

40% MORE HORSEPOWER FOR 40% LESS DOLLARS



Judson Research and Mfg. Co. is discontinuing from manufacture the following model supercharger kits and is offering their present inventory of these kits at savings of 25% to 40%. Quantity of each kit is limited and shipment will be made from stock as orders are received. Each supercharger is furnished as a complete supercharger installation in the form of a bolt-on kit designed for the specific car listed.

MODEL FOR

TR-I	Triumph TR-3
CO-I	Corvair, 1960-1963
VO-B16	Volvo B-16 Engine
MG-A	MG-A, All Models
190	Mercedes 190 SL
SP-I	Mark I Sprite
RD	Renault Dauphine
VW-I	36 HP Volkswagen Engine

PRICE NOW THOUSANDS SOLD AT

\$167.00	\$232.00
\$167.00	\$232.00
\$167.00	\$232.00
\$179.00	\$248.00
\$198.00	\$365.00
\$124.00	\$165.00
\$ 98.00	\$165.00
\$ 98.00	\$144.00

F.O.B. Conshohocken, Pa.—Pay freight on delivery.

All of these models have been recalled from our dealers and are available from the factory only on a direct sale basis. Every kit carries our full warranty. Replacement parts for these discontinued models will be available from stock for a period of seven years. The Judson supercharger provides 40% more horse-

power at the rear wheels. Installation is an extremely simple matter and consists of bolting the kit to the engine. Illustrated installation instructions are provided with each kit. Place your order now. If you have not seen descriptive literature or performance data for your particular car listed above, write for it today.

PLEASE SEND INFORMATION	NAME _____	CODE NUMBER	CODE NUMBER
	ADDRESS _____	<input type="checkbox"/> TR-1 \$167.00	<input type="checkbox"/> 190 \$198.00
CHECK ENCLOSED PLEASE SHIP	CITY _____	<input type="checkbox"/> CO-1 \$167.00	<input type="checkbox"/> SP-1 \$124.00
	STATE _____ ZIP _____	<input type="checkbox"/> VO-B 16 \$167.00	<input type="checkbox"/> RD \$ 98.00
		<input type="checkbox"/> MG-A \$179.00	<input type="checkbox"/> VW-1 \$ 98.00
JUDSON		RESEARCH AND MFG. CO. CONSHOHOCKEN, PA., U.S.A.	



This advert from June 1966 might seem like a strange one to start a page of Judson advertising but it does mark an important milestone in the history of the Judson Supercharger.

On the face of it, it looks like Judson are withdrawing from the Supercharger business, cutting their losses on slow selling models and just concentrating on the VW Type II model for the 40hp engine.

Well yes that is partly the answer but you have to throw into the mix the fact that Ralph Nader* had killed the demand for the Corvair model stone dead. Add to this, many of the Judson models, were tailored for individual car/engine combinations and now had been superseded but the biggest factor was the intervention of the EPA.

In the mid sixties the U.S. Environmental Protection Agency was charged to enforce the elimination of non standard automobile tuning accessories. This meant simply, if it wasn't fitted as a factory option on a new car it was deemed illegal.

This of course was a prelude to the later Smog regulations but it is ironic that the 1966 EPA regulations should have such a profound effect on the Judson Supercharger, a tuning device that improved the efficiency of the internal combustion engine making it cleaner and more environmentally friendly in everyday use.

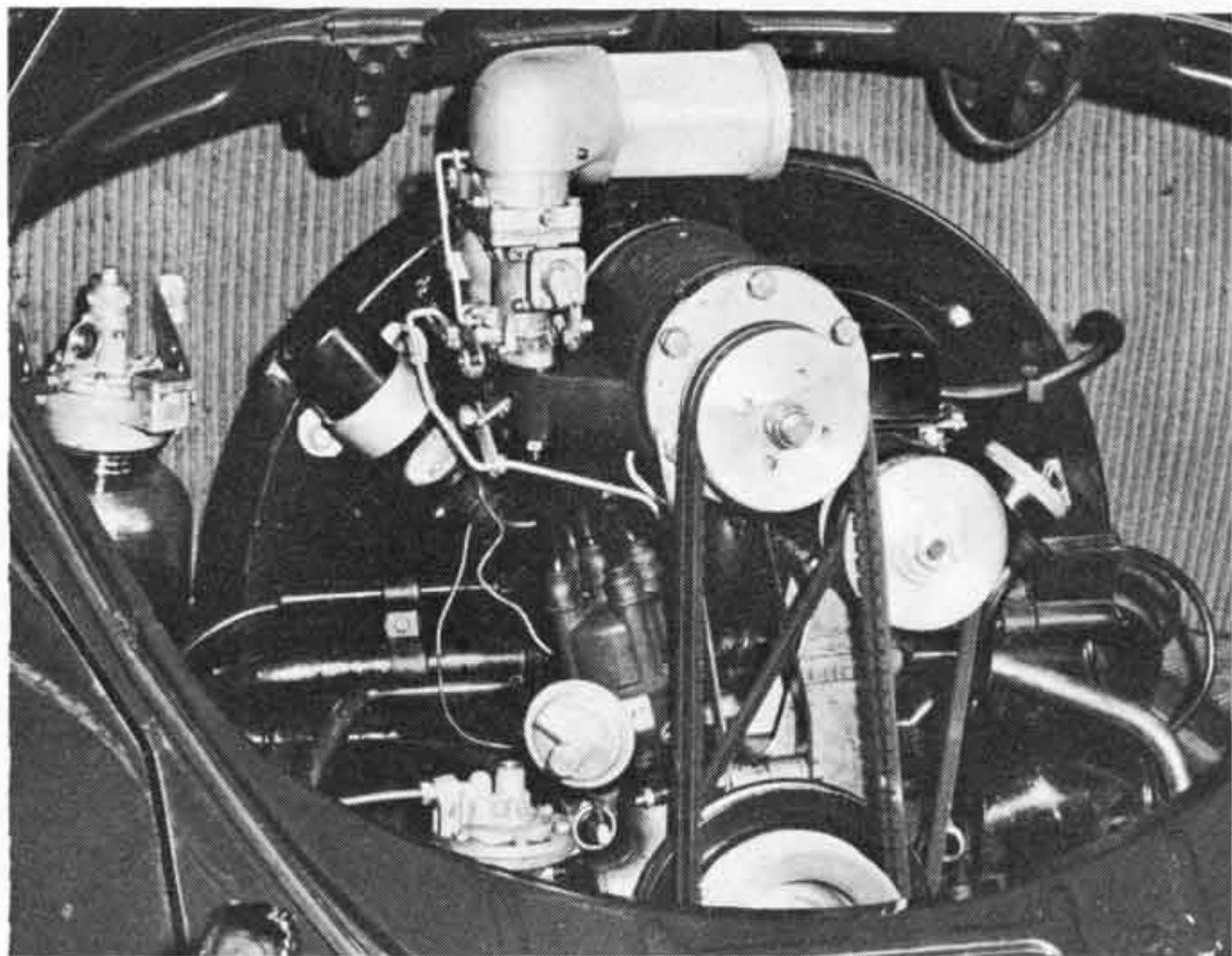
Judson fought the legislation on these grounds but in a diminishing market felt that it was not worth the effort to continue the particular models mentioned in the advert. As for the VW and SP models...Judson continued to manufacture these for a few more years for the export market until they were forced to discontinue production.

* If you're either too young to remember the Nader/Corvair episode or too old and have forgotten, type "Nader + Corvair" into "Google" to get the background.

For Big Car Performance

Supercharge Your Volkswagen

with the **JUDSON SUPERCHARGER**



EFFICIENT — DEPENDABLE — SILENT — GUARANTEED

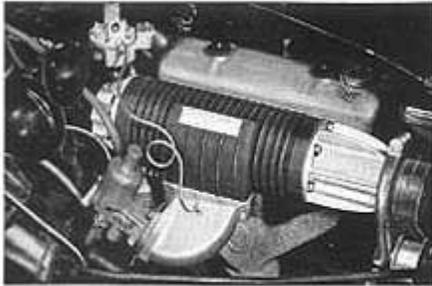
EXPERIENCE A NEW THRILL IN DRIVING. Imagine cutting your acceleration time nearly in half . . . having 50% more horsepower at your command . . . taking hills in high . . . cruising along at a higher speed with less engine effort . . . shifting gears half as much in city traffic . . . the engine responding immediately to the touch of your foot on the accelerator. You can pass when you want to and have extra power when you need it. A Judson Supercharger on your Volkswagen will give you this improved performance and surging power smoothly, silently, dependably and without sacrificing engine life in any way. **ONLY JUDSON** gives you a supercharger designed specifically for the Volkswagen . . . furnishes a complete installation including an air cleaner . . . has been proven by thousands of installations and is silent in operation.

MAIL COUPON TODAY FOR LITERATURE

Please send me complete information on the Judson Model VW supercharger Installation.

Supercharge Your

for **32% MORE HORSEPOWER**
40% FASTER ACCELERATION



- EFFICIENT
- DEPENDABLE
- SILENT
- EASILY INSTALLED
- GUARANTEED

A COMPLETE SUPERCHARGER INSTALLATION ENGINEERED SPECIFICALLY FOR THE MG ENGINE. NO ALTERATIONS REQUIRED.
for models TD, TDC, TC



\$195⁰⁰
F. O. B. FACTORY
Dealer Inquiries Invited

Supercharging gives your engine more power through increased torque resulting in much faster acceleration and a higher effortless cruising speed. You can take hills in high, pass when you want to and have extra power when you need it. Supercharging at low pressure does not impair the reliability of the engine in any way nor does it effect the natural characteristics of the engine.

The Judson Supercharger is a positive displacement rotary vane type unit delivering a fixed volume of air at each revolution making it effec-

tive at all engine speeds. It is subject to less wear than other accessories now on the engine. The Judson Supercharger has been proven by thousands of miles of testing under varied conditions and has been engineered to improve the performance of your MG and give you years of satisfaction. The installation is complete in every detail. There is nothing else to buy. Complete illustrated instructions are furnished and the installation can be made quickly and easily with standard tools.

EXPERIENCE THIS NEW THRILL OF POWER IN DRIVING YOUR 

write today for free literature and data . . .

JUDSON RESEARCH AND MFG. CO. CONSHOHOCKEN, PENNA.

ROAD AND TRACK, March, 1954

Supercharge Your

with the **JUDSON SUPERCHARGER**



for 32% MORE HP--40% FASTER ACCELERATION

Imagine cutting your acceleration time by 40% . . . taking hills in high where you formerly had to shift gears . . . cruising along at a higher speed with less engine effort . . . shifting gears half as much in city traffic . . . the engine responding immediately to the touch of your foot on the accelerator. The Judson Supercharger gives you this improved performance and surging power smoothly, dependably and without sacrificing engine life.

EFFICIENT-DEPENDABLE-SILENT-EASILY INSTALLED

Complete installation including carburetor—All Models

\$195⁰⁰ plus taxes

Sold and Serviced by Better Dealers Everywhere

Write today for literature and data

JUDSON RESEARCH AND MFG. CO., CONSHOHOCKEN 26, PA.

47

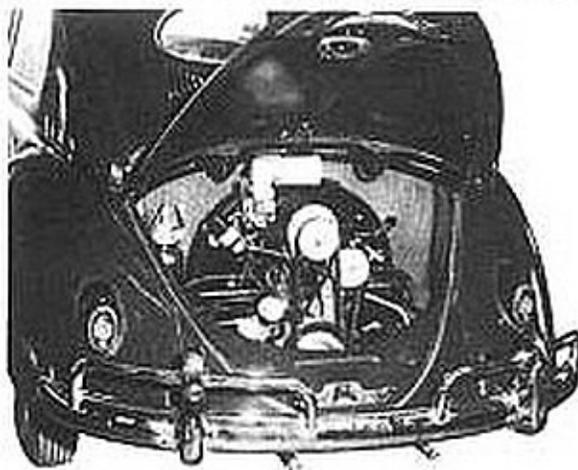
above: Two examples of adverts from "Road & Track" magazine...left, the MG Judson from March 1954 and right, another MG variation from 1955.

For Big Car Performance

Supercharge Your Volkswagen

with the

JUDSON SUPERCHARGER



- *50% more horsepower
- *50% faster acceleration
- *higher cruising speed
- *15 mph more top speed
- *less gear changing
- *takes hills in high
- *better control

EFFICIENT - DEPENDABLE - SILENT - GUARANTEED

EXPERIENCE A NEW THRILL IN DRIVING. Imagine cutting your acceleration time nearly in half . . . having 50% more horsepower at your command . . . taking hills in high . . . cruising along at a higher speed with less engine effort . . . shifting gears half as much in city traffic . . . the engine responding immediately to the touch of your foot on the accelerator. You can pass when you want to and have extra power when you need it. A

Judson Supercharger on your Volkswagen will give you this improved performance and surging power smoothly, silently, dependably and without sacrificing engine life in any way. ONLY JUDSON gives you a supercharger designed specifically for the Volkswagen. . . furnishes a complete installation including an air cleaner . . . has been proven by thousands of installations and is silent in operation.

**DON'T EXPERIMENT
BUY A JUDSON
THOUSANDS IN SERVICE**

MAIL COUPON TODAY FOR LITERATURE

Please send me complete information on the Judson Model VW Supercharger Installation. R19

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Judson Research and Mfg. Co. - Conshohocken 3, Penna.

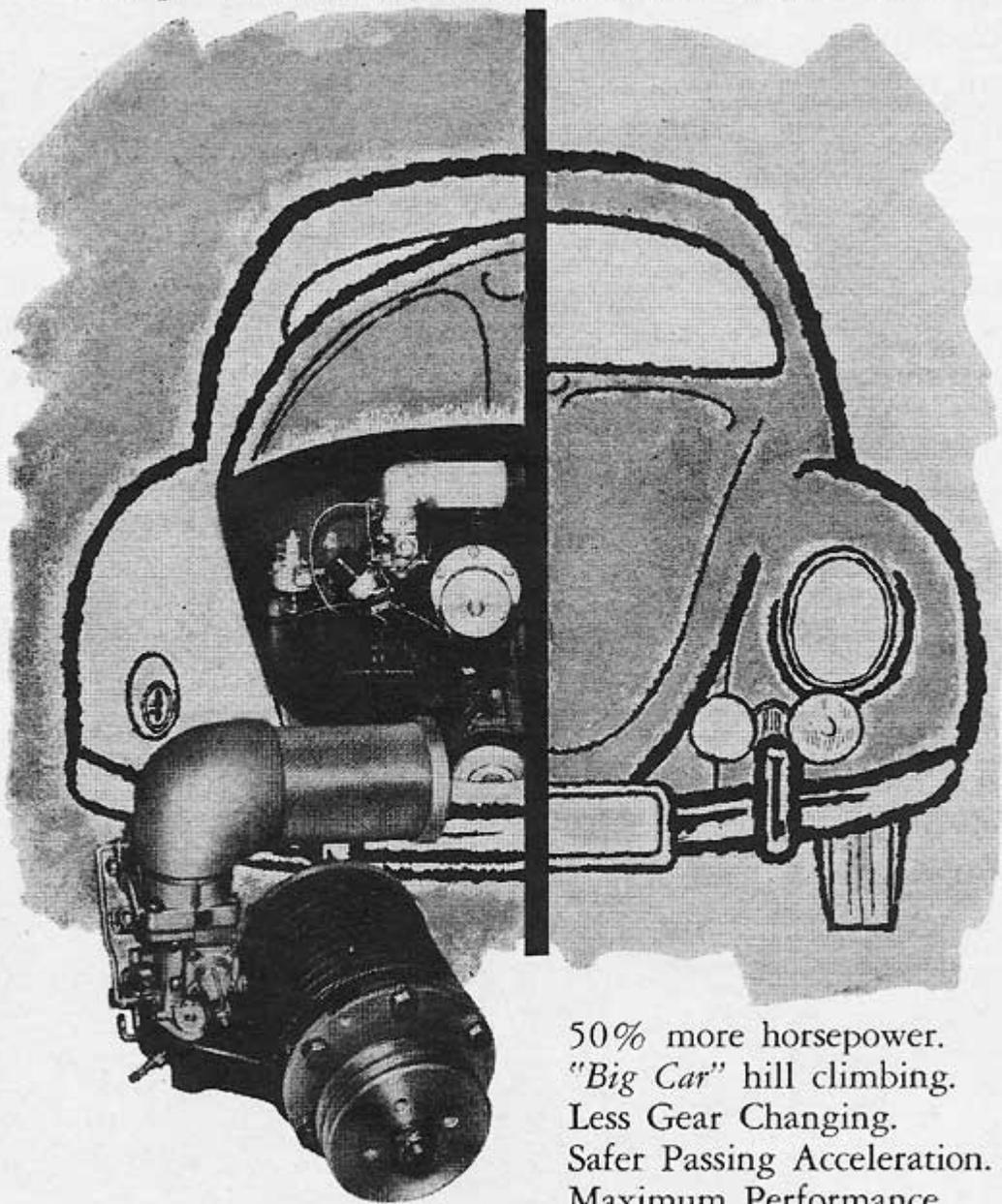
2025 N. FRANK, SEPTEMBER, 1956

above: A Road & Track advert from September 1956.

THE OTHER HALF

**A JUDSON SUPERCHARGER
For Big Car Performance**

Every VOLKSWAGEN should have one



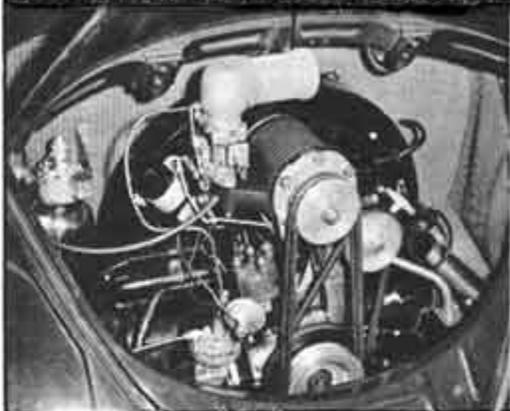
50% more horsepower.
"Big Car" hill climbing.
Less Gear Changing.
Safer Passing Acceleration.
Maximum Performance.
Minimum Cost!

THE REAL EXPERTS SWEAR BY IT!

They are the Volkswagen owners who have experienced this new driving thrill for thousands of miles. A JUDSON SUPERCHARGER will give your VW "Hair-On-The-Chest" performance. Easy, bolt-on installation, no sacrifice in reliability or economy. Thousands in use throughout the world. Complete "Do-It-Yourself" installation kit only \$144.00 f.o.b. Conshohocken, Pennsylvania.

Volkswagen Owners! NOW get Both

**THE RELIABILITY YOU WANT
THE PERFORMANCE YOU NEED**



with a
**JUDSON
SUPERCHARGER**

Fifty percent more horsepower
Cuts acceleration time in half
Eliminates loss of power on hills
Better control for safer driving
Doubles passing ability at any speed

**BRINGING COMPLETE SATISFACTION TO
THOUSANDS OF VOLKSWAGEN OWNERS**

Experience a new thrill in driving. Imagine cutting your acceleration time in half . . . having 50% more horsepower at your command . . . taking hills in high . . . cruising along at a higher speed with less engine effort . . . shifting gears half as much in city driving . . . the engine responding immediately to the touch of your foot on the accelerator. You can pass when you want to and have extra power when you need it. A Judson Supercharger on your Volkswagen will give you this improved performance and surging power smoothly, dependably and without sacrificing engine life in any way. Only Judson gives you a complete supercharger installation designed specifically for the Volkswagen.

**READ WHAT THE WORLD'S LEADING AUTO MAGAZINES SAY
ABOUT THE JUDSON**

DAS AUTO (Germany) "The Judson Supercharger has greatly impressed us . . . it truly allows a new experience in motoring."

ROAD & TRACK "The car is completely transformed with absolutely no objectionable features . . . the supercharger gives the Volkswagen a kick where its needed."

AUTO VISIE (Holland) "The difference in performance between the supercharged and unsupercharged Volkswagen is greater than one would believe possible."

MOTORSPORT "After putting the car through its paces and comparing notes on its present vs. past performance, there can be no doubt about the value of supercharging."

WRITE TODAY FOR FREE LITERATURE

JUDSON RESEARCH & MFG. CO./CONSHOHOCKEN 4, PA.

WHAT'S THE DIFFERENCE BETWEEN AN ORDINARY VOLKSWAGEN AND A VOLKSWAGEN SUPER?

The Volkswagen Super...

Has fifty percent more horsepower, accelerates like a rocket, takes the steepest hills in high.

The driver can pass when he wants to and has extra power and better control for safer driving. The Volkswagen Super is supercharged—by Judson of course. A supercharger separates the men from the boys, the go from the no go—it's the something extra that sets you off from the lumbering herd. A Judson Supercharger gives you the performance you need without sacrificing engine life or reliability in any way. It is bringing improved performance and complete satisfaction to over 50,000 Volkswagen owners throughout the world. If you want this kind of performance from your Volkswagen or VW-Ghia, if you want a VW-SUPER instead of an ordinary VW, write for free literature and complete details to Judson Research & Mfg. Co., Conshohocken, Pa.



Another back cover advert from Foreign Car Guide, this one from the July 1960 issue.

ADD THAT EXTRA INGREDIENT TO YOUR VOLKSWAGEN PERFORMANCE



The Judson Supercharger is bringing improved performance and complete satisfaction to over seventy thousand Volkswagen owners throughout the world. Many of these units have provided dependable service for over six years and 100,000 miles. This proves conclusively that the VW engine is more than rugged enough to take low pressure supercharging and is a natural for this bolt-on method of improving performance.

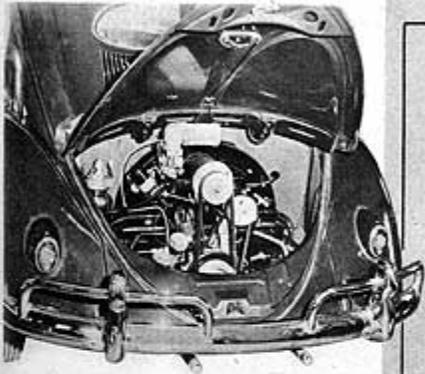
Only the Judson automatically controls output for dependable low pressure supercharging. The increase in horsepower is made available through increased torque and not increased engine speed. The engine develops more horsepower at the same speed automatically when and as you need it.

You are getting only half the performance and driving pleasure that you should if your Volkswagen is not supercharged. Here is a complete supercharger installation in the form of a bolt-on kit designed specifically for your car. Install a Judson Supercharger on your Volkswagen and enjoy a new thrill in motoring pleasure.

WRITE TODAY FOR LITERATURE

JUDSON RESEARCH & MFG. CO. — CONSHOHOCKEN, PA.

the ABC of



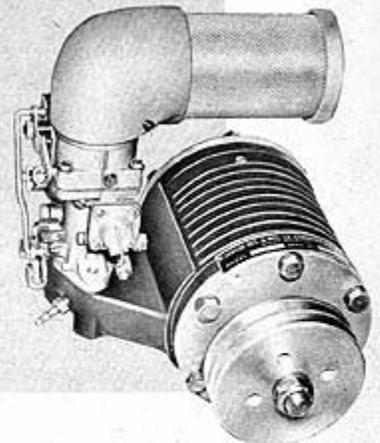
A Supercharging is the positive and dependable method of obtaining more power. It is done by making the engine more efficient through increased torque and not increased speed. The engine develops more horsepower at the same speed. Because of the increased efficiencies afforded by supercharging, practically all transcontinental trucks, busses, locomotives and airliners are supercharged. The Volkswagen engine is more than rugged enough to take low pressure supercharging without affecting its traditional economy and reliability in any way. Burned valves on the VW engine are due to insufficient valve clearance regardless of whether the engine is supercharged or unsupercharged. Broken crankshafts are due to either a faulty forging or excessive speed especially in the lower gears. For every supercharged VW that has broken a crankshaft, twenty unsupercharged VW's have had the same problem. This can be verified by a frank discussion with any VW mechanic and further evidence of this is the fact that the procedure in manufacturing the crankshaft was changed in 1959 to prevent crankshaft failure.

B 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 required at normal cruising speeds, idle or general traffic driving. When the accelerator is suddenly depressed, however, the engine immediately becomes supercharged and the car takes off like a rocket. The engine is not continuously supercharged but only when you need and want additional power to pass, maintain power on hills or for rapid acceleration. Supercharging your car is just like adding two more cylinders to the engine and you will have as much power or torque available in fourth gear as you now have in third gear. Supercharging, unlike engine modification (special heads, camshaft, crankshaft, etc.) does not change the natural characteristics of the engine nor is it necessary to completely disassemble the engine to install new components. With a supercharger, it is only necessary to bolt the parts furnished with the supercharger kit to the engine making it even unnecessary to remove the engine from the chassis. A comparison in performance between supercharging and engine modification clearly shows that the mildly supercharged engine will out perform the modified engine by as much as 25% and cost one-third as much.

supercharging

Your

Volks-
wagen



C Supercharging is a matter of degree. Racing cars that are supercharged operate on a manifold boost pressure of 15 psi to 30 psi. This is high pressure supercharging and the engines are specifically designed for it. The Judson Supercharged Volkswagen operates on a manifold boost pressure of only 6 psi. This conservative amount of supercharge provides up to 45% more horsepower on demand and enables the engine to operate well within the safety factor built into the engine by the manufacturer. The fact that the engine is supercharged automatically in proportion to the load placed on it, together with the low pressure eliminates the possibility of the Judson Supercharger damaging the engine in any way. There are over 60,000 Judson

model VW superchargers in operation bringing improved performance and complete satisfaction to their owners everywhere. Testimonials from owners and extensive road tests made by every leading automotive magazine in the world prove conclusively the efficiency and reliability of the Judson Supercharger.

Why not supercharge your Volkswagen? It will provide you with the performance you need to keep up with traffic regardless of the size of the hills. You can pass when you want to and have extra power when you need it. Write today to Judson Research and Mfg. Co., Conshohocken, Penna. for literature and performance data. Let us show you how you can get more power, better performance and increased satisfaction from your VW.

above: This 2 page advert comes from the January 1961 issue of Foreign Car Guide

THE OTHER HALF

A Judson Supercharger for big car performance every Volkswagen should have one

write for literature

JUDSON RESEARCH AND MFG. CO.
CONSHOCKEN, PENNA., U.S.A.

50% MORE HORSEPOWER

SUPERCHARGE YOUR VOLKSWAGEN OR VOLKSWAGEN-GHIA.

FOR AMAZING ACCELERATION THRILLING PERFORMANCE

A supercharger separates the men from the boys, the go from the no go—it's the something extra that sets you off from the lumbering herd. A Judson Supercharger gives you the performance you need without sacrificing engine life or reliability in any way. It is bringing improved performance and complete satisfaction to over 50,000 Volkswagen owners throughout the world. If you want rocket performance from your Volkswagen, if you want a VW-SUPER instead of an ordinary VW, write for free literature and complete details to

JUDSON RESEARCH AND MFG. CO.
CONSHOCKEN, PA.

SUPERCHARGED by JUDSON

Above left: Magazine advertising from 1958.
 Above right: Judson advertising embraces "the space age".
 This advert was used from 1960-63.



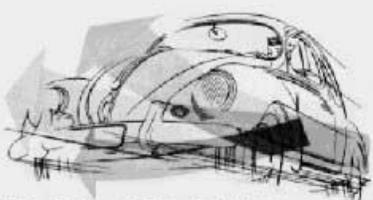
FOR
REAL
SPORTS
CAR
PERFORMANCE...

SUPERCHARGE YOUR -A
 with the **JUDSON SUPERCHARGER**
50% MORE HORSEPOWER GUARANTEED

GET ALL THE POWER OUT OF YOUR MG-A . . . POWER THAT YOU NEVER REALIZED WAS THERE, SMOOTH SURGING POWER. JUST FOR FUN-DRIVE A SUPERCHARGED MG-A AND FEEL THE DIFFERENCE

Experience a new thrill in driving your MG-A. Imagine having lightning fast acceleration, outperforming sports cars costing nearly twice as much, cruising along at a higher speed with less engine effort, having reserve power for any emergency, the engine responding immediately to the touch of your foot on the accelerator under any condition. A Judson Supercharger on your MG-A will give you amazing and thrilling performance.

WRITE TODAY FOR FREE LITERATURE
JUDSON RESEARCH & MFG. CO./CONSHOHOCKEN 7, PA.



**FOR BIG CAR PERFORMANCE
SUPERCHARGE YOUR VW**

Why not supercharge your Volkswagen? It will provide you with the performance you need. You can pass when you want to and have extra power when you need it. Testimonials from owners and extensive road tests made by every leading automotive magazine in the world prove conclusively the efficiency and reliability of the Judson Supercharger. Bringing complete satisfaction to over 65,000 Volkswagen owners.



write today
for free
literature

JUDSON RESEARCH & MFG. CO.—CONSHOHOCKEN, PA.

MGA ad circa 1958. An unusual ad as it shows the main men. front right; W. Haddon Judson and behind him in the cap, his brother Charles A. Judson.

The classic graphic styling of this 1962 magazine advert became very familiar. The "speeding Beetle" was used in magazine ads and Judson brochures from 1956 until the early 1970s

FOR **REAL**
PERFORMANCE
FROM YOUR CORVAIR



**YOU NEED A
REAL
SUPERCHARGER**

Only the Judson

- Is a real supercharger, not a turbocharger. Provides more power at all speeds
- Proven by over 70,000 air cooled engine installations
- Automatically supercharges the engine in proportion to engine load—providing dependable supercharged performance
- Is bringing complete satisfaction to thousands of Corvaire owners

Complete kits also available for Mercedes 190 SL, MG-A, Triumph TR-3, A-H Sprite, Volkswagens, Volvo and Duphons.

There are more Judson Superchargers in operation than all others combined

**WRITE TODAY FOR LITERATURE
JUDSON**
 RESEARCH AND MFG. CO., CONSHOHOCKEN, PA., U.S.A.
MOTOR TREND/SEPTEMBER 1962

**experience a new thrill
in driving your volks-
wagen. imagine cutting
your acceleration time
in half! passing when
you want to! taking
hills in high gear! having
50% more horsepower.**



JUDSON
 RESEARCH & MFG. COMPANY
 CONSHOHOCKEN, PA.

Bringing improved performance and complete satisfaction to over 65,000 Volkswagen owners.	write for literature
	Please mail complete information on your Model VW supercharger to:
	NAME _____
	ADDRESS _____
	CITY _____ STATE _____
	YEAR _____ MODEL _____

Simple message, how could you resist. A '63 advert from the back cover of "Foreign Car Guide"



GET BIG CAR PERFORMANCE JUDSON SUPERCHARGER

for 60-70 Volkswagen & Dune Buggies

Get Up To 50% More Horsepower

Performance chart for Volkswagen without and with a Judson Supercharger.	40 HP eng.	
	With- Out	With
Acceleration in seconds:		
0-30 mph	6.5	4
0-40 mph	11	6
0-50 mph	17	9.5
0-60 mph	28	13
Maximum speed	71	85
Maximum HP at rr. wheels	31	49
Rear wheel HP at 2000 RPM	19	30
Maximum engine brake HP	40	59
Weight to power ratio	41	26
Fuel consumption, hpg	31	29
Noise level (Decibels)	55	55

All performance figures are averages of several runs.

- Higher cruising speeds, higher top speeds
- Up to 40% less gear changing
- Terrific acceleration and passing ability
- Less frequent tune-ups and adjustments
- Silent operation.
- Easy bolt-on installation

Automatic tip-too operation. Just a touch of your toe on the accelerator and the Supercharger goes into action, forcing a greater quantity of fuel and air into each cylinder, boosting power output as much as 50%. Complete ready for easy bolt-on installation. No chassis or body modifications necessary exc. on Karmann Ghia. Includes necessary bolts, nuts and instructions.

60-70 Beetle & Transporter. **\$179.95**
 99-4553F—Shpg. wt. 30 lbs. Kit
 60-70 Karmann Ghia only. **\$198.95**
 99-4554F—Shpg. wt. 36 lbs. Kit

Shipped from our Pennsylvania factory. Payment must be made in full to facilitate handling.

This 1970 "Hemmings Motor News" ad was a little less showy but still got the message across.



The New Judson Electronic Magneto

The Ultimate in Electronic Ignition

**PROVIDES POSITIVE IGNITION UNDER ANY CONDITION
 ... OUTPERFORMS AND MAKES OBSOLETE EVERY OTHER
 IGNITION SYSTEM MANUFACTURED**

The Judson Electronic Magneto is not just another transistorized ignition system using a transistor to increase contact breaker point life. Here is a complete and integrated electronic ignition system that provides dependable and positive ignition on any engine under all conditions resulting in improved performance, faster starting, 2 to 6 miles more per gallon and a higher top speed. Replacing and re-adjusting spark plugs every few thousand miles becomes a thing of the past. It's like getting a permanent engine tune-up. The Judson Electronic Magneto unlike other systems now on the market provides fire-power at the plug to match the ignition requirements of the engine. This is the ignition system of the future and it is available now. Easily installed by anyone in less than twenty minutes.

DON'T BUY AN OBSOLETE TRANSISTORIZED IGNITION SYSTEM OR REPLACE PLUGS AND POINTS WITHOUT GETTING ALL THE FACTS ON THE JUDSON ELECTRONIC MAGNETO

PLEASE MAIL ME FREE LITERATURE ON THE JUDSON ELECTRONIC MAGNETO

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

JUDSON RESEARCH AND MFG. CO. CONSHOHOCKEN, PA., U.S.A.

APRIL 1964 59

If you've wondered when the Judson magneto was introduced this advert for the "NEW Judson Electronic Magneto" is from a magazine dated April 1964.