

SPEEDWAY HAS HISTORY

PROVED A DREAM IN EMBRYO

FANCY, HOWEVER, DEVELOPS INTO
A REALIZATION, AND ALREADY
FAMOUS COURSE IS BRANDED
GREATEST IN WORLD.

BY E. A. MOROSS.

From fancy to realization is a long journey. From the plan to achievement is a trip fraught with labor and turmoil. Well has Goethe written that "the summit of completed effort is ever in our eye, but with the summit in our eye we love to walk along the plain."

The history of the Speedway dates back many years and its achievement is the result of the labor and original idea of one man backed by the sportsmanship and love for the automobile industry, as well as the money, of three others.

Several years ago when automobile racing first became popular on circular horse tracks, Oldfield, Kiser, Fisher, Webb Jay and other names, some of them lost to the present day sport, were the popular ones in the public eye as sounded by the clarion voice of the press.

Among that galaxy of stars there was the one dreamer planning and looking into the future with the summit ever before him, though walking along the plain. Carl Fisher was discontented with the tracks over which he raced his fast racing cars and in confidential moments would tell the others of his dream of a track that would be large enough to attain the highest speed, and at the same time would be free from that dust, which was so rapidly decimating the number of skilled pilots of those days. In fact, since then, two of the number, Kiser and Webb Jay, have retired from the game on account of the fatal dust, which has sent them maimed and battered into speed oblivion, while Fisher, the third of the quartet, has returned to the more useful pursuit of building the foundation of that long-ago dream.

After a meet in the old days Fisher

Entrants in Big Speedway Events

Car.	Number of Entries.
Marion	2
Marmon	3
National	3
Stoddard-Dayton	10
Peerless	1
Chalmers-Detroit	3
Buick	15
Benz	1
Flat	1
Christie	1
Shadwick	1
Lozier	1
Knox	3
Apperson	3
Jackson	5
Velle	1
Total	58

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To C. G. Fisher fell the lot of planning out the track and course, and well he has executed the work, as the praise of the outside world indicates. With his own and the money of his associates, wonders have been worked, and loyally this band of capitalist sportsmen have stood together.

A. C. Newby, president of the National Automobile Company and one of the Hoosier capital's leading financial men, was a suitable man for the position of vice president. His assistance has also been necessary and valuable. His factory and enterprises have suffered from the time that he has given the great race course over which six of his cars will race at the opening meet.

This is not the first enterprise as a sportsman that Mr. Newby has been interested in. When the bicycle industry was at its zenith, the famous Newby Oval was financed by him, and his name spread throughout the bicycle world in the same manner that his name is now being heralded by the more popular industry.

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Entrants in Big Speedway Events

Car.	Number of Entries.
Marion	8
Marmon	3
National	3
Stoddard-Dayton	10
Peerless	1
Chalmers-Detroit	3
Buick	15
Benz	1
Flat	1
Christie	1
Shadwick	1
Lozier	1
Knox	3
Apperson	3
Jackson	5
Velle	1
Total	58

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This is not the first enterprise as a sportsman that Mr. Newby has been interested in. When the bicycle industry was at its zenith, the famous Newby Oval was financed by him, and his name spread throughout the bicycle world in the same manner that his name is now being heralded by the more popular industry.

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After a meet in the old days Fisher would dream his dreams and tell of his plans, which were always in the future—and in the so distant future that few expected to see them realized.

Time—that great crucible in which all things are cast to be remolded—passed, and the dream was almost forgotten. The game had changed. The horse track racing, on account of its great danger, became gradually a thing of the past, and road events became more and more popular. Carl Fisher retired from the racing game to embark in commercial pursuits.

"Through the veins of this vast country flows that mighty tide of trade, the calm health of nations," and at the one industry founded by C. F. Fisher and J. A. Allison their names rank first and foremost. It was then that the dream of long ago was to be realized.

The Indianapolis Motor Speedway Company was organized and the capital subscribed by four men, who were to own it outright. No stock was to be sold to outsiders, who might hamper the work which was to bring the name and fame of the city of Indianapolis before the outside motor world as no city has ever been exploited.

C. G. Fisher was elected president of the company, A. C. Newby first vice president, F. H. Wheeler second vice presi-

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Wheeler Is Prominent.

F. H. Wheeler of the firm of Wheeler & Schebler is one of the prominent men that the great automobile industry has cast from its financial sea. The most valuable trophy ever contended for in the world has been donated by him—the Indianapolis Motor Speedway Trophy, or the Wheeler-Schebler Cup.

This event forms the great classic of the meet and will be contested for Aug. 21, when the greatest array of drivers in the world will meet in keen and exciting competition.

This will be a battle of giants, at which the pygmies will be torn in twain as though by mountain chains. As second vice president, Mr. Wheeler has been a most appropriate official. The generous donation of the cup that bears his name has been but the least part of the financial assistance that he has rendered the great Speedway.

J. A. Allison, secretary and treasurer, is one of the most prominent young business men of the city of Indianapolis. Interested in several successful enterprises and as a business associate of C. G. Fisher, his selection as secretary and treasurer has meant great neglect to his many interests which naturally have suffered, though it did not need this to prove his

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Car.	Number of Entries.
Marion	3
Marmon	3
National	3
Stoddard-Dayton	10
Peerless	1
Chalmers-Detroit	3
Bulck	15
Benz	1
Fiat	1
Christie	1
Shadwick	1
Lozler	1
Knox	3
Apperson	3
Jackson	5
Vello	1
Total	58

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pure sportsmanship for the automobile industry.

Speedways have been promoted, tracks have been built and the names great in the industry and on change have been connected with them, but they have all proved "of such stuff as dreams are made." They have been in the form of "prospectus" only, and on paper in the form of drawings or blue print.

The Indianapolis Motor Speedway has been the first constructed in this country and as a leader is always imitated. It is being imitated, but to this time not on the same scale as the original itself.

And what of this course at which the motor world is silent and gazing? The outer track is two and one-half miles in circumference, while the inner course is also two miles and one-half in length. Making five miles to the circuit, the track is so cleverly constructed that the drivers pass the grand stand and wire three times to each five miles of almost straight going.

The first cost of the Speedway as planned by the promoters has been doubled. Instead of the original \$250,000, the Speedway complete will cost nearer to \$500,000. Banked to sixteen feet on its long, graceful and gradual turns, and with a surface of rock and taroid, the track forms a picture even beyond the fondest dream of the motorist. It is bound to be a great boon to the manufacturer, so that he may learn the weakness of his product.

In France they say that the loser learns the greatest lesson from the road events, as by losing he finds his weak points. What will it teach the manufacturer who can secure quarters at the great track, and there watch his car in all its moods?

Dream Now a Reality.

Fisher's dream of years ago, backed by capital, labor and industry, has become a reality. The beginning, which is cheerful, has given way not to the threshold of expectation. And today Indianapolis is proud of its Speedway, proud of its sons who have conceived and created from the long time ago dreams, the course that is a marvel of the world.

All roads lead to Indianapolis and the dusty hordes that form the caravan of motor fans will soon wend their way to the course which they claim as their own. Competition such as has been dreamed of will be witnessed when cars representing almost every country in the world (where cars of note are made) will whirl by, piloted by demons of speed and unrest.

The detail and labor of the management is always that which is seldom or ever seen by the great patronizing public. The spectator looks only at the result, but never at what energy has been expended to achieve it.

Every inch of the course has been constructed with labor skill and thought.

Speedway Park?

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Errors have been made, in fact are bound to be made, as this is a fault of humanity, but the entire and general effort will be one great stride forward to a point never before reached which will go to the benefit of the industry and sport, and even this will be improved upon as time passes, as a management capable of great things is always capable of greater ones, and it is now but a matter of days when the cables that girdle the globe will carry the tidings of the results, that while they will be watched by thousands, will be read of by millions and thus the effort, labor and money will not have been wasted in vain.

Moross Well Known.

E. A. Moross, director of contests for the Indianapolis Motor Speedway, is one of the best known automobile race promoters in the country today.

His home is in Detroit, Mich., the cradle of the industry where they "live, eat and sleep motor cars," Detroit being the largest manufacturing city of automobiles in the world.

Since 1903, and for the greater time since then up to 1909, Ernie Moross (as he is better known) has been known as the manager for Barney Oldfield. Many maintain that it was his well-conducted automobile race meet in this city last fall at the Fair grounds track that caused Carl Fisher to realize that automobile racing could be made as interesting as other contests, and which caused

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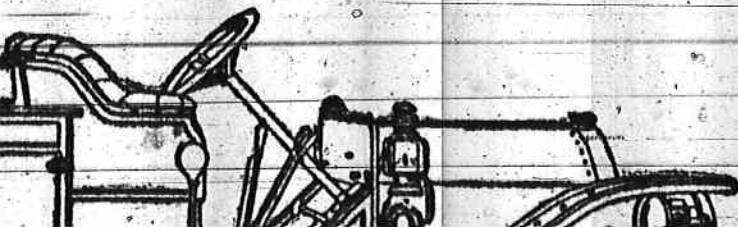
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That Moross has made good is demonstrated by the fact that with the assistance of the wide-awake owners, the name of Indianapolis Motor Speedway is now known in every part of the world where motor cars are used.

The Detrouer has a large circle of friends among the leading newspaper men of the United States, and has managed the most successful automobile race meets ever promoted in this country. He considers Indianapolis his home and is one of the Hoosier town boosters.

Helps Build Track