

# The Chalmers Automobile Newsletter

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This newsletter is the 2001 spring issue that includes the annual membership list. The list continues to grow with 8 new members since last spring. Welcome aboard to the new members who live in Michigan (1), Colorado (1), Washington (1), Florida (1), Massachusetts (1), New Hampshire (1), Indiana (1), and Virginia (1). A special note to all members: please review your address and car information and let me know if changes or corrections are needed. This will help maintain an accurate and correct database of surviving Chalmers automobiles.

The Chalmers Automobile Registry database currently consists of 120 cars (or major parts), 104 owners (98 U.S., 4 England, & 2 Canada), and 58 registered active members with 68 cars (or major parts).

## FROM THE MEMBERSHIP

Bob Valpey (#17) recently informed me that his 1917 Chalmers 35-C "Record Speedster" (ref: Newsletter 2-1) is on display at the Yankee Candle Car Museum in Northampton Massachusetts. It has a prime spot in the center of the floor for a good view from all angles. He expects the Record Speedster to remain on display through the summer of 2001. All members, and friends, who will be in the area are encouraged to stop in to see what I think is a beautiful Chalmers automobile and a bit of Chalmers history.

Alex Urquhart (#61) is seeking advice on how to construct the wood framework for the body of his 1920 Chalmers touring 5-passenger. Anyone who knows about plans/drawings, or how to obtain them, please contact Alex.

## CHALMERS CLASSIFIED

The Chalmers Classified listing is intended as a service for members to advertise Chalmers cars and parts that are for sale and/or wanted. Please contact me regarding items that should no longer be listed and pass-on your new wanted and for sale items.

### WANTED:

- 1922/1923 hubcaps (posted 4/2000) - contact Bob DuBois (#9).
- 1912-1914 Chalmers Model 12/18 "Six" (also 1910-1912 Model "Forty", 1912-1914 Model "36", or 1914-1915 Model 24/29 "Master Six") (posted 4/2000) - contact John Lehnert (#35).
- 1914 Chalmers Model 24 "Master Six" shop manual (posted 4/2000) - contact Jim and Donna Stamper (#52).
- Model T Splitdorf magneto for 1912 Chalmers Model 11 (posted 12/2000) - contact Al Shaw (#25).

- 1911 Chalmers Model "30" Pony Tonneau front fenders for patterns and complete front & rear axle assemblies (or any parts for them) (posted 4/2001) - contact Fred Hoch (#38).
- 1910-1912 Chalmers Model 11 "30" exhaust manifold gaskets (posted 4/2001) - contact Al Shaw (#25).

**FOR SALE:**

- 1916 Model 35-A "Six-30" parts and some sheet metal (posted 4/2000) - contact Don Ohnstad (#19).
- 1909 Model F "30" engine cooling fan assembly (includes fan, hub, pulley, and bracket) in good painted condition with no rust for \$95 or best offer (posted 9/2000) - contact Chuck Fanucci (#45).
- 1917 Model 35-A "Six-30" described as a diamond in the rough that is drivable but needs some restoration for \$5,000 (see it at <http://www.AlternateFuels.com/1917.htm>) (posted 4/2001) - contact Glenn DeRosa (#58).

**SOME CHALMERS HISTORY - "THE CHALMERS AWARD"**

The Chalmers Award is another example of Hugh Chalmers' merchandising genius. The idea was to award a new car to the baseball season's champion batters and use the resulting publicity for advertising the Chalmers name. Early in the 1909/10 season, Hugh announced that the two players with the highest batting average, one from each of the two major leagues, would be presented new Chalmers automobiles during the World Series. This became known as the "Chalmers Award" and it was first presented in the 1910 World Series. That year a Detroit Tiger by the name of Ty Cobb won the award for the American League, an appropriate coincidence in that both Chalmers and the Tigers were Detroiters. When Ty Cobb accepted the car he created



**Hugh Chalmers presenting the 1910 Chalmers Award to Ty Cobb at Bennett Park in Detroit**

tremendous publicity for Chalmers, but the negative side was that, for whatever reason, Cobb did not like the car and sold it shortly afterward. The Chalmers Award started a tradition that baseball writers of that period have credited with attracting cultured and clean-living gentlemen into the sport. It also was a hugely successful advertising scheme that required only a few thousand dollars investment for a return of more Chalmers publicity than could have been bought! Newspapers across the country ran stories and updates, season long, on the standings for the Chalmers Award. The Chalmers Award was continued

through the 1914 season and then replaced by the Baseball Writers

Association selection of the most valuable players. That tradition continues today. A picture of Hugh Chalmers presenting the 1910 Chalmers Award to Ty Cobb is shown here. A similar photograph, taken from a slightly different angle, is on display at the Baseball Hall of Fame in Cooperstown New York. The Cooperstown picture shows the front license plates and they have been identified as Pennsylvania plates, one is a dealer plate. Can anyone provide an explanation for the out-of-state plates?

#### **A NOTE FROM THE EDITOR**

During year 2000, the active membership has grown to almost 60 members. Newsletter publication costs have reached \$60 for production and distribution of a 58-copy edition. Occasionally some of the newsletters have been returned by the Post Office due to a lack of a forwarding address. My Grandfather's Scottish blood tells me that the rising cost combined with the returned mail does not seem to be the best use of my out-of-pocket funds. Consequently, for all new members joining after year 2000, I am introducing an annual newsletter subscription fee of \$5. This is intended to be a non-profit fee. For purposes of bookkeeping, the subscription period will start with the springtime issue featuring the membership list. There will be a total of 3 or 4 newsletters published each year with the last one having a subscription renewal reminder.

I expect the publication costs to continue to increase in the future and may eventually ask all members to pay a newsletter subscription fee. However, I am reluctant to impose this fee on the pre-2001 membership as I have taken pride in providing something of value to Chalmers owners for free. In the future, I plan to investigate ways to reduce costs in an effort to mitigate the need for such a charge. Your advice and comment on this is welcomed.

Joining the registry for the purpose of simply documenting Chalmers automobile and owner data remains no-fee. Please let me know if you desire to be in this category and not receive the newsletter; this will reduce costs.

I thank all members who have donated money, stamps, various historical documents, and notes of encouragement. These items have been beneficial in maintaining the value of the newsletters and are much appreciated.

That's all for now and I hope you find the membership list useful. Please pass on your questions, comments, and other information for the next newsletter.

Dave Hammond