



Just Give Us a Chance to Figure

Out of Town Orders Given the Same

MERCHANTS IMBUE SPIRIT

PROMISE PROFUSE DISPLAYS

**BUSINESS MEN OF INDIANAPOLIS WILL
DECORATE THIS WEEK IN HONOR
OF BIG MOTOR SPEEDWAY
RACES.**

Praising the Speedway, that unequaled, glorious heap of earth, bewitched by clever hands into a course five miles long and capable of having a car do better than one if not two miles a minute on it, is becoming a quotidian occurrence in Indianapolis and cities within close proximity. Each day some big merchant, or association, or civic organization, even a state club, becomes imbued with the enormous propensities of the Speedway and offers its assistance for making the meeting of

the speed kings on Aug. 19, 20 and 21 the most laudatory ever held in any country in the world.

The Merchants' Association of Indianapolis has already averred the votive interest that it will take in the holding of the event that will emblazon the name of the Hoosier capital on all of the escutcheons of the motor world and make the reception of the visitors to the Speedway the most elaborate and artistic, rivaling that of the usual presidential attire. All of the main thoroughfares, business streets, and in many of the residence districts where gasoline is next to the hearts of the inhabitants, will be attired in gala robes of green, white and brown, Speedway colors, symbolical of attributes of the greatest course in the world.

Extends Universal Welcome.

Indianapolis will be on dress parade prudery on the days that the big classics of the American motor world are held and a more grandiloquent attire never greeted a president or king on his inauguration or coronation. Welcome will be the predominant word on the lips of the merchants, hotel proprietors and citizens of this fast-growing Hoosier capital and the old Indiana instincts and intuition for

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CLARENCE H. MACKAY, President

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Kansas City, Mo. 7/30/09. 190

Figure Out the Cost With You



Same Prompt Attention As City Orders

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entertainment will be at their zenith during the three days the czars of the motor world gather at a course which has taken multitudes of dollars and thoughts to perfect and bring from its embryotic state to completion.

Votaries of Speedway and the automobile are dally growing more and more numerous in the city, making the gossip of the clubs and cafes tender toward Speedway, and Speedway events that are scheduled to take place. Should a driver such as Barney Oldfield, Borque, Stutz, Miller, Tuttle, Wiseman, Mulford or any of the others that are quartered at the course with their gigantic collections of chrome nickel steel, enter one of the crowded downtown cafes, the word is immediately whispered from one to another down the route until all optics are turned the way of the pilot who will be hero or defeated at the Speedway's carnival.

Men value the acquaintance of a Denison, an Aitken, a Henshue, an Englebeck, or any other driver with familiar knowledge of state and national dignitaries, and all eyes are turned with jealousy to the men that call Oldfield "Barney," Tuttle "Harry," or any other by his christian name. Much do they appreciate the high position that the entrants in the Speedway events enjoy, but

little do they realize the grueling battles that they will be forced to weather under wrackful conditions, that demand every tenuous bit of energy that they can muster.

Posts Direct Way.

Along the course to the track the loyal spirited citizens are raising signs and posts in order that the stranger has no trouble in finding his way to the course which is situated only a short distance from the city limits on the Crawfordsville pike. The management has also had 50,000 cards with directions as to how to take the shortest way to the Speedway - printed and distributed among the stores and private residence districts, diffusing all the troubles of getting to the track by this method.

To the Indianapolis and Indiana folk the Speedway is a panacea for lethargy that formerly was connected with the capital as far as motor racing was concerned. More people are cringing to the auto industry at the present time than any other era previous, and when the start of the first event is ready for the pistol pent up enthusiasm will burst forth in volcanic proportions on to the visitors who have heretofore disregarded Indianapolis in the motor world.

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CLARENCE H. MACHAY, PRESIDENT

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To Rapid Motor Vehicle Co.,
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7/27. Pikes Peak Summit, Colo.