

MEMO

JUDSON

from the desk of CHARLES A. JUDSON

Here is your opportunity to install a Judson Supercharger on your MG-A at my expense.

Dear Sir:

A short time ago I mailed you complete information on our supercharger for the MG-A as requested. I am writing you again because we have not as yet added your name to the long and growing list of Judson owners. Possibly the reason why your MG-A is unsupercharged is because your MG-A dealer does not handle our product and you could not obtain a demonstration. At the present time the MG dealer in your area is interested in new car sales only. He is not interested in handling our supercharger as he is unfamiliar with supercharging and concentrates his sales efforts on new car sales where the profits are greater.

A supercharger is not like a box of soap powder that can be sold from a shelf. A prospective purchaser wants a demonstration or a drive in a supercharged car. The difference in performance between the supercharged and unsupercharged MG-A is positively amazing and a drive in a supercharged MG-A convinces most owners of their need for our product.

As an MG-A owner myself, I know that if I can get one or two of these superchargers in operation in your area, that it won't be long before every MG-A owner near you has seen and driven in it. I also know from the experience gained in placing 50,000 superchargers on the market that every Judson owner is a booster and the best salesmen we have are Judson owners. I want a Judson owner in your area and that is the purpose of this letter and offer. In many cases the only reason why the local MG dealer does not sell or demonstrate our product is because he is completely unfamiliar with supercharging. When he has seen the simplicity of the installation and driven the car he usually starts selling our product.

To convince you that you are missing a real thrill in sports car driving and to prove my point, not only will I pay the express charges in delivering the kit to your home but I will pay all the necessary installation charges required to install one of our superchargers on your MG-A. A certificate worth \$35.00 is enclosed to cover the installation charge. If you are handy with tools, you can pocket the \$35.00 that I am allowing you for installing the supercharger on your MG-A.

Complete, detailed and illustrated installation instructions are furnished with the kit. Everything is furnished for the installation including a special carburetor for the supercharged engine. There is nothing else to buy and the installation can be made easily and quickly with standard tools. It is a Saturday afternoon do-it-yourself job and is simply a matter of bolting the kit to the engine in accordance with the illustrated instructions. If you do not have the time or ability to make the installation yourself any local garage or service station will do it for you.

Read the enclosed literature over carefully. You can get this amazing performance from your MG-A. 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 acceleration of a Judson supercharged MG-A is so great that it can force you back in the seat regardless of the speed or gear when the accelerator is fully depressed. You get real sports car performance.

(over please)

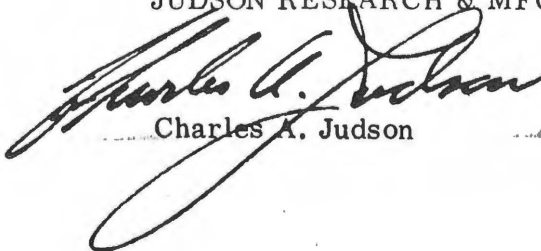
A Judson Supercharger cannot harm your engine in any way. The MG-A engine is more than rugged enough to take low pressure supercharging without affecting its traditional economy and reliability in any way. Many of our MG-A units have in excess of 45,000 miles of hard service on them without ever having been removed from the engine. Our supercharger is an automatic device that replaces the vacuum in the manifold instantly and automatically in proportion to the load placed on the engine. The engine is supercharged only when and as you need or want additional power. This is determined by the load on the engine and the position of the throttle. The engine is not continuously supercharged but only when you want to get up and go.

Take advantage of this special offer today as it is good for thirty days only. Mail us your check or money order for \$25.00 with the \$35.00 certificate and the enclosed order blank. Your order will be shipped immediately and you can pay the balance of \$188.00 on delivery to your home. We will pay all shipping charges. This offer represents a real value. Nearly two thousand MG-A owners in other sections of the country have paid the full price of \$248.00 plus installation charge. You can place your order with the full assurance of getting guaranteed quality automotive equipment. In addition to the standard manufacturers warranty against defects, we guarantee an increase of 50% in horsepower.

Here is your opportunity to join the thousands of MG-A owners who are getting improved performance and increased satisfaction from their cars by supercharging with Judson. You can enjoy a new thrill in driving your MG-A and at a real bargain, but only if you mail your order now in the enclosed postpaid envelope. The writer will give your order his personal attention and ship it immediately.

Sincerely,

JUDSON RESEARCH & MFG. CO.



Charles A. Judson

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P. S. I will include a supercharger gauge with the kit absolutely free of charge. The gauge matches the other instruments on your dash panel and visually shows that our supercharger is an automatic device that provides extra power only when and as you need it.