

# The Gas Line

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**They've taken the Pumpkin Spice thing too far! Happy October!**

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**Chapter Meeting – Thursday, October 1, 7:00 p.m. at Aero Mark**

## President's Corner

Happy Fall Y'all,

There is a crisp chill in the air and leaves are turning color. Yep, it's definitely Fall.

I would like to thank everyone who participated in the cleanup of Market Lake. We collected quite a bit of trash. We expected it to be worse since we didn't have the spring cleanup. Thanks also to Mark and Diane for organizing this service project.

The VMCCA has a new website that will launch October 1st. The team has been hard at work with a new design and content revisions. The new site is designed to serve members who already know the VMCCA well and also the car collector community who may not be familiar with the VMCCA. They hope to build awareness and expand membership. For more information, refer to the Bulb Horn.

Our monthly meeting is this Thursday, October 1, 7:00 p.m. PLEASE NOTE that the meeting will be held at Aero Mark, 1940 International Way. Thank you, Bob and Jane, for your generosity in the use of your building.

See you soon,

Douglas

CHAPTER EVENTS

Oct 1: Chapter Meeting 7 p.m. at Aero Mark, 1940 International Way, Idaho Falls

MEETING TREATS

Oct	Bonnie Hong
Nov	
Dec	

NATIONAL EVENTS

Apr 25-30: Chrome Glidden Tour, Alcoa/Marysville, TN Jimmy and Debbie Hixson (386) 478-6668 [debbieowens1953@aol.com](mailto:debbieowens1953@aol.com)

Jun 6-11: Lewis & Clark Regional Tour, Yankton, SD to Mobridge, SD. Jim and Judy Johnson, (605) 390-4410 or [jim.judy.johnson@rap.midco.net](mailto:jim.judy.johnson@rap.midco.net)

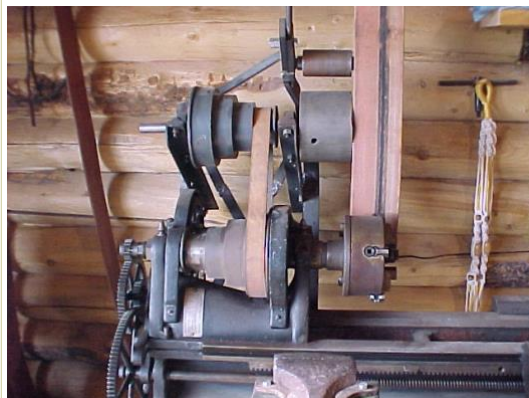
Chapter Meetings

The Idaho Falls Activity Center is still not available for indoor meetings, so we will meet at Aero Mark, 1940 International Way in Idaho Falls at 7 p.m. on Thursday, October 1 and November 5. Thanks to Bob and Jane Hoff for allowing us to meet at the business.

Local Car Events

Cruise Night every Tuesday, 5:00 p.m., Arby's on Broadway, Idaho Falls.  
Cruise Night every Thursday, 5:00 p.m., Freddy's on Woodruff, Idaho Falls.

Blast from the Past – Ron Bair’s Barn – October 2000



## Hudson's Coach

by Pat Foster, Hemmings Motor News

The American independent car companies took particular pride in introducing more than their share of automotive innovations. The Hudson Motor Car Company is a particularly good example.

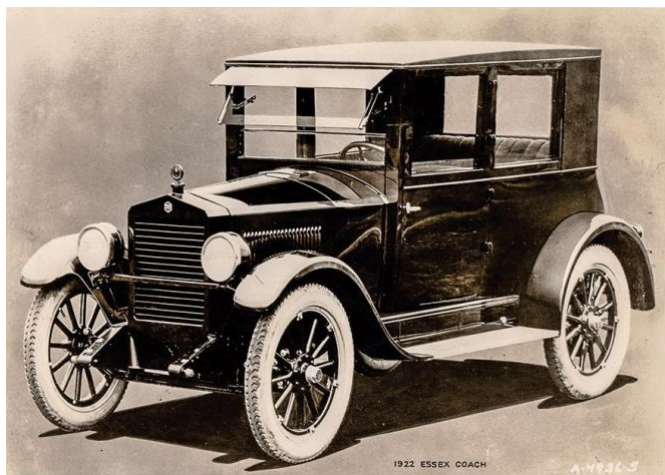
Hudson was the automaker that introduced step-down design, in which the floor panel sat below the frame rails rather than atop them, allowing engineers to lower the car's height without losing interior room. When it debuted for 1948, it caused a sensation. Hudsons boasted the lowest rooflines in the industry, yet were big, roomy cars with gobs of headroom. An important additional benefit of the Hudson design was the amazing improvement in handling. When Hudson introduced its powerful Hornet on the stepdown chassis for 1951, it created a car that would dominate NASCAR for the next four years. That's how advanced an idea step-down was—it allowed cars powered by flathead-sixes to run circles around V-8-powered cars. Step-down changed the way cars were designed.

I've always thought of Hudson as a youthful firm. The company was founded in 1909 by a group of ambitious young men who'd worked at other car companies and were itching to start their own business. Detroit storeowner J.L. Hudson stepped in with the necessary funding, and the Hudson Motor Car Company was born.

Right from the start it was innovative, the company's first car being a low-priced six-cylinder roadster when most sixes were big, expensive automobiles. Priced at a mere \$900, the Hudson Model 30 was an immediate success. Seven years later, Hudson made a tremendous contribution in engine design by developing the fully counterbalanced crankshaft, which made high-speed engines possible. Seven years later, Hudson introduced the 1916 Super Six, with a fully balanced crankshaft. This advancement allowed far higher engine speeds and revolutionized automotive engine design.

The 1962 Rambler boasted a dual-circuit brake master cylinder ahead of almost everybody else—among American cars, Cadillac was the only other brand that had it—and it was one of the most important safety improvements ever introduced. But Hudson actually offered a dual-braking system years before those illustrious automakers. They called it "Triple-Safe" braking because it included the regular hydraulic brakes with a back-up mechanical brake system in case the hydraulic brakes failed. The third element in the "Triple-Safe" system was the emergency brake, which nowadays is called the parking brake, though back then you actually could use it to stop your car in an emergency.

Interestingly, after the Nash-Hudson merger, AMC continued to offer the "Triple-Safe" brake system on senior Hudsons, even though they were now essentially modified Nash models. Yet as safe as it was, it didn't offer the system on Nash cars—go figure. Hudson senior models had Triple-Safe braking right up to the end in 1957.



But perhaps Hudson's greatest accomplishment was its development of the "coach" body style, introduced on the 1922 Essex. Back then the majority of automobiles were "touring cars"—open vehicles with only a soft top and plastic side curtains for weather protection. The significance of the Essex Coach was that, for the first time, a manufacturer offered a closed car that was close in price to a touring car or roadster. To illustrate how radical that was, in 1912, a Hudson touring car was priced at \$1,600, while an enclosed coupe was \$2,250. That was the customary price spread between open and closed models, not just at Hudson but industry wide. It's why touring cars were so popular; they were simply more affordable.

But in 1922, Hudson shocked the industry by introducing the Essex Coach—a two-door sedan with plain, simple body lines for easier construction—for a mere \$1,245, only \$100 more than its two-door Cabriolet. By 1925, the price differential disappeared completely, as surging demand for closed cars drove down costs.

The rest of the industry followed suit and the age of closed cars had begun, greatly enlarging the market for automobiles. Cars became necessities rather than being used purely for pleasure. General Motors' executive Alfred P. Sloan Jr. said the introduction of the Essex Coach profoundly influenced the fortunes of Pontiac, Chevrolet, and Ford. You can't get a better endorsement than that.



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Send me your car photos for  
the website.  
<http://www.eivmcca.org>

## Market Lake Clean Up Photos



Coffee and donuts to get started



Classics lined up for the tour to Market Lake



Looks like a nice load of trash for the Model A