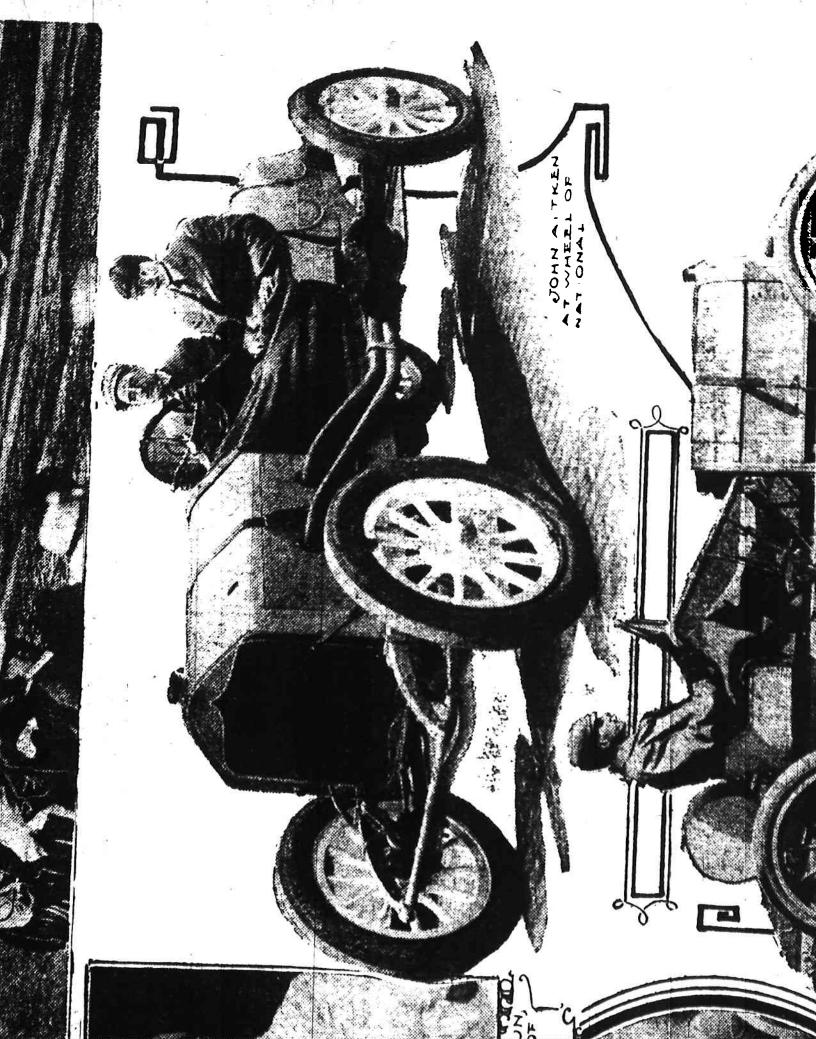
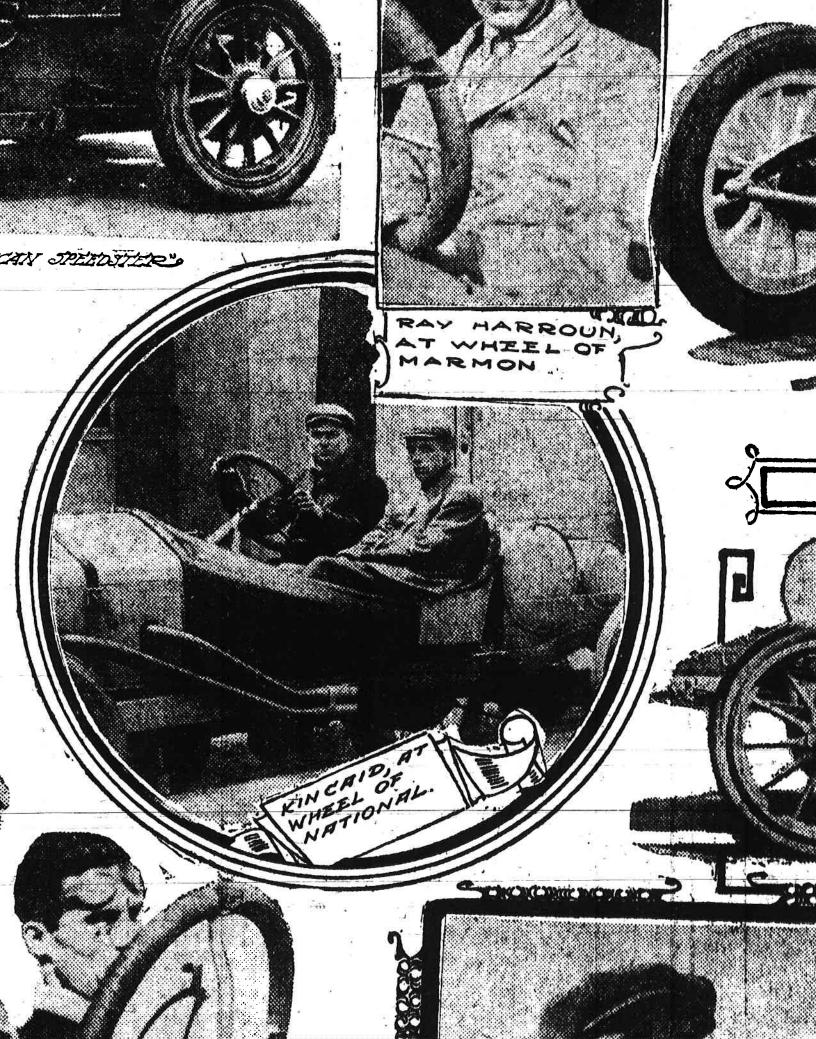


Invisible Planets

High Wall of Cement Will Keep Cars From Leaving Track

GREATEST OF SPEED DRAMAS STAGED 100 SIER TRACK NAPOLIS SUNDAY STAR, MAY 15, 1910









capacity has been provided, and that now there are 40,000 bleacher, grand stand and box seats. In addition, there has been provided more parking space for automobiles. The clubhouse, to be located in the

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ways in America, one board track and one speedway in England, it can be appreciated how few men there are in the race promoting profession.

To stage the events that are scheduled

Curtain Soon to Go Up on Most
Thrilling of Modern Sports,
With Conditions Ideal for Lowering of Many World's Records
--Indiana Cars to the Front

BY P. P. WILLIS.



O," the most dynamic word in a motor pilot's lexicon, will soon send scores of these modern charioteers across the tape of the Indianapolis Motor Speedway in efforts to excel all world's records for speed on the

ground.

Within twelve days another chapter in the wonderful romance of the automobile will have been started and the entire motor-educated world will focus its eyes upon the roaring panorama of the speed battles staged on the famous Hoosler track.

Many things enter into this year's events that promise the shattering of previous records. At the cost of thousands of dollars the two and a half mile race course has been paved. The entire grounds have been beautified and the newly organized Indianapolis Auto and Aero Club expects to have its handsome clubhouse completed in time for the first meet, May 27 to 30.

For many weeks now, almost always in secret, the local drivers of the rubber-



meet, May 11 to so.

For many weeks now, almost always in secret, the local drivers of the rubbershod speed demons have been practicing for the great drama which they plan to stage at the very doors of their own factories. They have become so bold that they now dare both American and foreign motor car builders to come to their home track and defeat them. Commercialism has its sleeves rolled high and its teeth gritted. Every manufacturer, who during all the long winter months has been grooming his pet creation of speed and endurance, is determined that his rivals shall not outstrip him when the multitude of cheering spectators pack the race site. Every dare devil pilot, who will sit behind the wheel, crouching there as the miles roll beneath him, with muscles tense and sinews taut; is ready to urge his car into the face of death if need be in order not to be passed.

Such is the spirit of the motor age! That Indianapolis has a sure chance to grasp many of the speed laurels is the opinion of motoring men who have cut their race track teeth.

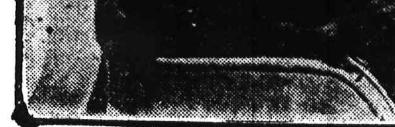
Among the Indianapolis cars that will contest for the highest honors in the motor racing world are Marions, Nationals, Marmons, Empires, Coles and Ameri-

This squadron of speed demons, including both big and little craft, forms a strong array of motor talent and promises to uphold the fame they established in the recent races at Atlanta. Many foreign cars, such as the Benz and the Flat, will invade and seek to wrest the wreaths, but the victorious manufacturers and pilots only say, "walt and see."

That both cars and drivers are better prepared this year for the grueling tests is the verdict of experts. They agree that the limit of speed and power has not yet been reached. The public wonders when new records will be impossible, but manu-Pacturers declare that the ones the world thought were marvelous last year will fade away in the dust of the speeding cars this season."

That the public will take a keener in-

perest in this year a events, thus assur-



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capacity has been provided, and that now there are 40,000 bleacher, grand stand and box seats. In addition, there has been provided more parking space for automobiles. The clubhouse, to be located in the center of the track, will tap the grand stand crowd and take away about 1,000 of the spectators.

Provisions have also been made to The races last guard against dangers. year were marred by accidents, but such have been made almost impossible this will examine—the year. Physicians drivers. Through the careful and carnest efforts of the promoters provisions have been made whereby both drivers and spectators will be protected. The track has been paved and "shaved." A thin coating of cement which was over the bricks began to break up recently and thus formed sharp edges that cut the Even this minor danger was eliminated by the cautious promoters. Will H. Brown, vice president of the Overland Automobile Company, donated fifteen test cars to Mr. Fisher, and these machines have worked for several days, dragging weights over the track that have smoothed the surface until it now resembles a billiard table. The sharp teeth on the bricks were also cut off by these weights.

High Wall of Cement Will

Keep Cars From Leaving Track

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That the public will take a keener interest in this year's events, thus assuring the motor car sport its most prosperous year, is promised by the many tours planned here from other cities. Detroit, Chicago, Columbus (O.), Louisville and Foledo motorists have already written for reservations. That Indiana alone will provide "fans" is also assured, because men in authority state that where there was one automobile enthusiast last year there are in now.

Better facilities have been provided to care for the enormous crowds this season. During the eleven days of automorphile races and the elect or twelve days of serial exems the Speedway manager.

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Around the edge of the track a thick and high enforced wall of cement has been built to keep any stray car from going over the edge of the track. Along the stretches there is a width of deep sand between the track and the fence. In case a car should leave the track, instead of plunging into a group of spectators along the fence, it will run into the sand track and thus give the spectators warning to get away from the fence.

The fact that the track is paved and that spectators are removed further from its edge wipes out all fears of danger. Not a single accident is expected by either promoters, manufacturers or by the drivers themselves. During all of the practice spurts the drivers have declared perfect satisfaction with and faith in the track. They have "opened her wide" and literally taken the bits in their mouths without the sightest fear of dan-

Perhaps there is one side to such a sea-

To accommodate the through Carl G. sen of fast and furlous sport that the

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Better facilities have been provided to care for the enormous crowds this season. During the eleven days of automobile races and the eight or twelve days of aerial events the Speedway management plans to entertain the visitors with lavish hospitality.

To accommodate the throngs, Carl G. Company, announces that larger seating considered that there are only two speed-

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to charm the world here this summer, to prove strong enough to lure business men not only in this city, but in other cities, from their work, and to do so with perfect system and not a single hitch, means months of hard tell and expert management. All winter long E. A. Moross, director of the Speedway contests, was working like a stage manager preparing the scenery and the setting for his summer entertainment.

Rules have to be studied and perhaps changed in order to better the sport; a eystem of advertising that would stagger many business men is mapped out and executed, from "Maine to California; provisions to care for the million and one details of seating and caring for the crowd, policing the grounds, receiving entries, making out the schedule of races and a long list of such duties have kept Mr. Moross busy ever since the curtain. fell on last year's races.

Not the least of these duties is the ability to arrange the races according to prizes (and here is another duty, getting prizes) and length. It is the theory of Mr. Moross, based on his years of experience, that races should be mixed. He plans to run a five-mile event immediately after a 200 mile race, and thus give every day's crowd a variety of events instend of staging three 200 mile races in one day and all the charter upes on the other data. The page have kind then completed

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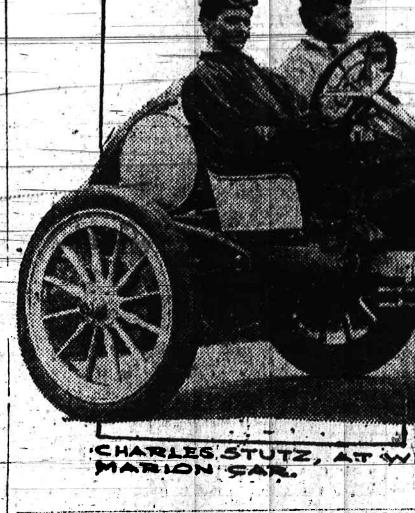
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The grounds are illuminated with gas and electric lights. The grand stands and boxes have a seating capacity of 40,000. The entire grounds will accommodate

upward of 200,000. There are parking facilities on the grounds for 10,000 automobiles.

The turns are banked sixteen feet and have a radius of 1,500 feet.

Other Facts About Greatest

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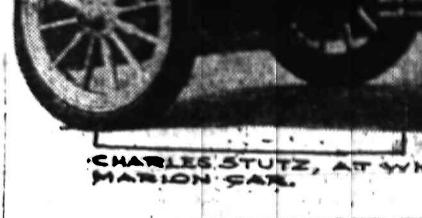
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The plans have almost been completed. In order to aid matters Mr. Fisher has crected a downtown Speedway office and a large office force is kept busy every day working out the intricate system that assures a world record breaking card of events in Indianapolis this season.

For the benefit of interested persons living in the directions of the four winds large and beautifully decorated souvenir books have been issued boosting Indianapolis and describing the Speedway. Fifty thousand copies of this book have been sent all over North America, Mexico and foreign countries. Concerning the boast that the local track is the greatest on The Indianapolis Motor Speedway has

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The Speedway has the largest inclosed aviation park in the world, and the finest balloon park, in the world; from ten to fifteen balloons, may be inflated and sent away simultaneously.

Special telegraph and telephone wires connect the Speedway with the city and the principal cities in the United States. These wires jogether with wires for timer and phone systems at the quarter mile. the globe, the book cites the following half mile, kilometer and mile posts, as well as wires to team score boards on the back stretch and score boards in the main section and bleacher sections of the the There are forty-one buildings, including grounds, are all carried in underground decrages, a condensate, arisities that, say, seed, the Thirty sets of telegraph to

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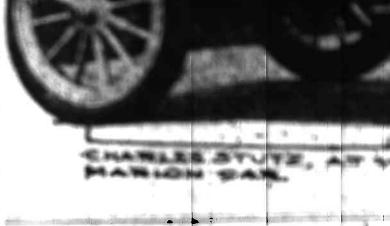
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The Indianapolis Motor Speedway has an area of 328 acres.

There are forty-one buildings, including garages, aerodromes, aviation sheds, club-houses, cafes, restaurants, office buildings, oil houses and machine shops.



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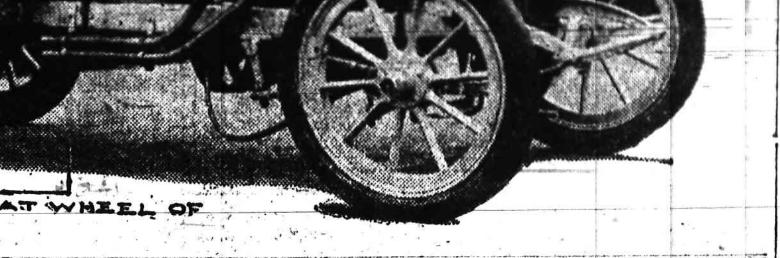
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The Speedway measures two and onehalf miles to each lap, and has a surface of vitrified brick. Three million, five hundred thousand brick were required to pave the course.

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A cement wall three feet in height by the eleven inches in thickness extends around the outer edge of the turns.

The management of the Speedway has selected the following dates for events during the season of 1910:

First Grand Circuit Speedway Auto Meet. May 27, 28 and 30. National championships. May 30.

Second Grand Circuit Speedway Auto Meet, July 2, 3 and 5.

Third Grand Circuit Speedway Auto Mect, August 12 and 13. Twenty fourhour automobile race starts at 8 p. m.

Fourth Grand Circuit Speedway Auto Meet. Sept. 2, 3 and 5.

Artation Meet First national licensed

event June 13 to 14. Entire week.
- Pattern Meet 'August 18. Afternoon of

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Bleacher in the main section or \$1 portion of the grounds. Seats are free, excepting box seats.

Seats in the field stand or bleacher in the 50-cent section of the grounds are free. Boxes in the bleacher in the field section of the grounds are 50 cents each, in addition to price of admission to the grounds. There are six seats in each box.

The Indianapolis Motor Speedway is located less than four miles from the heart of Indianapolis; twelve minutes by Big Four trains; twenty minutes by street car or interurban car service.

Total east of the Indianapolis Motor Speedway exceeds \$700,000

Among the local pilots who will the with one another are such young and auccessful drivers as Johnny Aitken, Ray Harroun, Bill Endicott, Tom Kincald, Cill Anderson, Charles Stutz and Herbert Lytle. Louis Strang will pilot an Indianapoles car, a Marion hob cat, and it is altered drivers will be seen behind the control of local probable that other world-

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The Speedway measures two and onehalf miles to each lap, and has a surface of vitrified brick. Three million, five hundred thousand brick were required to pave the course.

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A cement wall three feet in height by eleven inches in thickness extends around the outer edge of the turns.

The management of the Speedway has selected the following dates for events during the season of 1910:

First Grand Circuit Speedway Auto Meet. May 27, 28 and 30. National champlonships, May 30.

Second Grand Circuit Speedway Auto Meet, July 2, 3 and 5.

Third Grand Circuit Speedway Auto Meet, August 12 and 13. Twenty-fourhour automobile race starts at 8 p. m.

Fourth Grand Circuit Speedway Auto Meet. Sept. 2, 3 and 5.

Aviation Meet. First national licensed event, June 13 to 18. Entire week.

Palloon Meet. August 12. Afternoon of the twenty-four-hour automobile race.

Bailoon Meet. National championship, Sept. 17.

The hotel facilities of Indianapolis are such that the largest prospective crowds can be accommodated without making reservations.

Box seats are to be had at advance sale, or at the grounds on afternoon of events. So advance reservations are necessary. Bleacher in the main section or 11 pertion of the grounds. Seats are free, excepting box seats.

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This squadron of motor drivers can not be duplicated in any other city in the land. Besides these there are several others. While indistinguish stands second to Detroit in the number of cars manufactured, it ranks first in the number of cars ber of cars entered in contests of all has

To add interest to the events a mi

No advance tererval one are necessary, tures and has more racing care and pilots.

Parking space for automobiles may be than any other two cities in the United bad trades or outside of course, but inside States combined.

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Automobiles will be permitted to cross the track to parking space up to the time of start of the races; after races start the special automobile bridges must be used for the purpose of crossing and recrossing track.

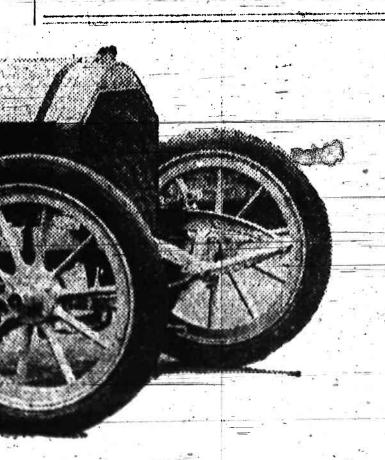
Parking space for 9,800 automobiles is free.

Additional space for parking 200 automobiles has been set aside for reservations. This space is in no way more desirable than the free space, but may be reserved in advance and will be held for those purchasing same; price, \$2 per automobile.

Price of admission through main gates, \$1.

Price of admission through field gates, 50 cents. Box seats in the grand stands located in the main or \$1 section of the grounds are \$1.50 for each seat, this being in addition to price for admission into the grounds. Each box contains six seats.

Main grand stand in the \$1 section of the grounds is reserved at price of 50 cents per seat, in addition to price of admission through the main gate.



tionaire race is booked. William Vanderbilt Jr. and others, some from England, are being invited to enter a race for private owners. The first national track championship race ever conducted in America has been awarded to this track. It will be run under the direct and complete supervision of the officers of the American Automobile Association.

With the certainty of getting Chicago's Cobo race and the probability of landing the Lowell race, there remains but little else of importance in the nation's racing calendars to be conducted in other cities. All the plums of the motor car sport have been plucked and stored away in the Indianapolis Speedway warehouse.

Benefit of Racing From Viewpoint of Manufacturer

Motor car racing has filled an entirely new and unique places in the annals of man's sports. Unlike horse racing, it not only does not depend upon the betting features for its popularity, but it interests almost every man who sees it.

Every spectator, if he does not own a car, wishes he did. These tests give manufacturers the best arguments they could ask for to back up the smooth-tongued specches of salesmen. If the car holds up under the strain of a terrifying race and comes out of the dust of battle in good trim the prospective buyer is then convinced that years of ordinary work would not ruin his macoine. This is the commercial aspect to racing.

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The sporting side, which is the interest Carl G. Fisher and his associates, emphasize, is as clean and honest as any ever conducted by man. There is absolutely no trickery in automobile racing. Everything "is on the square." It has to be. The desire to win predominates.

There is a thrill, excitement and charm that act like a magnet upon the spectators. The spice of danger draws the crowd hard against the railing. When a panting machine is heard for up the turns, like one man the throng will crane its neck and hold its breath until it more intense interest from its devotees, sweeps by in a whirlwind fashion. There has never been a sport that demands more intense interest from its devotees.

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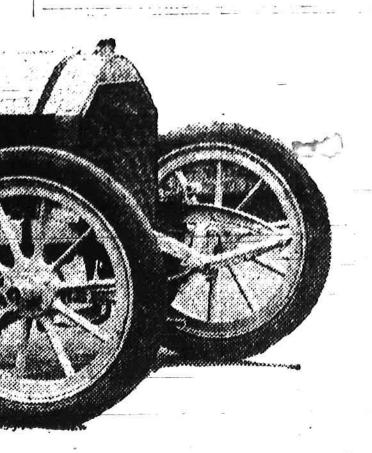
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