger, gives everything you could desire in motoring comfort and satisfaction. The power of 116 horses under the long hood awaits your command. The 120-inch wheelbase provides luxuriant roominess. Add to these, modern windstream styling of Graham built super safe all steel bodies, smartly upholstered in choice of a beautiful new Sage Grey Highland Twist or high quality Mohair; extra wide seats; more than ample room for long legs in the extra large rear compartment; Graham's new cradle riding comfort; new driving ease of duo-ratio steering; quick vision instrument panel; velvet grip clutch; no finer car can be imagined!



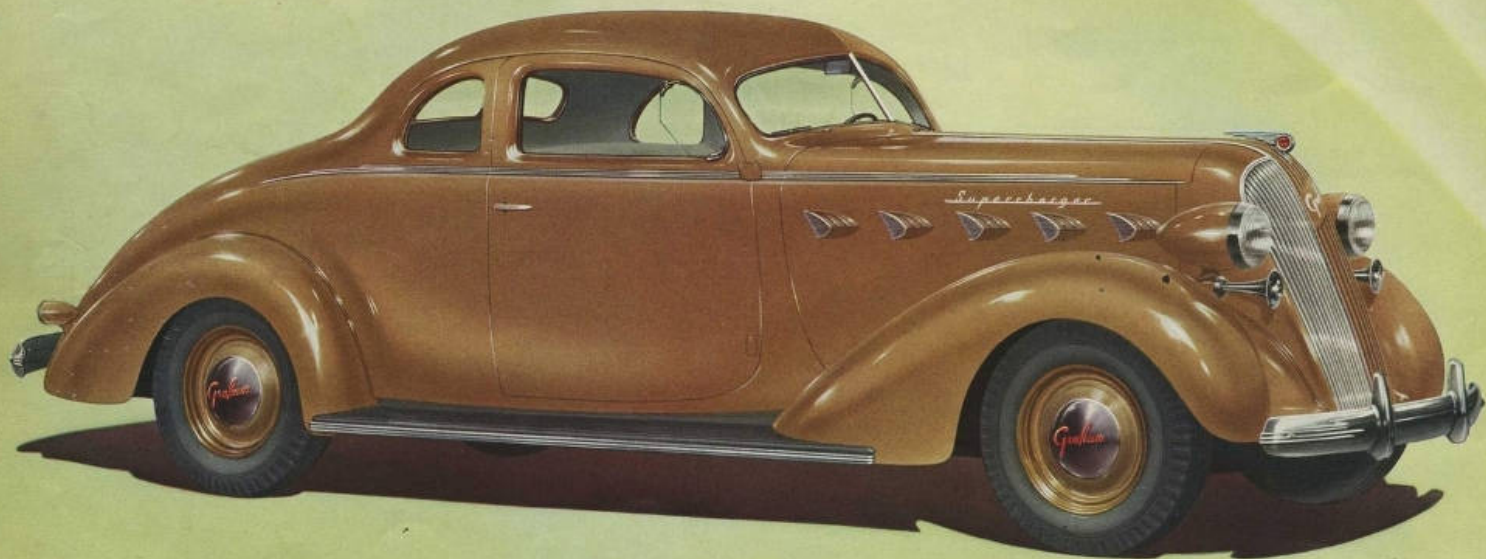
CUSTOM SUPERCHARGER, SERIES 120

Four-door Sedan

Your motoring pleasure will increase with every mile you drive in this luxuriously appointed Custom Supercharger Four-door Sedan. Powered by a 116-horsepower engine, supercharged for economy and performance; fully streamlined with spare tire concealed in the spacious luggage compartment at the rear; special comfort cushions upholstered in Highland Twist or high quality Mohair; extra wide seats and Graham's new cradle ride combine to give the ultimate in roomy travel comfort. Pistol grip parking brake, recessed foot rests, smartly styled Cordovan door pull straps offer every advantage for ease and convenience. The Custom Supercharger wheelbase is 120 inches.



Rear quarter windows operating like ventilator wings provide perfect ventilation without draft. The new windows deflect rain and snow while permitting circulation of ample fresh air within the car.



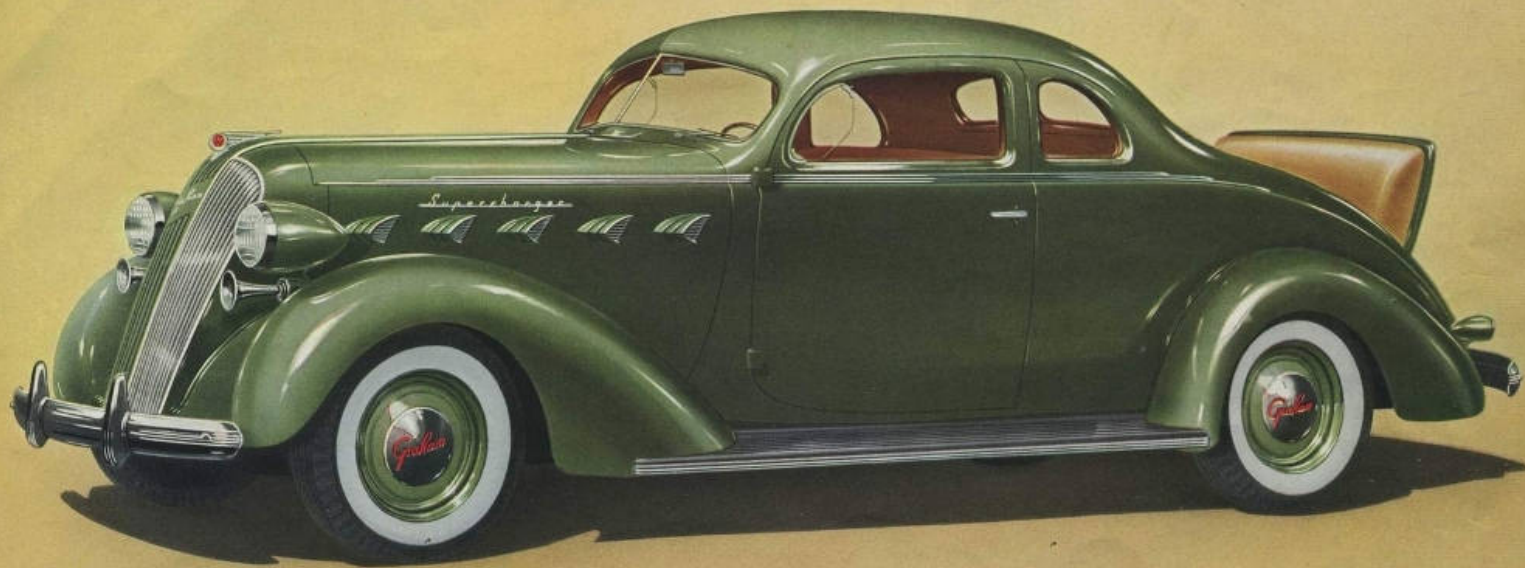
Startlingly beautiful in design is the new quick vision instrument panel. New edge type lighting provides perfect instrument illumination. At the right is a spacious package compartment.



CUSTOM SUPERCHARGER, SERIES 120

Business Coupe

HERE is the ideal business car, built to give exceptionally long service and real comfort to the man who spends many hours behind the wheel. Graham engineering has incorporated in this sturdy car the 116 horsepower engine supercharged for economy and performance; aluminum high compression cylinder head; plated aluminum alloy pistons with special steel struts; individually cooled cylinders with full length water jackets; new type clay element oil filter cartridge; and the new Graham instantaneous cylinder wall lubrication for cold weather starting. Graham built super safe all steel body and Graham Lite-touch two shoe hydraulic brakes make this the safest car on the road today.



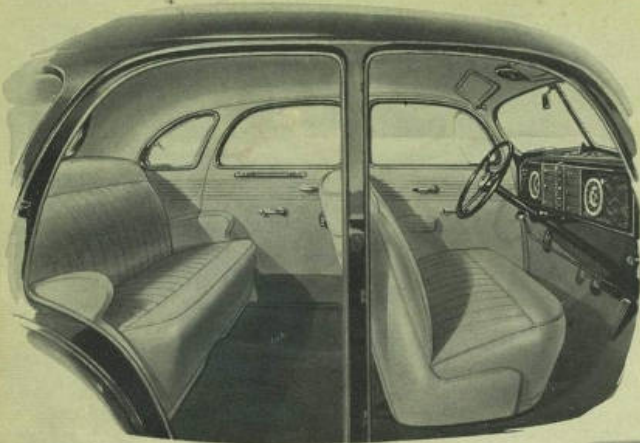
CUSTOM SUPERCHARGER, SERIES 120

Sport Coupe With Rumble Seat

COUPE enthusiasts will revel in the beauty of curve and contour built into this smart Custom Sport Coupe. A 116 horsepower engine supercharged for economy and extra power can "take it" hour after hour on the hills or straightaway. Deep soft cushions, richly upholstered in a new pattern Highland Twist or high quality Mohair, offer perfect comfort and relaxation for three. Arm rests on extra wide doors, convenient ash receivers, and side mounted pistol grip parking brake add to comfort and roominess. The Graham built super safe all steel body, a revelation in smart, streamlined beauty, combines with Graham Lite-touch hydraulic brakes for greatest safety.



Soft and generously wide arm rests blend harmoniously with the smart and modernly designed fittings and interior trim for greater beauty and comfort.



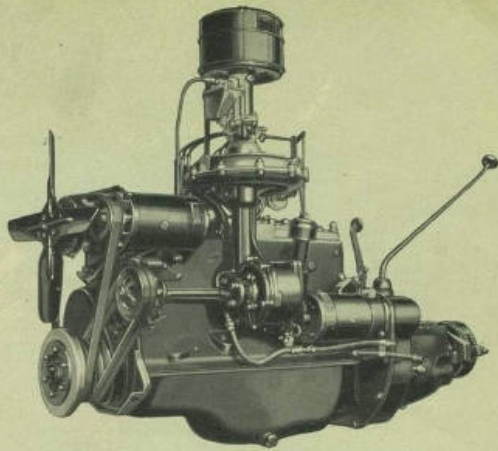
The beauty and distinctive comfort of the Custom Graham interior appeal irresistibly to the most fastidious motorist. Norman Bel Geddes conceived the simply beautiful master design. Special comfort cushions in Sage Grey Highland Twist or high quality Mohair softly supported on individually bound springs, offer superlative ease and roomy comfort for six passengers.

Generously wide arm rests set at the perfect comfort angle and exquisitely designed interior fittings strike a note of luxury.

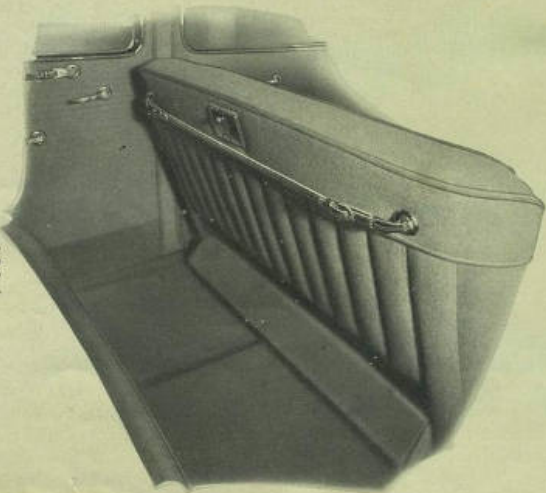


Added comfort thoughtfully provided . . . beauty and utility are grouped in the fully recessed foot rest and the richly finished, conveniently adjustable Cordovan robe strap.

Adjustable dual sun shades banish sun glare. Individually controlled dual windshield wipers provide clear vision in any weather. The action of the uniquely efficient windshield defroster, attached to the raw Graham three-way heater, is fully described in the accessories section.

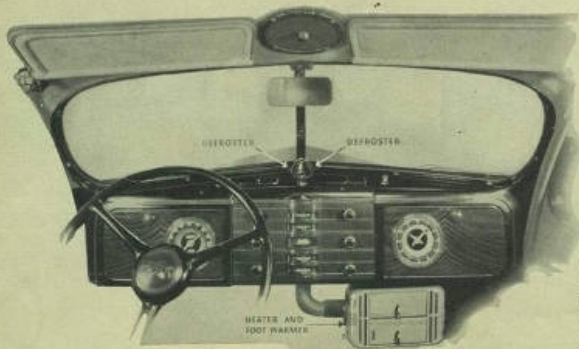


The Graham Custom Supercharger 116-horsepower engine drives a Graham farther and faster on a gallon of gasoline than any car in America. Every known record for speed and endurance on land, on sea and in the air is held by an engine employing the supercharger—The Graham supercharger, an integral part of a superior engine, is the highest precision piece of mechanism placed on any car at any price. This great engine is equipped with the sensational new Fram oil cleaner and the latest type silent oil bath air cleaner.



LUXURY FEATURES

OF THE GRAHAM CUSTOM SUPER-
CHARGER SERIES 120



GRAHAM

SUPERCHARGER SERIES 116

Proof of how well Graham has kept faith with the buying public for 1937 is readily seen in the six models of the Supercharger Series 116. The powerful Graham engine supercharged for Performance and Economy, has an aluminum cylinder head, plated aluminum alloy pistons, water heated fuel mixture system, cadmium silver interchangeable bearings, identical with the custom line.

Graham Lite-Touch hydraulic brakes, new duo-ratio steering, easy shift all silent transmission, the super safe all steel body, provide unequalled safety and driving ease.

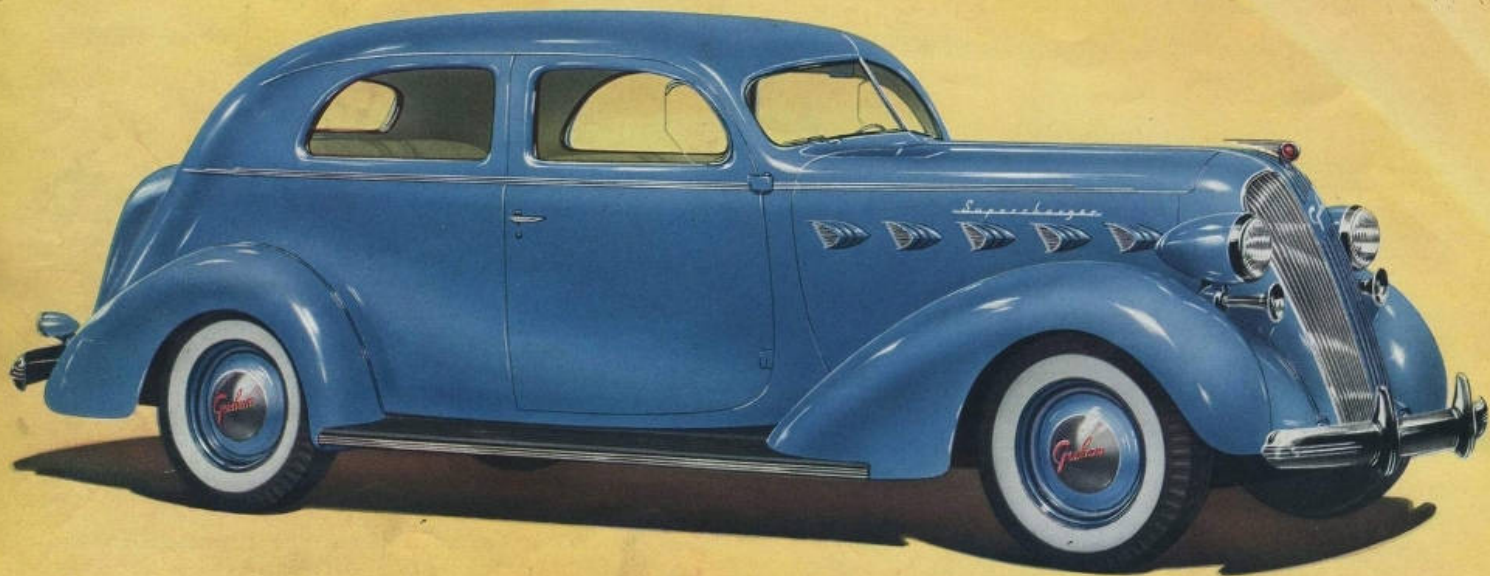
Little wonder then that this series of Graham Superchargers offers to motorwise America the greatest dollar for dollar value in Graham's 26 years of building fine motor cars.



Graham engineers are accustomed to building the best in motor cars.



No car but Graham can offer all these outstanding accomplishments: Economy and Performance—farther and faster on a gallon of gasoline than any car in America . . . Riding Comfort—the new, incomparable “cradle ride” made up of seven indispensable features exclusively grouped by Graham engineers . . . Ease of Handling—new duo-ratio steering, one ratio for greater responsiveness in straight-in-line steering, one ratio for greater parking ease—built into the Supercharger Series 116.



A fully streamlined model of the two door sedan is also available with no sacrifice of luggage space. A built-in luggage compartment replaces the trunk.



SUPERCHARGER, SERIES 116

Two-door Sedan With Trunk

ROOMINESS and comfort combine perfectly with supercharger performance and economy in this smartly styled, beautifully appointed two-door sedan. The front seat slides forward when tilted permitting unusually easy entrance and exit. Seven outstanding features contribute to Graham's luxurious new cradle ride. (1.) Equal weight distribution and balanced springing. (2.) Outboard springs (extra long, stretch 80 percent of wheelbase length). (3.) Gyrolator (the 5th spring which prevents side sway or body roll). (4.) Air-plane type tubular direct action shock absorbers. (5.) Low center of gravity (all models wider than their height). (6.) Low pressure tires. (7.) Rubber cushioned spring shackles.



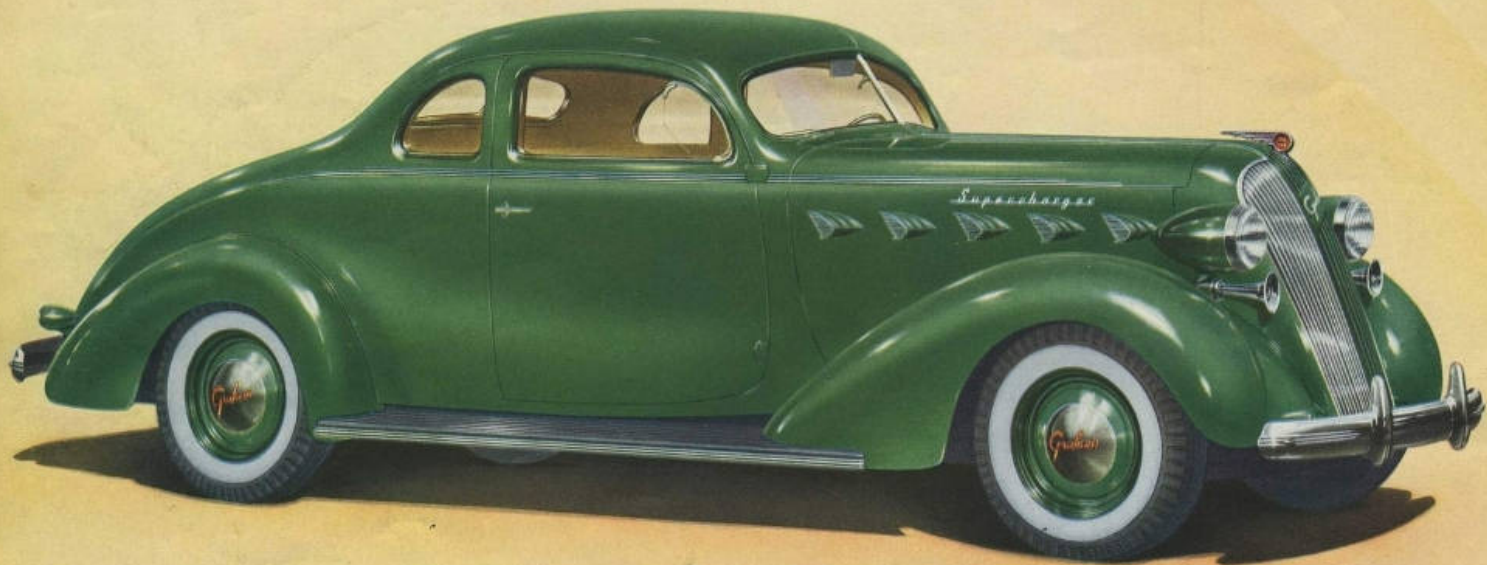
SUPERCHARGER, SERIES 116

Four-door Sedan With Trunk

THIS big, roomy, smartly styled four-door Supercharger Sedan is rightly named . . . the ideal family car. The brilliant performance and economy of the powerful Supercharger engine; new Graham cradle riding comfort; Graham built super safe all steel body; aluminum high compression cylinder head, cadmium silver interchangeable bearings, completely rubber insulated chassis, light touch hydraulic brakes, plated aluminum alloy pistons, new duo-ratio steering, all silent transmission are combined at the lowest prices in Graham's history. One ride will convince you the family budget has no better friend than Supercharger performance coupled with proven Supercharger economy.



The Supercharger four-door sedan is also available with a spacious built-in luggage compartment. This design gives full streamlined styling without sacrificing convenient luggage space.



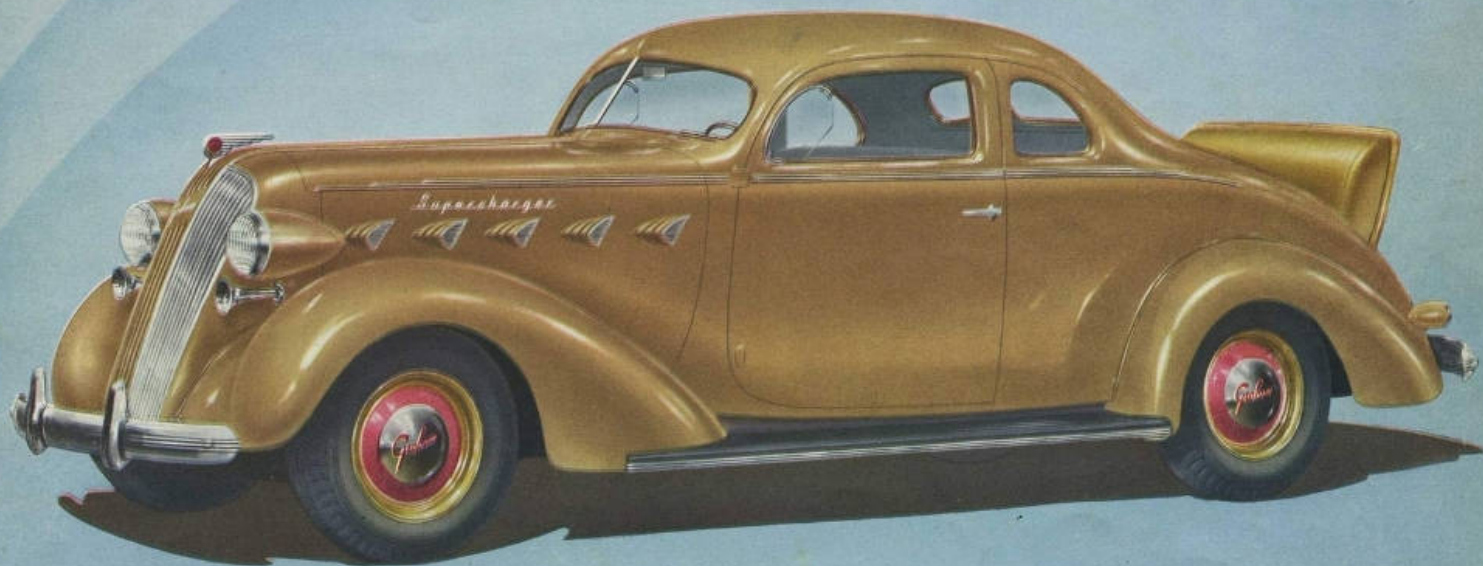
Gracefully styled, full depth front window ventilator wings deflect rain and drifting snow and allow perfect ventilation control in all weather. No bars or crosspieces obstruct clear vision.



SUPERCHARGER, SERIES 116

Business Coupe

THE extra comfort, the extra economy, the extra performance of this Supercharger Business Coupe will be appreciated by those who practice steady driving. Wide, roomy, adjustable seat, convenient arm rest, handily placed ash receivers, easy to read instrument panel, spacious package compartment provide solid comfort for one passenger or three. The long rear deck cover extends below the floor level of the luggage compartment offering no obstacle to easy loading and unloading. Truly a business man's car, safety equipped with Graham built super safe all steel body and Graham Lite-touch hydraulic brakes, it is driven by a high-powered Supercharged Graham engine.



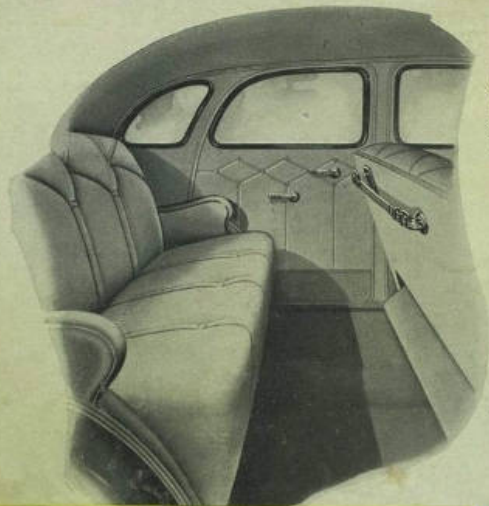
SUPERCHARGER, SERIES 116

Sport Coupe With Rumble Seat

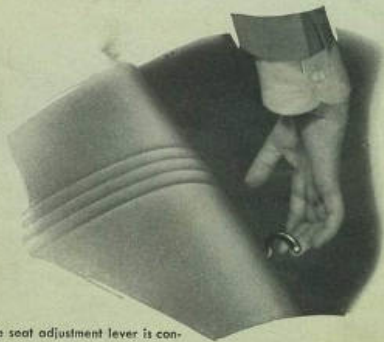
THE Supercharger Sport Coupe has something that sets it apart . . . a youthful poise, an eagerness to take the road . . . a new refreshing beauty. Under the long, graceful hood purrs a high-powered compact Graham supercharged engine—star studded with Graham engineering achievements . . . high compression aluminum cylinder head, cadmium silver interchangeable bearings, plated aluminum alloy pistons—and a host of others. There is plenty of room for three in the deep cushioned seats. All silent transmission; new duo-ratio steering; smooth, velvet grip clutch; super safe all steel body and Graham Lite-touch hydraulic brakes give driving ease you have never before experienced.



The indispensable interior package shelf behind the driver is conveniently located and of ample width. There is plenty of room here for brief cases, packages and personal belongings.



This charming interior design exemplifies Graham's great care in selecting the most modern appointments. The wide soft cushions are luxuriously upholstered in new and beautiful Dimpled Boucle.

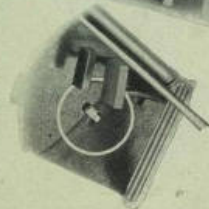


The seat adjustment lever is conveniently located for right hand operation by the driver.

The new pistol grip hand brake lever is cleverly mounted under the dash at the left, adding greatly to front compartment roominess.



Courtesy and safety became habitual with the easy operating headlight control button at the left of the clutch pedal.



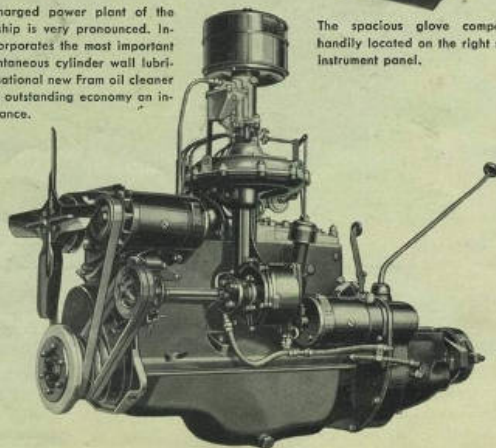
OUTSTANDING FEATURES

OF THE GRAHAM SUPERCHARGER
SERIES 116



The spacious glove compartment is handily located on the right side of the instrument panel.

In this high-powered compact Supercharged power plant of the series 116, Graham engineering leadership is very pronounced. Inherently smooth and dependable, it incorporates the most important engineering development of 1937. Instantaneous cylinder wall lubrication for cold weather starting. The sensational new Fram oil cleaner and the silent oil bath air cleaner make outstanding economy an invariable component of brilliant performance.



WIPER BUTTON

WIPER BUTTON

CIGAR LIGHTER

Ash receiver, cigarette lighter and a compartment for storing cigarettes are conveniently placed for both the driver and the front seat passenger. Windshield wipers are individually controlled with gracefully styled snap buttons.

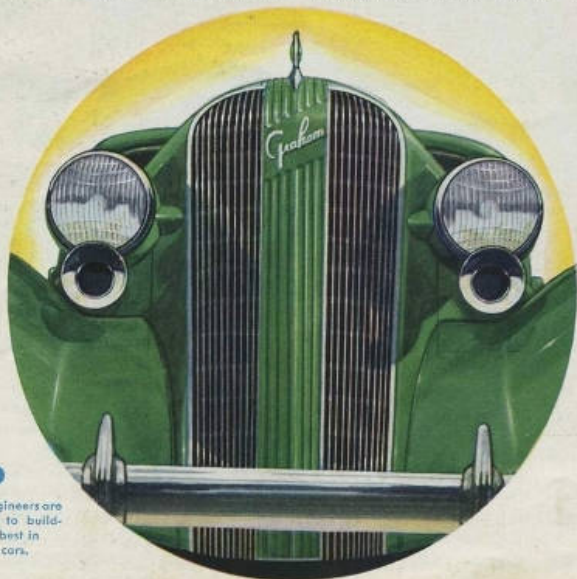
GRAHAM

CAVALIER SERIES 95

Beautifully designed by the same Graham engineers . . . skillfully built by the same precision minded Graham workmen . . . rolling down the same careful assembly line with the Graham Custom Superchargers . . . the Graham Cavalier is far in advance of any other car in the same low price class. Graham unbeatable performance . . . Graham record breaking economy . . . are engineered into these roomy, comfortable, ex-

ceedingly beautiful and easy handling cars.

Designed and built for the discriminating motorist who desires the best car his money can buy . . . the motorist who appreciates the effortless service and long life of a finely attuned mechanism . . . the Cavalier shares with other fine Gramahs sterling features for comfort, safety and dependability which make it the ideal car for any purpose.



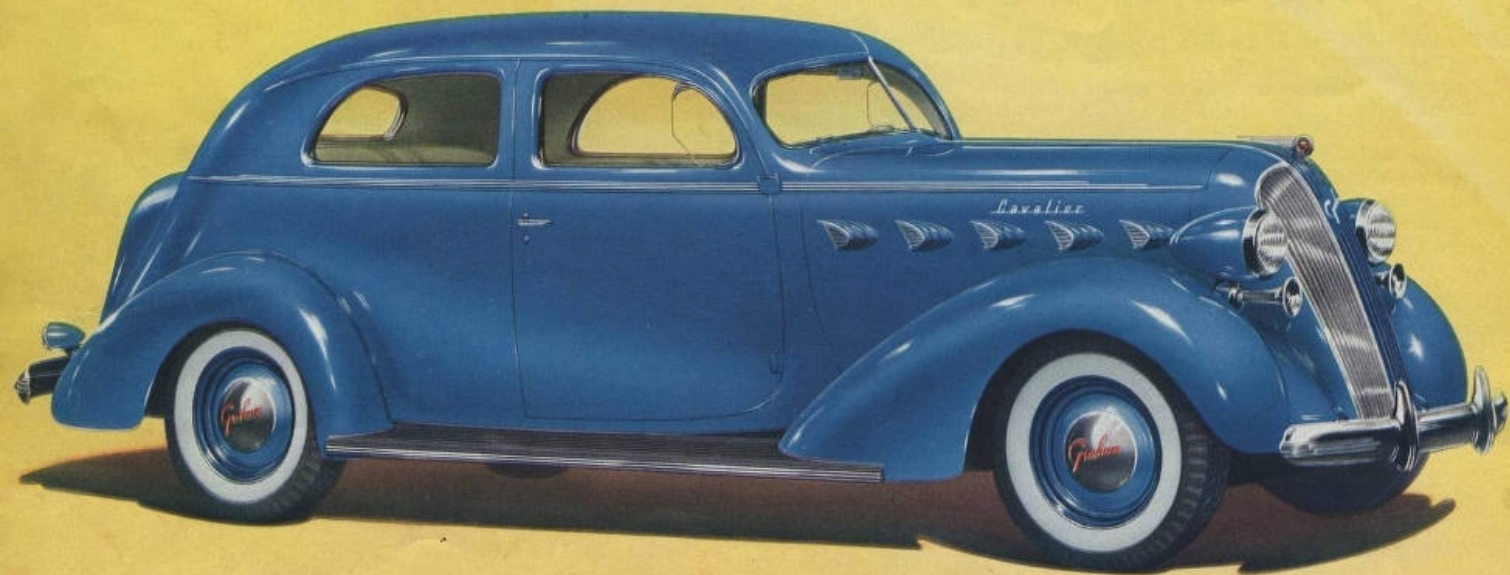
Graham engineers are accustomed to building the best in motor cars.



The four models in the Cavalier series are perfectly balanced from bumper to bumper. Cadmium Silver bearings, aluminum high compression cylinder head, velvet grip clutch, lite-touch hydraulic brakes, Graham built super safe all steel body . . . are only a few of many significant engineering achievements which set the Cavalier apart.

The proof of the pudding is in the eating. Only behind the wheel of a Cavalier will you come to a full understanding of its superiority. Only by an actual driving test under any condition and over any road you may desire will you come to a complete appreciation of its astounding value at remarkably low prices.





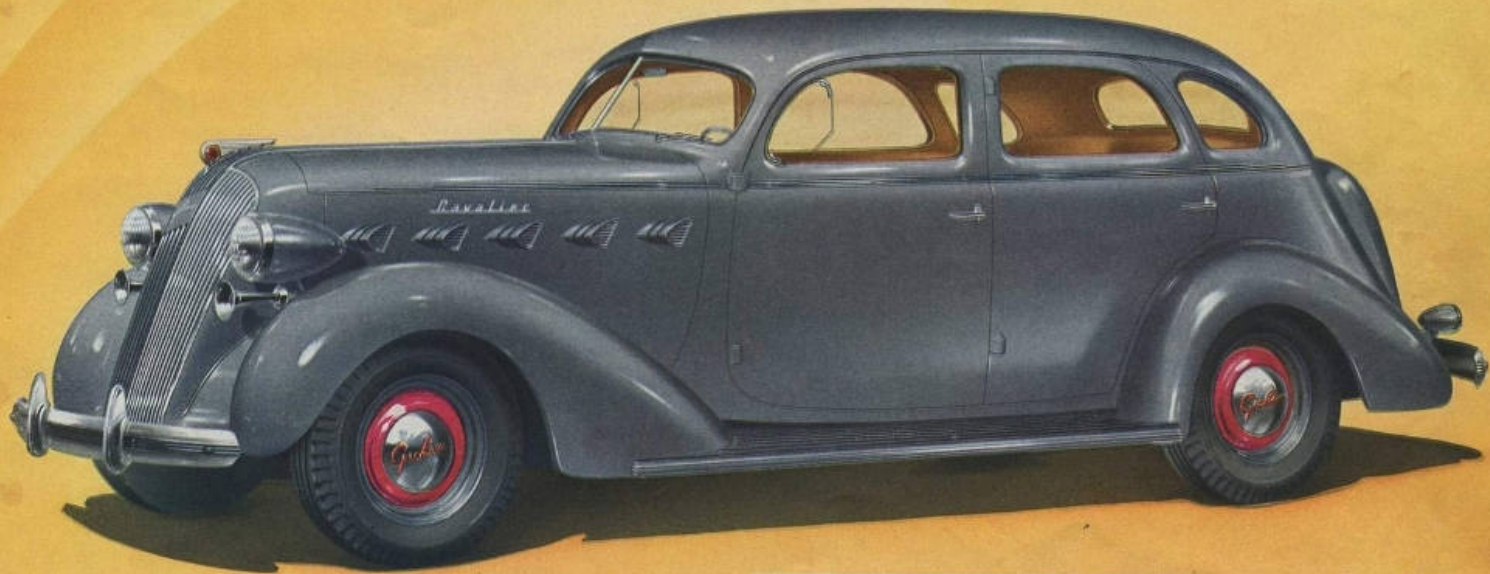
Full streamlining for the two-door sedan does not sacrifice luggage space. This model is available with a built-in luggage compartment replacing the trunk.



CAVALIER, SERIES 95

Two-door Sedan With Trunk

MANY choose the two-door touring Cavalier Sedan for the extra safety of the rear tonneau when small children are in the car. A full sedan type split front seat, upholstered in Dimple Bouclé, gives the interior the luxurious roominess and superior style of a four-door sedan. Graham built super safe all steel body, Graham cradle ride, Lite-touch hydraulic brakes; and a smooth running powerful Graham engine, with cadmium silver bearings, individually cooled cylinders with full length water jackets, plated aluminum alloy pistons, and aluminum high compression cylinder head contribute to the greater flexibility, outstanding economy of operation and long life for which the Cavalier is famous.



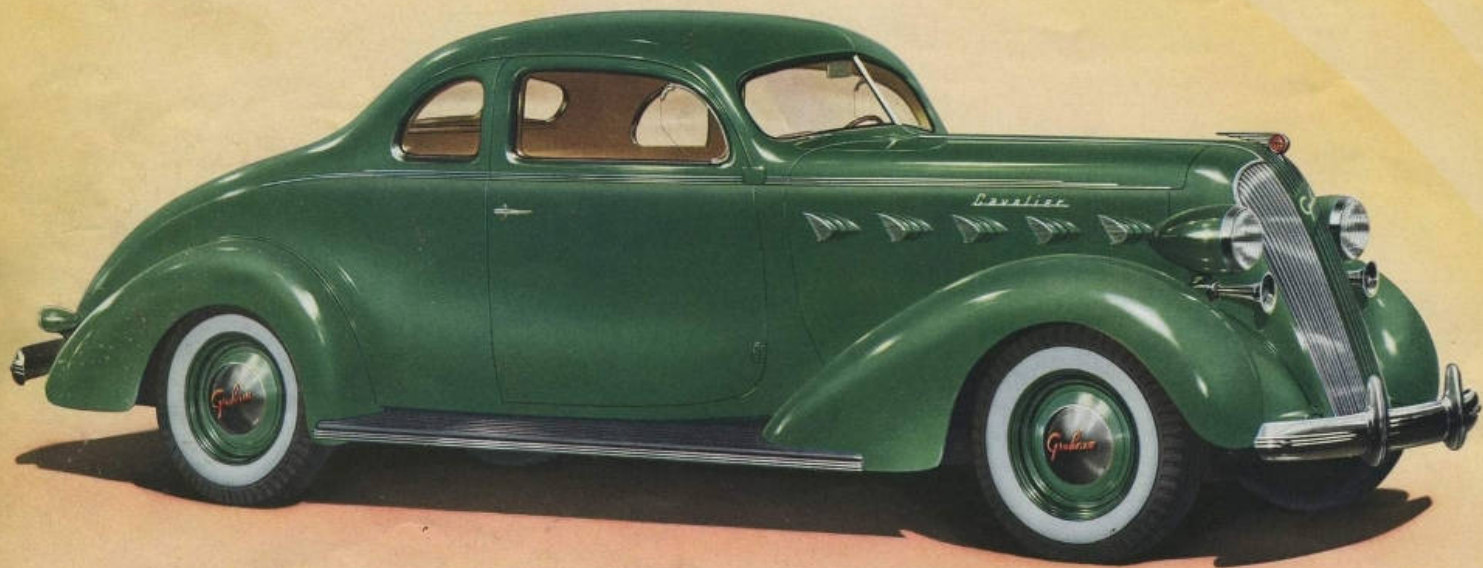
CAVALIER, SERIES 95

Four-door Sedan With Trunk

THIS smartly styled Graham Cavalier four-door sedan is truly the car for every purpose. Big roomy interiors and wide seats richly upholstered in Dimpled Boucle' permit six to ride in complete comfort; large luggage space in the built-in-trunk, conveniently placed ash receivers, new quick vision instrument panel promote convenience. New duo-ratio steering . . . one ratio for effortless straight-in-line steering . . . one ratio for greater parking ease, Lite-touch hydraulic brakes, velvet grip clutch, Graham's new cradle ride, super safe all steel body and a smooth running powerful Graham engine mounted on four live rubber cushions make this sedan the outstanding dollar value of the year.



The four-door sedan is also available in a fully streamlined model with no sacrifice of luggage space. The trunk is replaced by a built in luggage compartment.



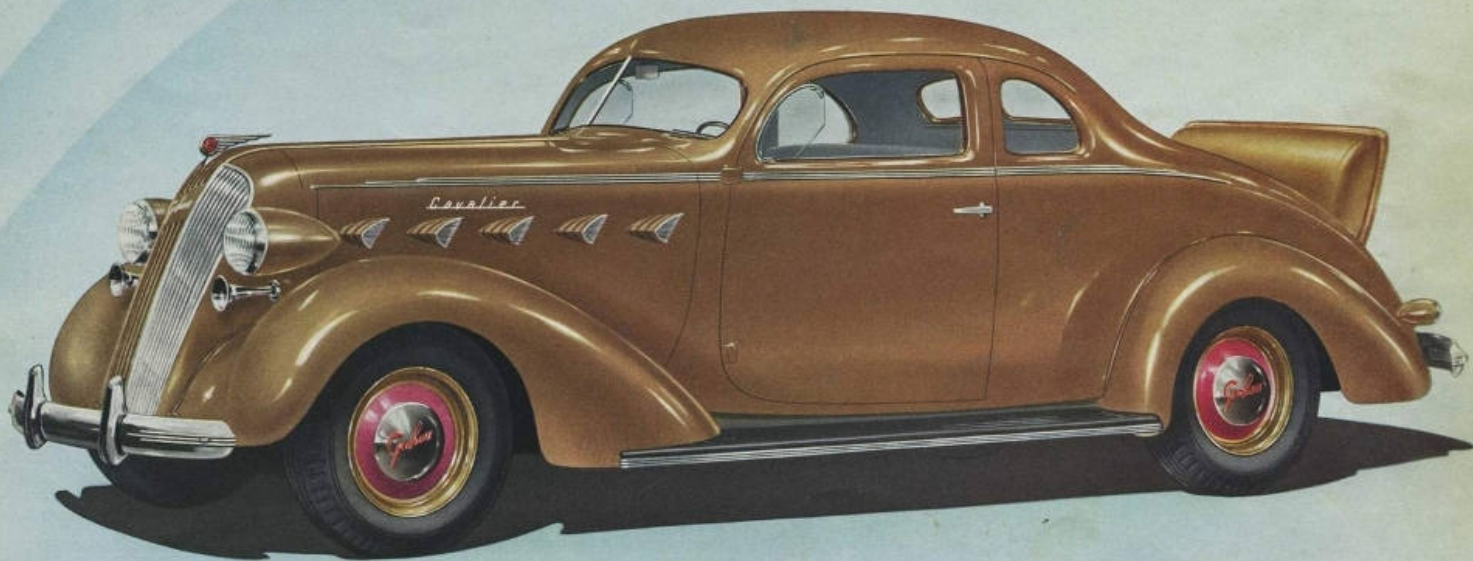
The spare tire and wheel is conveniently stored behind the passenger's seat. A handy compartment adjacent to the tire storage space provides ample room for small luggage.



CAVALIER, SERIES 95

Business Coupe

FLASHING performance—superb riding comfort—plus outstanding economy—recommend this Cavalier Business Coupe to men who spend many hours behind the wheel. The deep comfort-cushioned seat is wide enough for three. Convenient standard features include adjustable sun shade, adjustable seat, easy to reach dual ash receivers, new design quick vision instrument panel with edge type lighting, and pistol grip parking brake. The long life, completely rubber insulated Graham chassis with X-braced double box frame, Graham hydraulic Lite-touch brakes and Graham built super safe all steel body make this Cavalier tops for riding comfort, smartness and low cost in a business man's car.



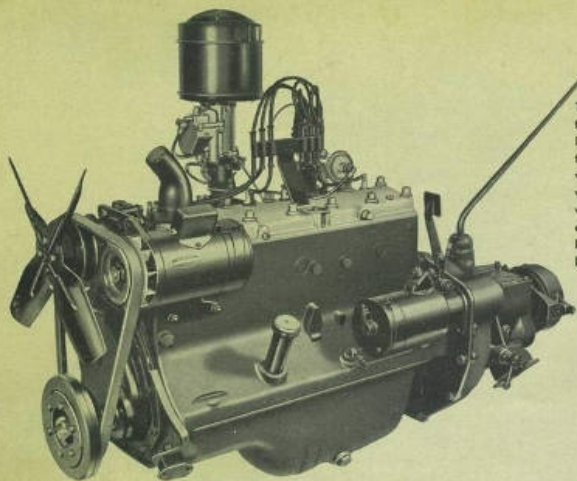
CAVALIER, SERIES 95

Sport Coupe With Rumble Seat

SMART, modernly low, and beautiful is the Cavalier Sport Coupe. Three find ample room on the wide deeply-cushioned seat upholstered in Dimpled Boucle. A pistol grip parking brake is up out of the way at the driver's left. The wide parcel shelf behind the seat is unusually convenient. New duo-ratio steering, easy shift all silent transmission, velvet grip clutch and Lite-touch hydraulic brakes offer unequalled ease of operation. A smooth high-powered Graham engine responds to the slightest touch of the accelerator . . . and maintains a reserve of power at all operating speeds. The beautifully finished rumble seat is comfortable as a sedan. This car is thrilling to drive and to own.



The wide, convenient rumble seat, artistically finished, provides complete comfort and ample room for two passengers. Small luggage may be stored in a compartment behind the driver.



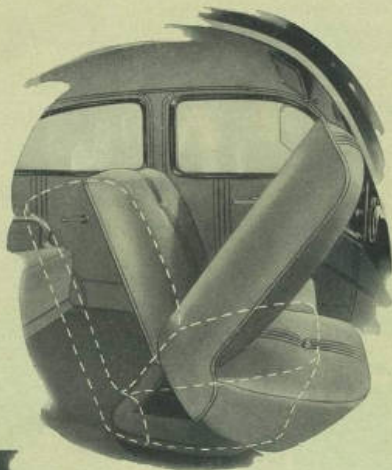
Twenty-six years of building fine motors enables Graham to offer the powerful Cavalier engine at an outstandingly low price. Advanced combustion engineering, fully counterweighted crankshaft with Cadmium silver bearings, individually cooled cylinders with full length water jackets, water cooled valve seats, plated aluminum alloy pistons with special steel struts, aluminum high compression cylinder head account for remarkable economy and uniformly high performance. This fine engine is equipped with the latest type silent oil bath air cleaner.



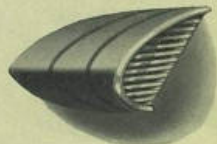
Sliding glass front windows encased in dust proof window channels offer new possibilities in ventilation control. Ample fresh air, free from draft, may be secured with windows only slightly opened.

UNUSUAL FEATURES

OF THE GRAHAM CAVALIER
SERIES 95

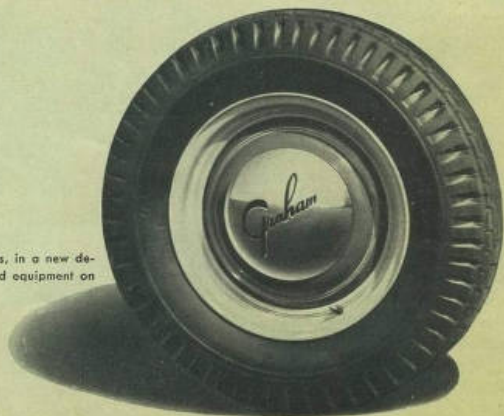
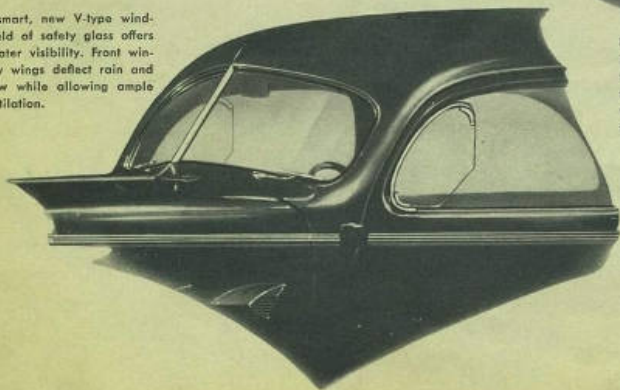


Full width, sedan type split front seats in the Cavalier two-door sedan slide forward when tilted, permitting easy entrance and exit. Deep, soft cushions provide ample room and complete comfort for three front seat passengers.



The strikingly beautiful hood louvres add fleetness to the new Grams.

A smart, new V-type windshield of safety glass offers greater visibility. Front window wings deflect rain and snow while allowing ample ventilation.



Steel Disc wheels, in a new design are standard equipment on these fine cars.

S P E C I F I C A T I O N S

CUSTOM SUPERCHARGER

SERIES 120

SERIES 120—Car lengths (with bumpers) Sedan—202 inches; 120" wheelbase; Coupe—198 inches; 116" wheelbase. Graham built 6 cylinder L-head engine, 116 horsepower; bore 3 1/4"; stroke 4 3/4"; displacement 217.8 cubic inches; compression ratio—6.7 to 1; Graham built centrifugal supercharger with water heated fuel mixture provides super-acceleration and super-economy at high speeds; aluminum high compression cylinder head; full length cylinder water jackets and individually cooled cylinders; external oil filter; positive cross-flow crankcase ventilation.

LUBRICATION . . . Engine—pressure to bearings, valve lifters and timing chain; spray to cylinders, pistons and wrist pins; gear type oil pump; oil strainer; automatic oil temperature control.

COOLING . . . Pump circulated; water all around valve seats, supercharger rotor and full length and between each cylinder; cellular radiator with concealed filler; packless centrifugal water pump; automatic thermostat; 4 blade fan, belt driven.

FUEL SYSTEM . . . Camshaft driven fuel pump; fuel filter; down-draft carburetor with economizer; oil bath air cleaner; automatic temperature control for fuel mixture.

ELECTRICAL . . . Voltage control generator, air cooled and vee belt driven; distributor mounted above engine; vacuumic spark advance; manual gear starter engagement; tilt-ray head lamps; parking lights in head lamps.

CLUTCH . . . Semi-centrifugal single dry plate type, spring cushioned; asbestos composition facings; noiseless ball thrust throwout bearing.

TRANSMISSION . . . All silent, including reverse; helical gears; gear synchronizers.

PROPELLER SHAFT . . . Balanced tubular shaft; two ball type universal joints fitted with needle roller bearings.

REAR AXLE . . . Semi-floating, spiral bevel type; nickel molybdenum steel gears; gear ratio—4.27 to 1.

FRONT AXLE . . . Reverse Elliott type; I-beam center; ball thrust bearings in steering pivots.

GYROLATOR . . . Graham built; eliminates side sway and keeps body level with axles; rubber cushioned throughout; no lubrication necessary.

SPRINGS . . . Semi-elliptic, front and rear; springs mounted outside of frame; spring eye and shackles bolts rubber cushioned, squeakproof, rattleproof, require no lubrication.

FRAME . . . Double-drop X-braced type; K-type front cross member with boxed-in side rails; mounted low between wide spaced outboard springs.

STEERING GEAR . . . Cam and dual stud type with duo ratio; ball type reach rod connections; three spoke safety type steering wheel.

BRAKES . . . Graham hydraulic; sealed against the elements; 11" cast iron lined drums; moulded brake linings; parking brake at rear of transmission; pistol grip type hand brake lever at left of driver.

WHEELS . . . 16" steel disc type; spare wheel carried inside body; tires, 16 x 6.50.

RADIO . . . (Available at extra cost) Philco two unit type with over head speaker. Tone control on speaker; exceptional selectivity; long range pick-up under all operating conditions.

OVERDRIVE . . . (Optional at extra cost) Automatic in operation; provides 3.31 to 1 final drive gear ratio at speeds above 40 miles per hour; permits free wheeling at all slower speeds; lockout control permits operating without free wheeling and overdrive action.

SUPERCHARGER

SERIES 116

SERIES 116—Car length (with bumpers) 198 inches; 116" wheelbase. Graham built 6 cylinder L-head engine, 106 horsepower; bore 3 1/4"; stroke 4"; displacement 199.1 cubic inches; compression ratio—6.7 to 1; Graham built centrifugal supercharger with water heated fuel mixture provides super-acceleration and super-economy; aluminum high compression cylinder head; full length cylinder water jackets and individually cooled cylinders; positive cross-flow crankcase ventilation.

LUBRICATION . . . Engine—pressure to bearings, valve lifters and timing chain; spray to cylinders, pistons and wrist pins; gear type oil pump; oil strainer; automatic oil temperature control.

COOLING . . . Pump circulated; water all around valve seats, supercharger rotor and full length and between each cylinder; cellular radiator with concealed filler; packless centrifugal water pump; automatic thermostat; 4 blade fan, belt driven.

FUEL SYSTEM . . . Camshaft driven fuel pump; fuel filter; down-draft carburetor with economizer; oil bath air cleaner; automatic temperature control for fuel mixture.

ELECTRICAL . . . Variable output generator, air cooled and vee belt driven; distributor mounted above engine; vacuumic spark advance; manual gear starter engagement; tilt-ray head lamps; parking lights in head lamps.

CLUTCH . . . Semi-centrifugal single dry plate type, spring cushioned; asbestos composition facings; noiseless ball thrust throwout bearing.

TRANSMISSION . . . All silent, including reverse; helical gears; gear synchronizers.

PROPELLER SHAFT . . . Balanced tubular shaft; two ball type universal joints fitted with needle roller bearings.

REAR AXLE . . . Semi-floating, spiral bevel type; nickel molybdenum steel gears; gear ratio—4.27 to 1.

FRONT AXLE . . . Reverse Elliott type; I-beam center; ball thrust bearings in steering pivots.

GYROLATOR . . . Graham built; eliminates side sway and keeps body level with axles; rubber cushioned throughout; no lubrication necessary.

SPRINGS . . . Semi-elliptic, front and rear; springs mounted outside of frame; spring eye and shackles bolts rubber cushioned, squeakproof, rattleproof, require no lubrication.

FRAME . . . Double-drop X-braced type; K-type front cross member with boxed-in side rails; mounted low between wide spaced outboard springs.

STEERING GEAR . . . Cam and dual stud type with duo ratio; ball type reach rod connections; three spoke safety type steering wheel.

BRAKES . . . Graham hydraulic; sealed against the elements; 11" cast iron lined drums; moulded brake linings; parking brake at rear of transmission; pistol grip type hand brake lever at left of driver.

WHEELS . . . 16" steel disc type; spare wheel carried inside body; tires, 16 x 6.25.

RADIO . . . (Available at extra cost) Philco two unit type with over head speaker. Tone control on speaker; exceptional selectivity; long range pick-up under all operating conditions.

OVERDRIVE . . . (Optional at extra cost) Automatic in operation; provides 3.31 to 1 final drive gear ratio at speeds above 40 miles per hour; permits free wheeling at all slower speeds; lockout control permits operating without free wheeling and overdrive action.

CAVALIER

SERIES 95

SERIES 95—Car length (with bumpers) 198 inches; 116" wheelbase. Graham built 6 cylinder L-head engine, 85 horsepower; bore 3 1/4"; stroke 4"; displacement 199.1 cubic inches; compression ratio—6.7 to 1; aluminum high compression cylinder head; full length cylinder water jackets and individually cooled cylinders; positive cross-flow crankcase ventilation.

LUBRICATION . . . Engine—pressure to bearings, valve lifters and timing chain; spray to cylinders, pistons and wrist pins; gear type oil pump; oil strainer; automatic oil temperature control.

COOLING . . . Pump circulated; water all around valve seats, supercharger rotor and full length and between each cylinder; cellular radiator with concealed filler; packless centrifugal water pump; automatic thermostat; 4 blade fan, belt driven.

FUEL SYSTEM . . . Camshaft driven fuel pump; fuel filter; down-draft carburetor with economizer; oil bath air cleaner; automatic temperature control for fuel mixture.

ELECTRICAL . . . Variable output generator, air cooled and vee belt driven; distributor mounted above engine; vacuumic spark advance; manual gear starter engagement; tilt-ray head lamps; parking lights in head lamps.

CLUTCH . . . Semi-centrifugal single dry plate type, spring cushioned; asbestos composition facings; noiseless ball thrust throwout bearing.

TRANSMISSION . . . Synchro-silent; helical gear for countershaft gear and second speed synchronizers.

PROPELLER SHAFT . . . Balanced tubular shaft; two ball type universal joints fitted with needle roller bearings.

REAR AXLE . . . Semi-floating, spiral bevel type; nickel molybdenum steel gears; gear ratio—4.45 to 1.

FRONT AXLE . . . Reverse Elliott type; I-beam center; ball thrust bearings in steering pivots.

GYROLATOR . . . Graham built; eliminates side sway and keeps body level with axles; rubber cushioned throughout; no lubrication necessary.

SPRINGS . . . Semi-elliptic, front and rear; springs mounted outside of frame; spring eye and shackles bolts rubber cushioned, squeakproof, rattleproof, require no lubrication.

FRAME . . . Double-drop X-braced type; K-type front cross member with boxed-in side rails; mounted low between wide spaced outboard springs.

STEERING GEAR . . . Cam and lever type; ball type reach rod connections; three spoke safety type steering wheel.

BRAKES . . . Graham hydraulic; sealed against the elements; 9" pressed steel drums; moulded brake linings; parking brake at rear of transmission; pistol grip type hand brake lever at left of driver.

WHEELS . . . 16" steel disc type; spare wheel carried inside body; tires, 16 x 6.00.

RADIO . . . (Available at extra cost) Philco two unit type with over head speaker. Tone control on speaker; exceptional selectivity; long range pick-up under all operating conditions.

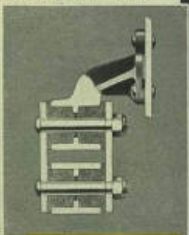
OVERDRIVE . . . (Optional at extra cost) Automatic in operation; provides 3.31 to 1 final drive gear ratio at speeds above 40 miles per hour; permits free wheeling at all slower speeds; lockout control permits operating without free wheeling and overdrive action.

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

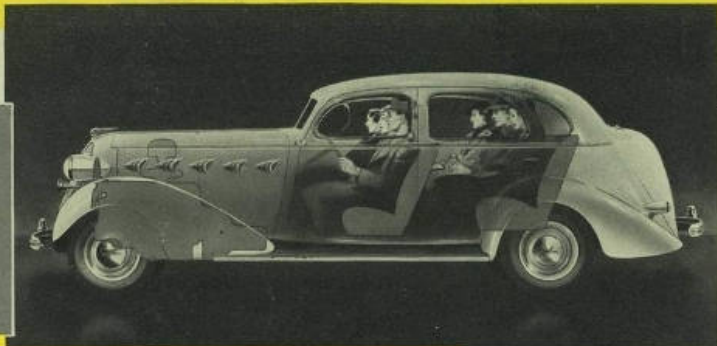
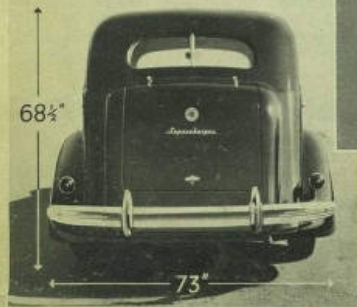
GRAHAM - PAIGE MOTORS CORPORATION • DETROIT, MICHIGAN

GRAHAM'S GREAT FEATURES FOR 1937

Rubber cushioned spring shackles soften and absorb minor road shocks, rattleproof, saveak-proof and require no lubrication.



All Graham cars are much wider than their height—the result is a much lower center of gravity for extra safety.

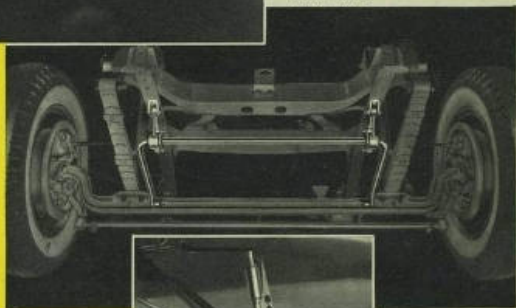


Equal weight distribution both front and rear is essential. Front and rear seat passengers are cradled between the axles over front and rear springs of coordinated flexibility.

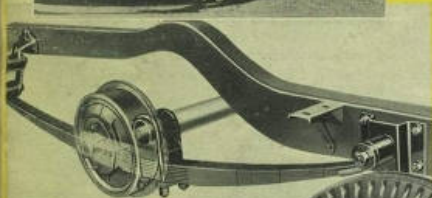
Gyrolator — Graham's 5th spring — prevents side sway and body roll on curves, and rough roads. Keeps car on an even keel for extra safety.

GRAHAM 1937 CRADLE RIDE

Graham's new and incomparable Cradle Ride is the combined result of seven indispensable features exclusively grouped by Graham engineers. This delightful, restful riding pleasure cannot be duplicated if any single component is eliminated. All seven are required. Gone forever, is the tossing and pitching familiar to back seat passengers in so many other cars . . . Ride in a Graham and feel the difference.



Airplane type tubular shock absorbers. Two way direct action — checks both bound and rebound softly and efficiently.



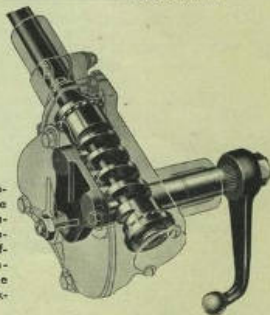
Frame is cradled between extra long outboard springs extending 80 percent of the wheelbase length—permitting wider treads, wider bodies, wider seats and lower center of gravity for safety.



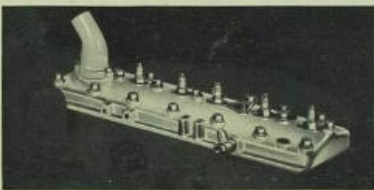
Low pressure tires require only 24 to 28 pounds of air, cushion road shocks and are noiseless.



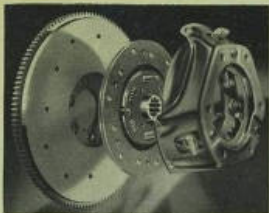
Graham's new Duo-ratio steering is the finest steering mechanism ever built. It provides one ratio for effortless, straight-in-line steering . . . one ratio for greater parking ease.



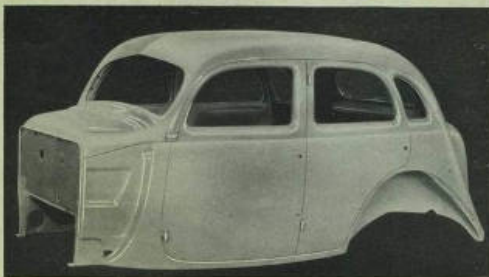
The aluminum high compression cylinder head permits a high compression ratio to achieve outstanding performance and economy with regular fuel.



Anti friction needle bearings bolted tight with no slip spline rigidly secured at either end give the Graham universal joint exceptionally long life and durability.



Special high quality spring steel inserts assure smooth, positive engagement of the Graham velvet grip clutch plus extra long life.



Graham built super safe all steel bodies mean the ultimate in safety. Steel floor—steel roof—steel sides—you are fully enclosed and protected by the safest and strongest material known to man—Steel.



Complete water jacketing of valve seats prevents warping and greatly adds to long life, economy, performance and dependability of Graham engines.

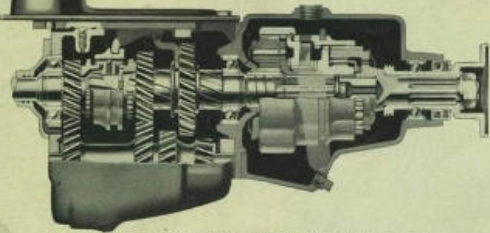
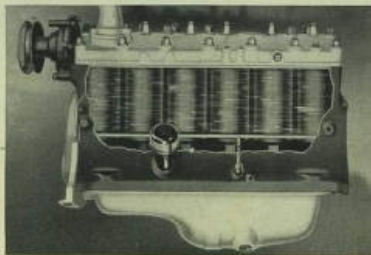


Front
Graham engines are fully mounted front and rear in live rubber. Smooth, vibrationless performance and longer life result.



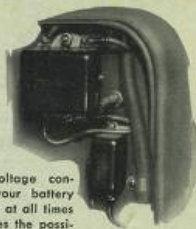
Rear
Lite-touch hydraulic brakes exert balanced pressure on both shoes in each drum assuring smoother and more positive brake action.

Cooling water passages completely surround each cylinder and extend the full length of piston travel, providing more efficient performance, longer life, and greater dependability.

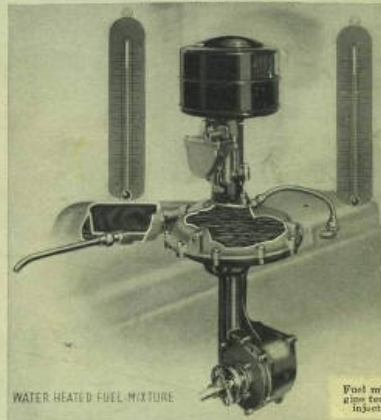


The Graham overdrive permits your car to maintain a speed of 60 miles per hour at an engine speed of only 40 miles per hour. It is entirely automatic and requires no action on your part. Effecting substantial savings on gasoline and oil and adding longer life to the engine, it is available at extra cost.

Automatic voltage control keeps your battery fully charged at all times and eliminates the possibility of overcharging.



The most impressive engineering development of the year is the new Graham instantaneous cylinder wall lubrication for cold weather starting. The first movement of the starting engine lubricates cylinder walls preventing piston scuffing and all abnormal wear.

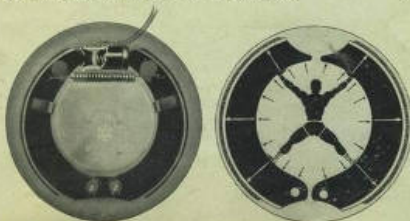


WATER HEATED FUEL MIXTURE

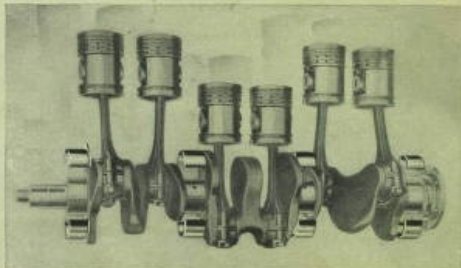
Fuel mixture is warmed to engine temperature before being injected into the cylinders.

The temperature of the fuel mixture in Graham supercharger engines is controlled by water, to avoid overheating at high speeds and underheating at low speeds. Motor drag is eliminated at both extremes.

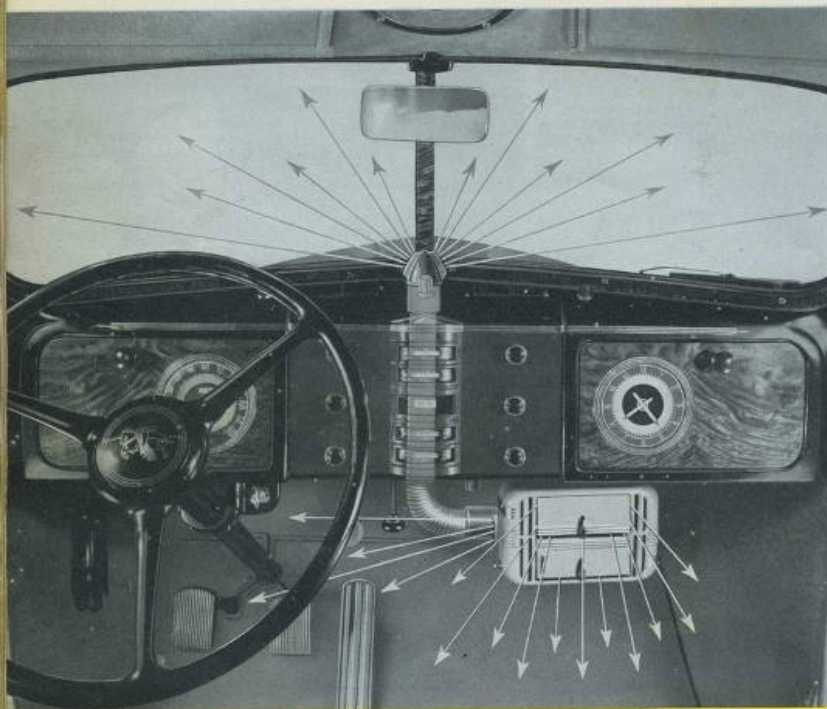
Aluminum alloy pistons, controlled by special steel struts, have all finished surfaces coated with bearing metal for extra durability.



Graham cadmium silver interchangeable bearings backed by steel are made of the finest known material for bearings. They are extremely long-lived.



GRAHAM APPROVED ACCESSORIES FACTORY INSTALLED



Graham's new three-way heater fills the car evenly with quick, safe hot water heat. A second stream of heat keeps the windshield free of ice and moisture through a uniquely mounted defroster while a third stream of warm air may be directed at the feet of the driver, the traditional cold corner of a motor car.

Discriminating owners of fine motor cars will always give thoughtful consideration to methods of impressing their individual personalities upon the car they drive.

To meet this completely human need Graham engineers and stylists have gone to great lengths to provide a full selection of carefully conceived, carefully proven accessories to enhance the appearance, value and personal service of a carefully chosen automobile.

They are factory installed by the same precision minded workmen responsible for the superb craftsmanship inherent in Graham cars.

Designed to harmonize with the exterior styling and the modish interior of the new cars, Graham accessories give ultra service and owner satisfaction.



An attractive, dependable watch of jump-hour type is conveniently set in the rear vision mirror. Separated hour and minute indicators give the correct time at a glance.



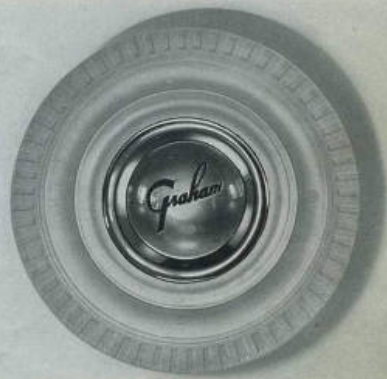
Ladies enjoy the convenience of this handy vanity mirror exquisitely mounted in the sun shade.

GRAHAM APPROVED ACCESSORIES FACTORY INSTALLED



Resilient ease of handling is combined with exceptionally smart styling in the Graham flexible chrome-spoke steering wheel.

Chrome plated head lamps and tail lamps add sparkling life to the beauty of overall design.



Smooth, flowing lines are enhanced by mirror bright Chrome disk wheels in a new design.



Controlled by a handy quick reset button on the front of the dash the special 1000 mile trip speedometer introduces a new conception of travel convenience.

In coldest winter weather, the battery charger, plugged in to any convenient outlet, keeps the battery warm and at highest efficiency of all times, permitting the maximum use of electrical accessories.



PLUG IN FROM

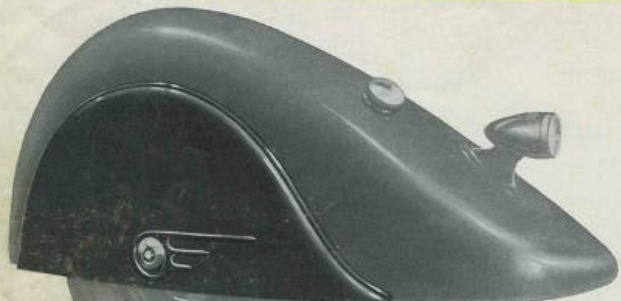
LIGHT SOCKET



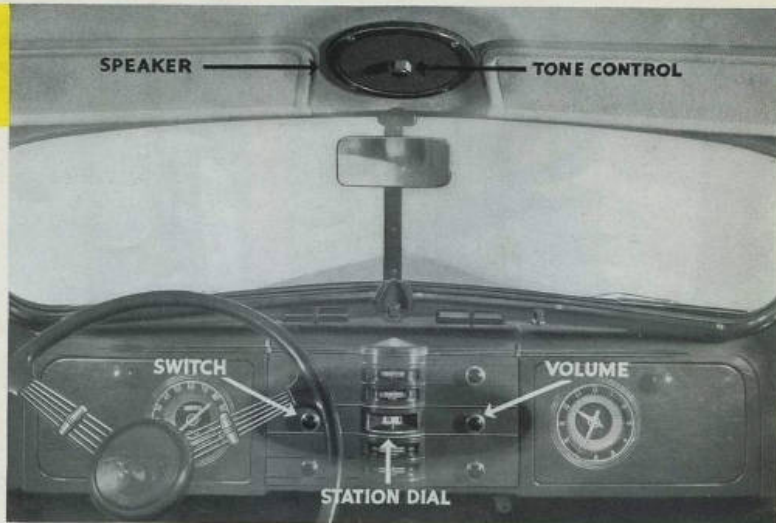
Newly styled Chrome rings on the new disc wheels give the ultimate in fleet custom individuality.

GRAHAM APPROVED ACCESSORIES FACTORY INSTALLED

The powerful Deluxe, two unit radio is attractively mounted with tone control conveniently at hand in the inset overhead speaker.



The final unit of full streamline styling is found in the gracefully designed Graham rear wheel shield.



Capturing the elusive grace and freedom of fleet motion the Chrome body strips give a modern touch to a beautiful car.

A sturdy electric clock distinctively designed to fit into the door of the package compartment. New edge type lighting harmonizes with other instruments and gives perfect illumination.



GRAHAM APPROVED ACCESSORIES FACTORY INSTALLED

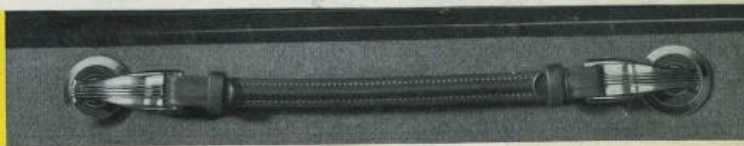


An attractive chrome frame for license plates harmonizes with rich exterior trim.

Graham's sensational new Fram oil cleaner keeps your oil clean, reducing oil bills from 50% to 75% and protecting your motor from abrasive wear. When the wax clean is obstructed on the dip stick that means it's time to change cartridges. It practically eliminates oil changing except for seasonal requirements.



Luxuriously styled Cordovan assist straps follow the design of the adjustable robe strap, joining beauty to comfort and convenience.



Safety and a new, soft beauty of line are contributed by fender lamps in brilliant chrome.

Smartly tailored to Graham's high specifications, San Toy fibre matting, long lasting seat covers lend comfort for hot weather driving and protection for upholstery.

America's Economy Champion!

YOSEMITE VALLEY
EL. 4045'

Averaging 26.66 miles per gallon of gasoline, a Graham Supercharger easily captured the 1936 Grand Sweepstakes prize in the grueling 352 mile Gilmore-Yosemite Economy Classic.

Sanctioned by the A.A.A. under proven test conditions, 30 stock cars, including nearly

every nationally known make, were entered. The Graham Supercharger averaged 22% more miles per gallon of gasoline than the average car in its class and approximately 20% more miles to the gallon than the average car in all classes having six or more cylinders.

MERCED

FRESNO

BAKERSFIELD

TEJON PASS
EL. 4213'

LOS ANGELES

GRAHAM AUTHORIZED SERVICE

Graham's pride in engineering leadership . . . Graham's pride in the honest value and painstaking integrity of workmanship which goes into each Graham car . . . is equalled only by pride in the great Graham tradition of service to owners.

Graham authorized service is a stride in advance of ordinary services, no matter how skilled and dependable. The Graham manufacturing policy, unusually thorough, includes factory installation of accessories, on the assembly line, not as an after thought, and with the same rigid inspection as the cars.

All over the world the Graham Legion,—its members dedicated to the principles of Integrity, Value, Service,—is waiting to serve you. They have a complete knowledge of Graham feature construction.

Genuine Graham parts are available and sold only by authorized Graham dealers or authorized Graham service stations.

Back of every Graham car is a liberal and well defined warranty and owner service policy.

GRAHAM C.I.T. BUDGET PLAN

You can purchase your Graham out of income by using the low-cost Graham C. I. T. Budget Plan.

Easy payments are arranged over new long periods to suit your convenience. No co-signers are needed—Graham dealers will be glad to arrange all details.

This new plan not only saves the purchaser money through lower cost of financing but it provides him with complete insurance coverage. Insurance includes fire, theft, hail, flood, windstorm, explosion, cyclone, falling aircraft, earthquake, tornado, riot, deductible collision.

Under the Graham C.I.T. Budget Plan there are no "extras", no added service or carrying charges, and no conversion or embezzlement bonds. In some states nominal documentary fees are required.

It's easy to pay the C. I. T. way



Graham

*America's
Economy
Champion*