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# INCREASES VALUE OF SPEED TROPHY

**F. H. Wheeler Adds \$1,000 in  
Cash to His Famous \$10,000  
Silver Cup.**

## ISSUES HANDSOME BOOKLET

**E. A. Moross Advertises Indianap-  
olis and Motor Speedway With  
Costly Colored Souvenir.**

F. H. Wheeler, donor of the famous \$10,000 Wheeler - Schebler speedway trophy, announced yesterday that he will offer a cash prize of \$1,000 to the motor car pilot winning this trophy May 28 if he wins it with one of his carburetors on his machine.

This trophy is credited with being the finest in the world and was competed for last year in the 300-mile race, which was stopped by the A. A. A. officials. Mr. Wheeler said yesterday that he wants to make it a little more valuable this season and promised the Speedway management the additional \$1,000 in cash.

This trophy will be raced for during the initial meet of the season, which begins May 27. It will be offered to the victor of the 200-mile event. Several cars have already been entered in this contest and the race promises to be one of the best in the history of motordom.

Issues Valuable Book.

"Indianapolis in the Limelight" is the title of a handsome book issued yesterday

# C. C. & L. R.

James P. Goodrich, filed his report for the terday. Besides the Fe July 1, 1909, to March

Earnings—

Balance	.....
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## MAY CONDUCT

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ready been entered in this contest and the race promises to be one of the best in the history of motordom.

**Issues Valuable Book.**

"Indianapolis in the Limelight" is the title of a handsome book issued yesterday advertising this city and the Indianapolis Motor Speedway.

The book was printed at a cost of about \$2,000 and contains hundreds of excellent halftone photographs, stories and paragraph items concerning Indianapolis as one of the greatest cities in the Union and the speed track as the best in the world.

E. A. Moross, director of the Speedway contests, has spent several months preparing this vast amount of material and has it presented in an attractive form in a book that forms an ideal souvenir. The front page represents two large motor cars, pictured in colors, in a race such as is witnessed any day at the local track during a speed meet. The first pictures and story on the inside are those of the owners and managers of the Speedway and a story giving in terse form the size and importance of the local track. The dates for the various meets are also scheduled.

Throughout the entire book pictures of the various events held at the track last year are shown and other interesting photographs are given to illustrate the progress of motoring and aviation.

**Forms Motor Directory.**

The advertisements compiled in this book form one of the best automobile directories ever published. More than 50,000 copies of this book will be sent all over the United States. One will be placed in the editorial offices of every large newspaper and in every garage. The manufacturers who advertised will send hundreds of copies to their agents. The book tells all about Indianapolis, its hotels and other conveniences, and gives directions how to reach the city, tells of the wonderful net work of railroads and interurban lines and how to reach all points of interest and the Speedway. Pictures of the most famous racing pilots are also given. The book shows in detail all of the improvements that have been made at the track since the meets last year. The aviation features are explained in detail. The largest advertisement is that of the Overland Automobile Company. There is also a list of all the auto dealers and garages in the city given with street addresses and both telephone numbers. A diagram of the Speedway aviation grounds is printed.

**PLANS NEW MONOPLANE.**

**Lincoln Beachey Asks Permission to Practice Flying at Speedway.**

Another bird man has sought a roost at the Speedway nest. Lincoln Beachey of

CHICAGO, April 20.—

will be no Speedway race in Chicago this year despite the protests of the members of the Chicago Automobile Club who have been counting on the second renewal of the famous race. Also it is possible that the race will be contested on the Indianapolis Speedway.

That is the gist of the information given to the directors of the Chicago Automobile Club by President C. H. Johnson noon after which the man who has been year's road race at Crown Point, Ind., went on a business trip to Philadelphia. Concealed in the conversation, however, was a grain of truth which club members do not feel they would like to see dropped.

The speedway project is still in the air. It is said authoritatively, however, that constructing it is believed to be a wise step. The promoters are of the opinion that if they rushed the work it might be finished this year that in a hurry it would be a slipshod affair and would be regretted.

**Keep Plans Secret.**

"The identity of the promoters must remain a secret," said President Johnson. "I am satisfied, however, that the promoters are putting up a track that will be the best in Chicago and one which will give the best kind of motor racing. The promoters are organizing their company and say there will be no speedway race this year. I do not mean that the track will not be started. All the things are in shape, whether long or short. It is said the promoters will start its operations, and if all the work should be finished to satisfy every one of the intentions of the promoters, the enterprise."

**Wires E. A. Moross.**

This announcement need not cause the disposition of the Coburn trophy to certain state, for it had been run it on the Chicago speedway. The trophy is not without its value to outsiders, and E. A. Moross, who has determined effort to land the trophy, has asked Mr. Cobe for permission and that he must have a letter of introduction to offer is shown in the president of the Chicago Automobile Club has wired him he will listen to him any time after the race. He expects to be back from

**ROSE POLY DROPS**