

Personal Memo (circa early '60s)

Background:

This advertising flyer was a follow-up mailed to potential customers who had responded to Judson's magazine advertising call to "mail for more details". It shows that the wrangles between Volkswagen and The Judson Research and Manufacturing Co. had taken quite a nasty turn.

PERSONAL MEMO

FROM JUDSON RESEARCH & MFG. CO.

JUDSON

The world's leading supercharger manufacturer offers you the opportunity to supercharge your Volkswagen at dealer's cost.

Dear Sir;

A short time ago we mailed complete information on our Volkswagen supercharger to you as requested. Possibly you are one of the Volkswagen owners who then went to your Volkswagen dealer to place your order only to find that they discouraged you or advised you against supercharging. WHY?

The usual explanation given by the dealer is that either the Volkswagen does not need supercharging or that a supercharger would damage the engine. This explanation was nothing more than an excuse to avoid the necessity of his taking your order. The truth of the matter is that the VW dealers in your state have agreed that they would not sell anything that was not manufactured and distributed by Volkswagen. This is in violation of the Federal Anti Trust Laws and is why your dealer did not come right out and tell you that he could not take your order (the U.S. Justice Department has already filed suit against Volkswagen of America and its distributors.)

In some parts of the United States if your VW dealer sells you a Judson Supercharger he runs the risk of losing his franchise. This prospect has frightened many dealers who rather than take the risk or refer you to an independent dealer who is his competitor, sells you on the idea that you do not want a supercharger.

This condition exists in your state. As a consequence we do not have dealer representation there and very few of our units are in service in your area. Most of the twenty-five thousand VW Superchargers that we have in operation in the U.S. are in service where the VW dealer is more firmly established and is not in the position to be told how he should run his business. The few installations that we have in operation in your area were either sold direct from the factory to individual thinkers who have confidence in their own judgement or through independent rather than VW dealers. Some dealers in your state will take an order for a supercharger but they do not demonstrate or actually sell it. A supercharger, unlike a box of soap powder, must be demonstrated to be sold. The difference in performance between a supercharged and unsupercharged Volkswagen is really amazing and a demonstrator convinces most Volkswagen owners of their need for a supercharger.

✓ Because we cannot sell our superchargers in your state at this time through the Volkswagen dealer and in order to force the dealer into handling our product through customer acceptance, we are going to sell direct to the purchaser from the factory and pass the dealer's profit along to you. A certificate worth \$ 35.00 towards the purchase of a Volkswagen supercharger installation is enclosed. This means that you can buy at dealer's cost of \$ 100.00. Thousands and thousands of Volkswagen owners have paid \$ 144.00.

Installing a Judson Supercharger on the Volkswagen engine is an extremely simple matter. Complete detailed and illustrated installation instructions are furnished with the kit. Everything is furnished for the installation including the correct jet for the carburetor. There is nothing else to buy and the installation can be made easily and quickly with standard

(over please)

tools. It is a Saturday afternoon do-it-yourself job and is simply a matter of bolting the kit to the engine. If you do not have the time or inclination to make the installation yourself any local garage or service station will do the job for ten dollars.

Read the enclosed literature over carefully. You can get this amazing performance from your Volkswagen. A Judson Supercharger gives you more than just improved performance, it gives you a thrilling new experience in motoring pleasure. It provides amazing acceleration, a higher cruising speed with less engine effort and better control for safer driving. The lumbering pace up steep hills will be a thing of the past. A Judson Supercharger gives you the kind of performance you need for safe highway driving.

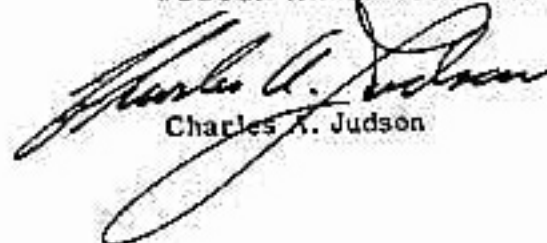
✓ A Judson Supercharger cannot harm your engine in any way. The Volkswagen engine is more than rugged enough to take low pressure supercharging without affecting its traditional economy and reliability in any way. The increase in horsepower and improvement in performance is made available through increased torque and not increased engine speed. You get more power at the same engine speed. The Judson Supercharger is an automatic device that replaces the vacuum in the intake manifold with a pressure only when and as additional power is required. The engine is not constantly supercharged as the extra power afforded by the supercharger is not needed at normal cruising speeds, idle or general traffic driving. When the accelerator is suddenly depressed however, the engine immediately becomes supercharged enabling it to sustain heavier loads and the car takes off like a rocket. The engine is not continuously supercharged but only when you need or want the additional power.

Don't take our word for the performance and reliability of a Judson supercharged Volkswagen, ask a Judson owner many of whom have over 65,000 miles of hard service on their cars. Unsolicited letters from hundreds of enthusiastic owners and road tests made by nearly every leading auto magazine in the world from "Das Auto" in Germany to "Road & Track" in the U.S. prove conclusively the efficiency and reliability of our product. Every Judson owner is a booster. There must be a reason and you owe it to yourself to find out why.

✓ Take advantage of this special offer to-day as it is good for thirty days only. Mail us your check or money order for ten dollars with the \$35.00 certificate and the enclosed order blank. Your order will be shipped immediately and you can pay the balance of \$99.00 (\$11.00 additional if supercharger is for Ghia Coupe) with the express charges on delivery to your home. You can place your order with the full assurance of getting guaranteed quality automotive equipment. In addition to the standard manufacturer's warranty against defects, we guarantee an increase of 45% in horsepower.

Here is your opportunity to join the thousands of Volkswagen owners throughout the world who are getting improved performance and increased satisfaction from their Volkswagen by supercharging with Judson. You can enjoy a new thrill in driving your Volkswagen and at a real bargain but only if you mail your order now. Mail your order today in the handy postage paid envelope, the writer will give your order his personal attention and ship it immediately.

Sincerely,
JUDSON RESEARCH & MFG. CO.


Charles A. Judson