

DETROIT PRAISES LOCAL SPORTSMEN

Member of Chamber of Commerce
Says Carl Fisher Is Worth
\$100,000.

NET RECEIPTS ARE DOUBTFUL

Do Not Furnish Incentive for Pro-
moters Back of Indianapolis
Motor Speedway.

By *E. A. Moross.*

Every city and hamlet for the last two years has thought of or planned to build a speedway that has promised to rival the course at Indianapolis, which has become famous.

With the one exception, that of Atlanta (and this plant can not compare in cost or equipment with the Hoosier course), none of the many others planned have materialized.

It takes more than the desire to make profit of a plant to build a speedway—it takes money and plenty of sportsmanship to carry out the proposition to a complete one.

With the final surface of vitrified brick added at Indianapolis the total cost of the plant exceeds \$700,000. Atlanta's plant, without balloon park and aviation grounds, cost about one-third of that amount.

And now the serious problem of net receipts faces the promoters. Indianapolis does not care for net receipts. The men who have used their money to promote this plant—Carl G. Fisher, A. C. Newby, J. A. Allison and F. M. Wheeler—own every dollar's worth of it. No stock was floated, no subscriptions were asked and none received. The plant was built com-

promote the meet. Practically \$100,000 must be taken in to pay the expenses before there will be a penny of net receipts, so that what constitutes enough net receipts to pay the owners of the Speedway for their investment is here realized, and facing this proposition has not caused them to hesitate or falter. The Speedway will be run and the events held there will be the most noteworthy that are held in the United States.

The great automobile attractions have been booked; also the great aviation events, as well as the national championship balloon race for 1910, the last one being held here in 1909. While Indianapolis presented the only concrete bid backed by real money for the international aviation meet, which will without doubt be forfeited to Europe on account of the numerous injunction proceedings now pending, there will be receipts, and they will be enormous, but when the net receipts are counted out they will not offset a \$700,000 plant, and this is where the test of true sportsmanship comes in.

Many millionaires have been noted for their so-called true sportsmanship. James Gordon Bennett has given some famous cups, Sir Thomas Lipton has built some fine yachts to lift the cup, Foxhall Keene has owned a fine stable of blooded stock, as has Richard Croker and others.

Vanderbilt Gives Cup.

William K. Vanderbilt has a classic event run in his name for the Vanderbilt Cup, and there have been other millionaires who have owned great racing cars, stables of fine blooded stock, race horses, racing yachts and other properties. Some of them have been owned and operated for gain, some for sport and the love of it. The Indianapolis Motor Speedway trophy, donated by Wheeler-Schebler, surpasses in value any trophy, and was donated by F. H. Wheeler of the Speedway management, while the Speedway itself is a grand monument to sportsmanship.

Carl G. Fisher, in addition to owning many automobiles that have been used for racing purposes, is also an aeronaut of note. He owns several balloons of various sizes and has been a contestant in championship events. In addition to owning spherical balloons, Mr. Fisher also owns two dirigibles and a couple of aeroplanes. Mr. Fisher is also a prominent yachtsman and owns several fast gasoline launches, and one racing yacht he is having built at this time promises to be the fastest on fresh water. Carl G. Fisher is a sportsman for the love of the sport, and, counting the vast sum invested in the Motor Speedway, it is doubtful that there is a sportsman in the world today with the amount of money invested in the name of true sport that will compare with the amount invested by Carl Fisher. While perhaps the greatest tribute that can be paid him as a sportsman is the fact that he has

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Of course, large crowds are expected, and large crowds have paid admission, in fact the 44,000 spectators who attended the last single day of the August meet is the largest crowd that has ever paid a gate admission to witness a sporting event. But large crowds do not necessarily make net receipts. At least not enough net receipts to pay for this famous plant.

Cites Aviation Meet.

Take the aviation meet that is to be held at the Speedway in June, 13th to 18th. The Wright Company is given a percentage of the gate receipts, and they are guaranteed that their share will equal \$50,000 for five or more machines; \$25,000 is to be put up in prizes and \$20,000 to

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The finest testimonial that can be paid to Mr. Fisher comes from Detroit from a prominent business man and member of the Detroit Chamber of Commerce and of the Boosters' Club in the town where "life is worth living." He writes:

"We are spending vast sums to bring to the City of the Straits business enterprises, and we are succeeding wonderfully, beyond our fondest dreams. Detroit is the greatest automobile center in the world today, but, gentlemen, the best investment we can make is to get live hustlers amongst us and we could well afford, if such an arrangement could be made, to give Carl Fisher of Indianapolis \$100,000 to live in Detroit. We need him, and need him badly, while I hope that a few amongst us now will try to emulate him."