

**Rickenbacker
, Edward V.**

Indianapolis Motor Speedway

Greatest Race Course in the World

Rickenbacker

Indianapolis,

January 21, 1919.

Mr. Carl G. Fisher,
Miami, Florida.

Dear Mr. Fisher,

Noting from your letter of January 18th that you feel the best proposition we should make Rickenbacker would be on a 50-50 basis will say that it seems hardly possible that this sort of a proposition will appeal to him.

Rickenbacker has kept his name continuously before the public and is, without doubt, the best advertised aviator and automobile race driver in the country and he is too wise not to realize his own value from a gate standpoint. It is possible, however, that he may be anxious to become identified again with the Indianapolis Motor Speedway interests and would waive some of his ideas for financial gain. At any rate, the writer will use his very best efforts to make a satisfactory deal with him either for driving one of the Peugeots or flying, or both, if possible.

It is my intention to see Rickenbacker as quickly after he arrives in the states as is possible which will probably be either before or the night of the dinner that is to be given for him at the Waldorf, the night of February 3rd.

Indianapolis is being favored with some wonderful weather and the work at the Speedway grounds is progressing very nicely. Mr. Pierce is preparing to start grading the road from Thirtieth Street just as soon as he can arrange for a road grader

Ralph Mulford added his nomination to our list of entries, making two for this country, and on Friday of this week we are breaking a story concerning the entry of two Sunbeams to be driven by Josef Christiaens and Jean Chassagne--this information having been received by cable last Friday.

Very truly yours,

INDIANAPOLIS MOTOR SPEEDWAY COMPANY.

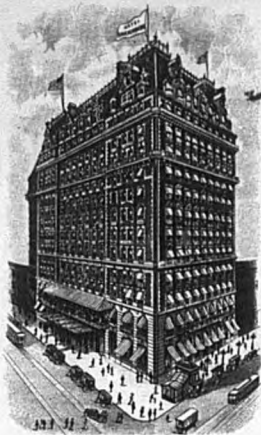
H. Myers
Secretary.

MANAGEMENT

TEM-ED

C. G. Fisher
A. C. Newby
F. H. Wheeler
J. A. Allison

ADDRESS ALL CORRESPONDENCE TO INDIANAPOLIS MOTOR SPEEDWAY
AND NOT TO INDIVIDUALS



CABLE ADDRESS 'REGANPROP'

Hotel Knickerbocker

FORTY-SECOND STREET AT BROADWAY

New York

191

February 9, 1919

JAMES B. REGAN

Mr. Carl G. Fisher,
The Alton Beach Realty Co.,
Miami Beach, Fla.

My dear Carl:

Your letter of January 6th to Mr. Stevens has been turned over to me by Gregory Flynn. Wish to take advantage of a few spare moments to thank you for your very kind invitation. Owing to my present status I regret not being able to accept same.

Give my very best wishes to Mrs. Fisher, Mr. Allison, Mr. Wheeler and Mr. Newby.

Again thanking you for the kind invitation I beg to remain,

As ever,

February 18 1919

Captain Eddie Riokenbacker,
Hotel Knickerbocker,
New York City.

Dear Eddie,

I am sorry you are not going to get down here. I wanted to see you, and congratulate you on your good work. Also I wanted to go over with you some of the possibilities that present themselves just now.

I may see you at the next Indianapolis races. I should be glad to have you and your friends as guests at Indianapolis at that time. If you decide you can attend, please wire me.

Yours very truly,

OGF/mrb

Indianapolis Motor Speedway Company

Maintaining Greatest Race Course in the World

Rickenbacker

Indianapolis

February 11, 1919.

Mr. Carl G. Fisher,
Miami, Florida.

Dear Mr. Fisher,

With reference to the negotiations with Rickenbacker for his services for our race as either a driver or an aviator the writer begs to report that it was impossible to secure an answer from Rick either way. Upon Rickenbacker's arrival in New York he made a definite statement to a number of his good friends that he was absolutely through with racing, and had strong convictions against exhibitions of any sort.

The writer talked with Rickenbacker quite a while the morning after the banquet and, although he would not promise to drive or give an exhibition in the air, he refrained very carefully from saying anything that would indicate that he would not come.

Much attention was being showered upon him in New York and he was being pulled and hauled in every direction and the fellow was really in no condition to give serious consideration to any business proposition. Then again, he returned to the States under military directions and expected to proceed to Washington to report to the War Department, and until he can get some idea as to just what the Government expects to do with him he cannot very well make any definite promises or contracts.

There seems to be some change in his attitude over that upon his arrival, and the writer is strongly inclined to believe that we will be able to make some kind of arrangements with him to appear in some capacity for our event.

Very truly yours,

INDIANAPOLIS MOTOR SPEEDWAY COMPANY.

J. E. Meyer
Secretary.

MANAGEMENT

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FRED STERRY
MANAGING DIRECTOR

THE PLAZA

FIFTH AVENUE 58TH TO 59TH STREETS
AT CENTRAL PARK

THE GREENBRIER
WHITE SULPHUR SPRINGS, W. VA.

NEW YORK

Feb 25, 19

Mr Carl Fisher
Alton Beach
Miami, Florida.

My dear Carl:

Your very kind letter under date February 18th., at hand and I regret very much that I am unable at the present time to get down there and talk things over. I am sure we could spend many pleasant moments talking over the big struggle but I presume that you could tell me a lot of interesting things that have happened since I left for 'over there'.

I have just returned from Columbus and it was certainly some strenuous time. I would like to get around to see all the boys but I guess I will have to do a little shopping back here in New York after I return from Detroit on March 3rd. I never knew how much work could accumulate for a fellow to tend to but I guess the answer is that two years away from your own fireside is some little time but I hope to be get the loose ends together in a few days and get a chance to take a long breath.

Trusting that I will see you again soon, I am

As ever
Carl Fisher

March 6th, 1919.

Capt. Eddie Rickonbacker,
c/o The Plaza Hotel,
New York City.

Dear Rick :

I have yours of the 25th . You certainly show your good sense if you quit racing. As much as we would like to see you again at Indianapolis, and knowing that you would be quite a drawing card for us, I would advise you to quit track racing. You can cash in now on what reputation you have much better than to take chances for small gains on Speedways. Besides, I don't believe that many of the Speedways will be going after two more years.

I have asked Mr. Myers to send you Guest tickets for the Thirtieth and am in hopes you will be there.

Yours very truly,

CGF:R

Copy - marked -
to J. O. Myers

March 1, 1929.

Mr. E. V. Rickenbacker,
Detroit, Michigan.

Dear Eddie:

From what I saw of the way people are crazy to pay twenty-five dollars a seat for an encounter such as Stribling and Sharkey had here -- which was really very good as a non blood battle, but not one half the spectacle you are putting on at Indianapolis.

If I were you, I would very seriously consider a complete advance of one dollar per person in the field and \$2.50 on each box seat. You will either get it or you won't, and I think you will get it.

I have been to at least fifteen or twenty-five different types of entertainment that cost fifty per cent more than the Speedway show, none of which compare with the Speedway show. This difference in price tied on to each individual will make a big difference to you in the matter of receipts and I am sure you will get away with it, especially if you will add some one single stunt to the show that can get a lot of publicity in connection with the race.

Think it over as it amounts to about \$25,000 to you

Yours,

CGF:T

Copy to T. E. Myers
Copy to Steve Hannagan.

March 4, 1929.

Mr. E. V. Rickenbacker,
Cadillac Motor Car Co.,
Detroit, Michigan.

Dear Eddie:

As a special stunt, could you arrange for eight or ten aeroplanes to arrive during the time the big parade is on, to parade and drop a parachute in the field north of the Speedway? This is an ideal landing field for parachute drops--all, of course, wind and weather permitting.

This would give you license to figure on raising the price, and give you additional publicity from now on.

Of the population of the U.S., it is safe to say that not one tenth of one per cent have seen a parachute drop from an aeroplane.

Fred Moskovic will write you the details of a motor tour from New York to the Speedway in Aerocars. We have seven or eight promised at this time and it looks like we might have more. Naturally, we are looking for some publicity for the Aerocar but it won't hurt you any.

Yours,

CGF:T

Copies: Mr. Myers
Mr. Hannagan



FRED STERRY
MANAGING DIRECTOR

THE PLAZA

FIFTH AVENUE 58TH TO 59TH STREETS
AT CENTRAL PARK

THE GREENBRIER
WHITE SULPHUR SPRINGS, W. VA.

NEW YORK March 13th, 1919.

Mr. Carl G. Fisher,
Alton Beach Realty Company,
Miami Beach, Florida.

My dear Mr. Fisher:

Your letter of March 6th received. In the same mail I received a letter from Mr. Meyers - asking what my final decision was in the matter, saying that it was put up to him to close the deal or, at least, to start direct negotiations for my driving "Pugeot" with Jules.

In your letter you compliment me upon my good sense in quitting racing; this certainly is paradoxical, and although I have not made a direct statement to you that I intended to quit racing - I certainly appreciate your fine feeling concerning my future, and assure you, Mr. Fisher, that you are the big friend I always felt you were. I have been convinced by so many of my friends that I have a story to tell, and that I should tell it, that I really believe they have brought me around to a point where I look upon it as a sort of duty, and with that in mind I have arranged a lecture tour under the auspices of the Pond Lyceum Bureau. Just how long this will take me I do not know, therefore, all my plans for the future are more or less tentative - depending upon the results of this tour.

It is most kind of you to request Mr. Meyers to send me guest tickets for ~~thirty~~.

With very best wishes, and hoping, as I said in my previous letter, to see you some time for that little chat, I am

As ever

March 17th, 1919.

Captain Eddie Rickenbacker,
c/o The Hotel Plaza,
New York City.

Dear Rick :

I have yours of the 13th : I think you are showing your usual good horse sense in forgetting racing. Write a book ! You took a lot of chances to be America's Ace and there is no reason why you shouldn't reap some of the benefits for yourself, as well as give a great deal of pleasure to others, to know from the inside the experiences you have had. I only hope you will get some fellow to do the translating who can do it right.

Hope to see you soon.

Yours very truly,

CGF:R

Indianapolis Motor Speedway Company

Maintaining Greatest Race Course in the World

Indianapolis

March 20, 1919.

Mr. Carl G. Fisher,
Miami, Florida.

Dear Mr. Fisher,

This is to acknowledge receipt of your letter under date of March 17th and we have noted your opinion regarding the airplanes and the aviation stunts.

The writer takes it from the copy of your letter to Rickenbacker which he received some days ago that you are inclined to believe that Rickenbacker is not going to be with us on our race date. Rickenbacker has written this office concerning your reply and we are inclined to think that your letter sort of took some of the wind out of his sails. We have had a few communications from him but he avoids very carefully in each one saying that he will not come although he has not said that he will and the undersigned confidently feels that he will either be flying or driving at the time of the 500-mile race.

If Boillot is successful in getting the small Peugeot car and comes over, he, flying together with Rickenbacker, should make an attraction as good as any aviation stunt ever can be, and Rickenbacker, is, of course, worth many columns of publicity to us.

Very truly yours,

INDIANAPOLIS MOTOR SPEEDWAY COMPANY.

J. B. Myers
Secretary.

TEM-ED

MANAGEMENT

C. G. Fisher
A. C. Newby
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ADDRESS ALL CORRESPONDENCE TO INDIANAPOLIS MOTOR SPEEDWAY COMPANY AND NOT TO INDIVIDUALS

EDWARD V. RICKENBACKER
DETROIT

March 25th, 1929.

My dear Carl:-

Just returned from California this a.m. and found your letters of March 1st and 4th awaiting me.

Your description of the non-blood battle in Miami and the tremendous prices paid to see it, opens up an avenue for some real serious thought in connection with the Indianapolis Speedway as per your suggestion. The first opportunity I have, will discuss this with Pop. Certainly we could use the additional revenue.

I think we will have no trouble in being able to arrange for a squadron of airplanes as you suggest, and certainly the parachute idea would be a wonderful attraction - as you say wind and weather permitting.

Have not heard from Fred Moskovic with reference to the motor tour from New York to the Speedway in aero-cars. This would be a great pilgrimage and would work out well for both of us. We certainly will be happy to turn the guns of publicity loose on such a tour for everybody's benefit.

Seagrave certainly did his stuff, and it begins to look as though there is no limit to speed on the ground if the road is clear ahead, providing of course the car is properly engineered.

It was unfortunate that White's car had to collapse. Personally, I do not think it should have been permitted to even attempt to run this year. However, it is history now and may be we can profit by it in the future.

With kindest personal regards and full appreciation of your suggestions, I remain

Sincerely,



Mr. Carl G. Fisher,
Miami Beach, Fla.

EDWARD V. RICKENBACKER
DETROIT

May 9th, 1929.

My dear Carl:-

Another year has rolled by and we are about to put on again the World's greatest classic.

We were unfortunatè in your absence last year, and don't want to be disappointed again this year, if it is humanly possible to prevent it.

You know, Carl, you are still the President of the Institution in spirit insofar as we are concerned, and we know that your interest will always be with us - consequently we would appreciate tremendously having you on the job on May 30th.

Why don't you gather up a carload of your good friends and bring them along, as this is the last year of the 91 cubic inch engine.

Then with the forty-six entries which we have to date - three of them European consisting of Delage, Talbot and Amil cars - we should have one of the most spectacular events in the Institution's career, and with a break in the weather, probably the fastest.

I am looking for you and yours to be with us.

Regards,



Mr. Carl G. Fisher,
Miami Beach, Florida.

Montauk

May 16, 1929.

Mr. E. V. Rickenbacker,
Detroit, Michigan.

My dear Rick:

I have yours of the 9th
I am going to be with you if it is
possible to do so, and I think it
is. I am waiting for a couple new
cars to come up from the south. I
will wire you a few days in advance.

Yours,

GCF:T

May 23, 1929.

Mr. E. V. Rickenbacker,
Detroit, Michigan

Dear Eddie:

Curtiss's Aerocar factory in Miami has been delayed and our observation car which I wanted to start from New York will have to come direct from Miami to Indianapolis. Glenn Curtiss will probably be with it.

In order to save a lot of time, I am going to come through from here direct. I think Briggs Body Corporation will send down two or three Aerocars.

We thought it would be a good idea if we could get some little space out back of the Judges' Stand, clear out of the parking space area where we could put all these cars together and put a rope around them.

I am planning to be there the morning of the 29th. I have taken three rooms at the Lincoln.

Yours,

CGF:T

Montauk

June 3, 1929.

Mr. E. V. Rickenbacker,
Detroit, Michigan.

Dear Eddie:

I want to congratulate you on your races and thank you for your courtesies to myself and friends.

Your advance management is slipping in a few things and I am going to tell you about them so you will catch them the next time yourself. For instance: The stands had not been properly cleaned before the races. The seats were covered with dust and dirt; in some places the seats were in terrible condition. We always made it a point before to take a hose and wash all the seats and stands and then have some women go over the seats with rags. If you will remember, the seats in the stand from which you made your notable address to the drivers had not been cleaned at all and there was a quarter inch of coal dust in all the chairs. The chairs in the guest stands were so dirty you had to use a newspaper before you could use them. This was just a slip.

The north gate should be doubled in capacity and the road fixed so it will never hold up traffic again.

Also the use of your tunnels, stopping up one side of the tunnels for foot passengers, is a big mistake. This caused a tremendous delay in allowing automobiles to get into your gates and out of the road. It would be comparatively easy and not expensive to build a tunnel for foot

Montauk

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Montauk

Mr. E. V. Rickenbacker,
June 3, 1939,
Page 3.

passengers only as it would only need about seven feet of headroom and I think this is something you should consider. Certainly, the tunnels were never too large as they were for automobile traffic and when you shut up half the tunnel for foot passengers you raise merry hell. I notice you stopped one side to allow the automobiles to pass from the west, then stopped the other side to allow the automobiles to pass from the east. This reduced the capacity to one half when you had a complete line of automobiles waiting.

Please accept these suggestions in the spirit in which they are given.

Also I wish you would let me know if you have made any investigation of the proposed airport at Miami and if you have any plans for Miami Beach as a station.

Yours,

CGF:T

EDWARD V. RICKENBACKER
DETROIT

June 7th, 1929.

My dear Carl:-

Thanks for yours of the 3rd with all the splendid suggestions and constructive criticisms. I am forwarding a copy of this letter to Pop Myers, and will at the same time follow through so that next year when you come out, you will have to look for more and different ones, which we will also welcome with open arms.

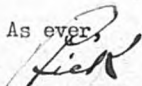
I was tickled to death that you and your party had a good time, but deeply regret having missed paying my respects to Mrs. Fisher. Hope you will apologize for me.

There is nothing positive on the Miami Beach Airport program, but am looking forward to having some information within the next sixty or ninety days and will keep you posted.

It is with a great deal of pleasure that I attach my check for \$200. covering the bet I lost. Never in my life have I enjoyed losing or paying a wager more than I do this one, as you will understand when I say that the net increase will be from \$25,000. to \$40,000. above any thing in the history of the Institution.

With kindest regards to you and yours, I remain

As ever,



Mr. Carl G. Fisher,
Montauk, Long Island, N.Y.

Montauk

June 10, 1929.

Mr. E. V. Rickenbacker,
Detroit, Michigan.

Dear Eddie:

Thanks for yours of the seventh.
I am delighted to know of the big
cash increase in your gate.

I was thinking at Indianapolis
that if I was connected with the
Speedway I would arrange to put some
big exhaust fans in the grand stands,
if for no other reason than good ad-
vertising. People in the grandstands
almost baked to a crisp this year
and about every second year they have
the same experience.

I don't know just what exhaust
fans would cost but I believe they
would be worth what they did cost
to the grand stands. So far as I
know, they would be the only out-door
exhaust fans in America provided for
grandstand guests.

Hope to see you some time when
you are out this way.

Yours,

CGF:T

SUBSIDIARY COMPANY:
ATLANTIC AIRCRAFT CORPORATION
TETERBORO, AIRPORT
HASBROUCK HEIGHTS, N. J.



HASBROUCK HEIGHTS, N. J.
GLENDALE, WEST VIRGINIA
NEW YORK OFFICE
1775 BROADWAY

AIRCRAFT CORPORATION
OF AMERICA

July 19th, 1929.

Mr. Carl G. Fisher,
Montauk, Long Island.

My dear Carl:-

Am just gradually getting straightened since my arrival in New York - hence the delay in replying to yours of June 10th.

Think your suggestion about the exhaust fans in the grand stands is a good one, and am asking Pop to investigate the expense so we can make some decision on it.

Now that I am permanently located in New York City, will take advantage of your invitation some weekend, when I am not quite so busy, as I have been working night and day for the past ten days.

With kindest personal regards and looking forward to seeing you soon, I remain

V Sincerely,

A handwritten signature in dark ink, appearing to be "J. Edgar Hoover", written over the word "Sincerely,".

Vice-President.

EVR/s.

July 22, 1929.

Mr. E. V. Rickenbacker,
1775 Broadway,
New York City.

My dear Rick:

I am glad to know you are located in New York. I hope you can run out some day soon and look over two proposed combination airports out here. I am not interested in either one of them but I will be very glad to show you just what they are. Besides, you ought to see this country.

I am sending you one of our new booklets.

We had on Saturday night over three million dollars' worth of beautiful yachts in our harbor and we are commencing to make big progress here in development work.

Yours,

CGF:T

EDWARD V. RICKENBACKER
NEW YORK CITY

December 25th, 1929.

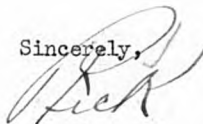
My dear Carl:-

Since moving to Broadway, there have been
crashes of all kinds and character, making many of us
wiser and older.

The wisdom certainly can be credited, and
the added year appreciated more fully because it has
called to our attention the spirit of Yuletide.

This again gives me the opportunity to
think seriously of only the good things I could wish
for you and yours during the Holiday Season and the
year of 1930.

Sincerely,



Mr. Carl G. Fisher,
Miami Beach, Florida.

\$300⁰⁰

December 18, 1929.

Mr. E. V. Rickenbacker,
1775 Broadway,
New York City.

Dear Eddie:

Your splendid Yule-tide greetings came in to my desk this morning, just after I had finished writing a letter to C. K. G. Billings. It occurred to me that as you had purchased the Speedway from us, which turned out 100% as advertised, that you and some of your friends in Detroit might be interested in the subject which I have written Mr. Billings about.

You may or you may not know that I had arranged with the G.M. Corp. to take over this business and the Treiber patents and that the deal fell through as a result of a contract which is in existence with the Consolidated Shipbuilding Corporation. We do not blame the Consolidated for not wanting to cancel this contract except on favorable terms to themselves; neither do we blame the General Motors for not wanting such a contract tied to the purchase of the company; neither will we accept any blame for the contract as it is a very good contract for our company and presents to our company a very substantial annual royalty and has a future for the same kind of contract to be made with other large builders, both in this country and abroad.

If some of our patent claims can be made to stand, we are in a position with sufficient factory facilities to dominate the Diesel engine business in America. I think the Diesel engine business will immediately, or as fast as engines such as Treiber's can be manufactured, grow into an enormous business. Our company already has a very substantial list of orders coming through and this list is growing rapidly. We need some extra small tools for making some of the parts which no other company in America can build for us, excepting the Allison Engineering Company.

I have about \$300,000. invested in the company

Mr. E. V. Rickenbacker,
December 18, 1929,
Page 2.

at this time and have made all arrangements for continuing the financing of the company without outside assistance. The recent flare-up in the stock market caused a number of very substantial sales in real estate to be cancelled, and I am casting about for an associate in this Diesel engine business who can invest \$300,000., which is all that the company will need.

We are beautifully located, under a very favorable lease with the Brown Boverly Company at Camden. We are so well located that we would not take as a gift a first class complete engine plant. We want to equip ourselves with \$100,000. worth of small tools to make some of the finer valves for our engines, and we want to be able to have the motors coming through for stock and for immediate delivery.

I enclose you a list of buyers. You will notice they represent men of experience in the purchase and use of engines. By referring to the weights of Treiber's engines as per the enclosed sheets, you will notice Treiber is building an engine way under the weights of any competitor.

Treiber equipped Mike Vanderbilt's boat with a pair of 700 H.P. motors last spring. This was the first large pair of Treiber's engines to be in commission. As a result of the success of these motors, our company immediately received about \$500,000. worth of orders and these are now coming through the shop.

In addition to the motors Treiber has turned out, The Consolidated Shipbuilding Corporation has built and delivered and has in service several pair of the 300 H.P. motors.

Mr. E. V. Rickenbacker,
December 18, 1929,
Page 3.

Mr. L. M. Wainwright just arrived here yesterday with a pair of 300 H.P. engines which were built under Treiber's patents, and after a 2,000 mile service trip his engines did not need any attention of any kind, and his engine room was much cleaner than any gasoline engine room I have ever seen in a yacht.

There are many good points Treiber has which the other fellows have not got and they cannot duplicate the parts without infringing on patents that may be good or they may not be good, but at any rate they have some value and with a substantial company able to do so they can be protected for some time. Treiber will deliver ten pair of motors in January and these new motors should be the means of flooding the company with orders. I wish I could have a talk with you and go into a lot of other details that are interesting. In the meantime, mull this over in your mind and let me know if you have acquaintances who might be interested. I am going to make a deal soon with one of three or four people we are now talking to. If you are not interested, please consider the matter confidential and forget it as I don't want to peddle this business around more than necessary and circumstances make it necessary for me now to pick up a substantial partner in the company.

Our statement shows that we have no debts except for current stock coming through, and also that we are making money.

Best regards.

Yours,

CGF:T

CLASS OF SERVICE DESIRED	
DOMESTIC	CABLE
TELEGRAM	FULL RATE
DAY LETTER	DEFERRED
NIGHT MESSAGE	NIGHT LETTER
NIGHT LETTER	SHIP RADIOGRAM
Patrons should check class of service desired; otherwise message will be transmitted as a full-rate communication.	

WESTERN UNION

R. B. WHITE
PRESIDENT

NEWCOMB CARLTON
CHAIRMAN OF THE BOARD

J. C. WILLEVER
FIRST VICE-PRESIDENT

CHECK
ACCT'G INFMN.
TIME FILED

Send the following message, subject to the terms on back hereof, which are hereby agreed to

DAY LETTER

MIAMI BEACH, FLA. MAY 29, 1930.

**CAPT. E. V. RICKENBACKER
INDIANAPOLIS MOTOR SPEEDWAY
INDIANAPOLIS, INDIANA.**

**HERE'S HOPING FOR A GOOD DAY TOMORROW AND A GOOD RACE
REGARDS TO ALL YOU OLD TIMERS.**

CARL G. FISHER.

**(Charge to account of
Carl G. Fisher, Personal.)**

NORTH AMERICAN AVIATION, INC.

GENERAL MOTORS BUILDING

1775 BROADWAY

NEW YORK, N. Y.

June 28, 1933

Mr. Carl Fisher
Montauk Point
Long Island, N.Y.

My dear Carl:

I received your note of June 22. It sounds as though you are getting back to your own self again with ideas that resemble the good old days.

I am spending the weekend of the Fourth at Southampton with some friends and plan to go fishing on Monday the Third from Montauk Point. Will phone you on arrival and arrange to see you before I go back.

Steve, as you know, is in Chicago with Lord and Thomas on a regular payroll as a new business solicitor and has definitely left the Speedway, but we are planning to work out a deal with Joe Copps to handle the Speedway publicity as he has had two years' experience with Steve and I think would do a good job, but not as good as the Hannagan job.

With sincere good wishes to Margaret and yourself, I remain

Sincerely,



October 20, 1933

Mr. Edward Rickenbacker
General Motors
New York City

Dear Sir:

I am interested in a new ignition problem that I think you should look into and test. Installation and test can be added to your car without additional cost and furnish a very powerful selling argument that is new, interesting and easily understood. Think you should pass on this personally which you can do easily and quickly and without expense. Can meet you or your eastern representative here anytime until Tuesday if you are interested to give it the once over.

Yours very truly,

Carl G. Fisher.

CGF:L

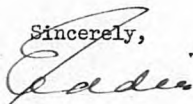
EDWARD V. RICKENBACKER
NEW YORK CITY

C h r i s t m a s
1 9 3 3

My dear Carl:

Unfortunately the Holiday Season comes only once a year, but it does afford the opportunity of renewing old friendships, and I am taking advantage of this privilege to wish for you and yours a Merry Christmas and Happy New Year.

Sincerely,



Mr. Carl G. Fisher
Miami Beach
Florida

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable sign above or preceding the address.

WESTERN UNION

(26)

R. B. WHITE
PRESIDENT

NEWCOMB CARLTON
CHAIRMAN OF THE BOARD

J. C. WILLEVER
FIRST VICE-PRESIDENT

SIGNS

DL = Day Letter
NM = Night Message
NL = Night Letter
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

The filing time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

Received at Miami, Flo.

1934 MAY 30 AM 4 27

CB2 38 NL= INDIANAPOLIS IND 29

CARL G FISHER=

MIAMIBEACH FLO=

MINUTES IN TRANSIT

FULL-RATE	DAY LETTER

BE SURE TO LISTEN IN AT 10 OCLOCK CENTRAL STANDARD TIME AND

TWO TO THREE AS NBC WILL BROADCAST THE RACE STOP LOOKS

LIKE GREAT SHOW CROWD AND WEATHER STOP OUR CHEERIEST REGARDS

TO YOU AND MARGARET=

RICK AND STEVE.

June 1, 1934.

Mr. Edward V. Rickenbacker,
North American Aviation, Inc.,
General Motors Building,
1775 Broadway,
New York, N. Y.

Mr. Steve Hannagan,
C/o Lord & Thomas,
247 Park Avenue,
New York, N. Y.

My dear Messrs. Rickenbacker and Hannagan:-

Mr. Fisher very much appreciated the telegram which you sent him from Indianapolis on May the 30th, and he wished me to advise you that he did listen in on the radio and got quite a thrill out of the NBC broadcast of the race.

Mr. Fisher also wished you to know that he thought you had plenty of "smoke on the ball", and he was delighted to know you had such a good crowd and that the race went off so well - with no fatalities. He hopes he will have a chance to see you both when he gets North, so that you can give him the "high lights" of the race, etc.

Yours very truly,

Secretary to Mr. Fisher.

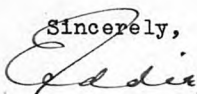
EDWARD V. RICKENBACKER
NEW YORK CITY

Christmas
1934

My dear Carl:

My every best wish to you
and yours for a Merry Christmas and
Happy Holiday Season.

Sincerely,

A handwritten signature in cursive script, appearing to read "Eddie".

Mr. Carl Fisher
Miami Beach
Florida

December 26, 1934.

Capt. Edward Rickenbacker,
North American Aviation Co.,
1775 Broadway,
New York, N. Y.

Dear Eddie:-

Down at the Flamingo Hotel we have a "Hall of Fame", where we are putting up the pictures in the grille room of all the famous athletes of this country.

We have a large room, approximately 60x20, and almost all of the wall space is available. We have some marvelous pictures from Vanderbilt, Gar Wood and others of the same stripe.

Can you send us a few enlarged photographs of some of your big machines, and one where your own face is in the picture? We can use half a dozen of these pictures if you have them.

Happy New Year!

Yours,

CGF:AVM

CARL G. FISHER.

NORTH AMERICAN AVIATION, INC.

GENERAL MOTORS BUILDING

1775 BROADWAY

NEW YORK, N. Y.

January 4, 1935.

Mr. Carl G. Fisher
Miami Beach
Florida

My dear Carl:

Thanks for yours of December 26 and was
delighted to know you were thinking of us.

I am turning your suggestion over to Mr.
Clancy Dayhoff and asking him to see that you get the
desired photographs.

With my every best wish to you and yours,
I remain

Sincerely,

E. V. Rickenbacker
E. V. Rickenbacker.

*Char from
write Eddie
& thank him
G.F.*

*667
x*



EASTERN AIR LINES INC.



GENERAL MOTORS BUILDING
1775 BROADWAY
NEW YORK, N. Y.

January 10, 1935

Mr. Carl G. Fisher
Flamingo Hotel,
Miami Beach, Florida

Dear Mr. Fisher:

At the suggestion of Captain ^{*fulca*} Rickenbacker I am enclosing several pictures which you suggested in your letter to him. I hope these are suitable for the "Hall of Fame" room at the hotel.

Very truly yours,

C. W. Dayhoff
Director of Public Relations

D/k

INDIANAPOLIS MOTOR SPEEDWAY CORPORATION

MAINTAINING THE GREATEST RACE COURSE
IN THE WORLD

INDIANAPOLIS, INDIANA

May 6, 1935

Mr. Carl G. Fisher
Miami Beach
Florida

My dear Carl:

Why don't you meet us at Indianapolis
for old time's sake this year?

Your thousands of friends would be
delighted to know of your presence.

With kindest regards, I remain

Sincerely,



E. V. Rickenbacker
President

EVR/oe

INDIANAPOLIS MOTOR SPEEDWAY CORPORATION

MAINTAINING THE GREATEST RACE COURSE
IN THE WORLD

INDIANAPOLIS, INDIANA

May 7, 1935

Mr. Carl G. Fisher
Miami Beach
Florida

My dear Carl:

Just a reminder that you are expected as my guest during the annual Five Hundred Mile Race on May 30 with headquarters on the fourth floor of the Judges' Stand. The necessary credentials are in the hands of Mr. T. E. Myers at Indianapolis awaiting your advice.

Further changes in the rules and specifications have been made for this year's event. The outstanding one is that limiting the gasoline capacity to forty-two and one-half gallons per car for the entire five hundred miles.


Already we have received entries for several cars equipped with oil-burning motors of the four and two cylinder type.

Indications point to the largest entry list we have ever had, with one of the largest manufacturers in the industry participating with a fleet of cars never before equalled.

Will you please advise Mr. Myers if possible for you to attend and whether any further accommodations can be arranged.

With kind personal regards, I remain

Sincerely,


President

EVR/oe

May 20, 1935.

E. V. Rickenbacker, President,
Indianapolis Motor Speedway Corp.,
Indianapolis, Indiana.

Dear Eddie:-

Thanks for your of the 6th.

I would like to be with you, but, as you probably know, I have a bad complaint of hay fever and when I get up around Indianapolis at this time of the year, I sneeze myself into a whisper - cough, choke, spit, and damn near break my neck trying to keep from sneezing myself into a total collapse.

That is the main reason why I don't drop in and see you there.

I hope you will have a successful year.

Regards.

Yours,

CGF:AVM

CARL G. FISHER.

EDWARD V. RICKENBACKER
NEW YORK CITY

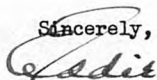
Christmas, 1935.

My dear Carl:

With the approach of the Holiday Season, one cannot help but think of old friends and new.

May I, therefore, wish for you and yours not only a Happy Yuletide Season, but a New Year filled with the good things of life.

Sincerely,

A handwritten signature in cursive script, appearing to read "Eddie".

Mr. Carl G. Fisher
Miami Beach
Florida

December 26, 1935.

Capt. Edward V. Rickenbacker,
1775 Broadway,
New York, N. Y.

Dear Eddie:-

I am glad to hear from you, and
I am sending you a little present.

If you hold this in your hand long
enough, you can tell whether you are hot or
cold. If you are hot, make a bet - but not
over a dime on what this thermometer tells
you.

Best regards and the Season's
Greetings.

Yours,

CARL G. FISHER.

CGF:AVM

December 26, 1935.

Capt. Edward V. Rickenbacker,
1775 Broadway,
New York, N. Y.

Dear Eddie:-

I am glad to hear from you, and
I am sending you a little present.

If you hold this in your hand long
enough, you can tell whether you are hot or
cold. If you are hot, make a bet - but not
over a dime on what this thermometer tells
you.

Best regards and the Season's
Greetings.

Yours,

CARL G. FISHER.

CGF:AVM

EDWARD V. RICKENBACKER
NEW YORK CITY

1775 Broadway
January 7, 1936.

My dear Carl:

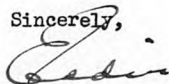
Thanks so much for the attractive
thermometer just received and want you to
know I appreciate the thought.

Do hope the property was not damaged
too much during the recent hurricane and as I
expect to be down in Miami for a few days hope
to have the opportunity of at least saying "Hello".

With my every best to you and yours,

I remain

Sincerely,



Mr. Carl G. Fisher
Miami Beach
Florida

January 15, 1936.

Capt. E. V. Rickenbacker,
1775 Broadway,
New York, N. Y.

Dear Eddie:-

I received your letter of January 7th,
saying you expected to be in Miami soon for a few
days.

I tried to reach you on the phone and
hoped to see you while you were here. Sorry that
I missed you and hope for better luck next time.

Best regards,

Yours,

CGF:AVM

CARL G. FISHER.



EASTERN AIR LINES

DIVISION OF NORTH AMERICAN AVIATION, INC.

GENERAL MOTORS BUILDING, 1775 BROADWAY, NEW YORK CITY

January 17, 1936.

Mr. Carl G. Fisher
Miami Beach
Florida

My dear Carl:

Yes, I had hoped I would be able to contact with you while I was in Miami last Saturday or Sunday.

Unfortunately, you were out when I called and having a dozen women fashion editors on my hands you can appreciate my problems. As you say - better luck next time which I hope will be soon.

With kindest regards, I remain

Sincerely,

Indianapolis Motor

MAINTAINING THE GREATEST
RACE COURSE IN THE WORLD



Speedway Corporation

INDIANAPOLIS
INDIANA

April 27, 1936

Mr. Carl G. Fisher
Miami Beach, Fla.

My dear Carl:

May 30 will soon be here again in a bigger and better way than ever, which means that you are expected as my guest with headquarters on the fourth floor of the Judges' Stand. The necessary credentials are in the hands of Mr. T. E. Myers at the Indianapolis Motor Speedway, Indianapolis, awaiting your advice.

As you know we have, during the past year, completely revamped the Speedway by resurfacing the curves with a complete new retaining wall on the outside, and opened up the safety apron on the inside of the curves by forty feet.

This means, in spite of the fact that the maximum gasoline allowance has been reduced from $42\frac{1}{2}$ gallons to $37\frac{1}{2}$ gallons for the entire 500 miles, that a new world's record is expected.

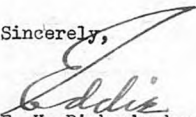
The course will not only be faster with greater safety features, but the cars will also be faster.

Many new speed creations are being developed, especially for this event, and at the present rate entries are being received, our entry list will be the largest in the history of the Speedway.

Evidence of the interest on the part of the public is revealed by the fact that the advance ticket sale is over 100% above a year ago at this time, indicating the largest attendance in the history of the World's Greatest Sporting Event.

With kindest personal regards, I remain

Sincerely,

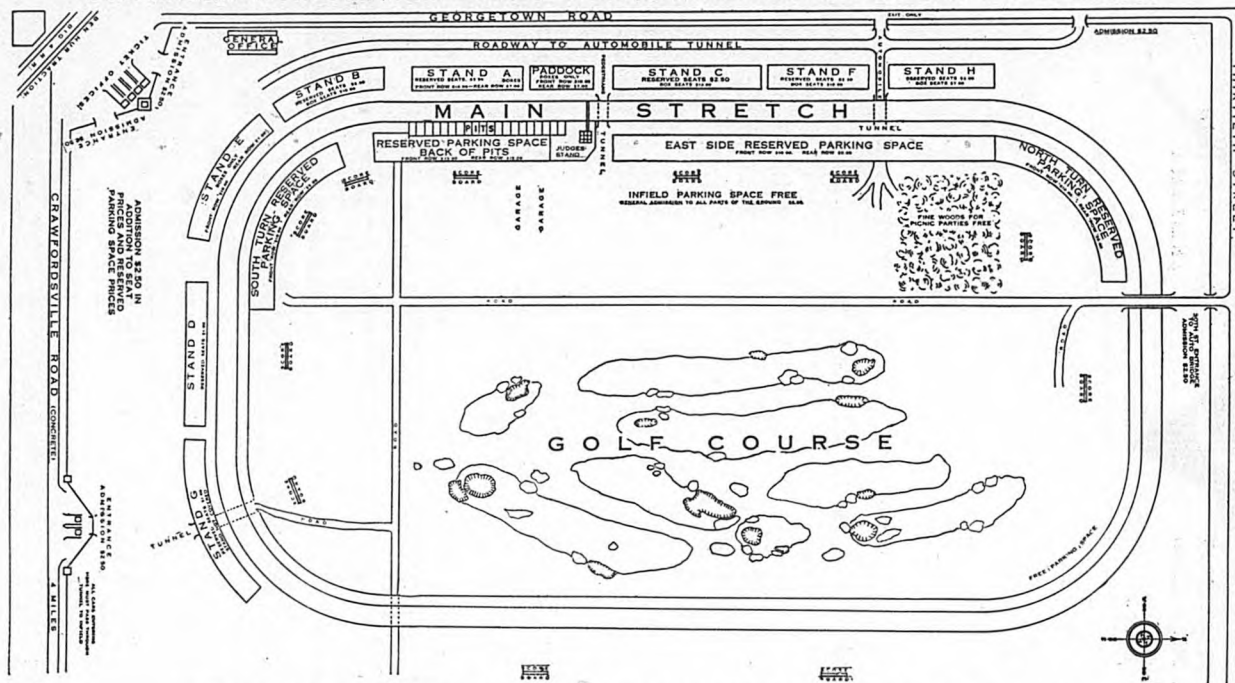

E. V. Rickenbacker
President

RESERVATION CHART TWENTY-FOURTH ANNUAL INTERNATIONAL SWEEPSTAKES

SATURDAY, MAY 30, 1936 - - DISTANCE 500 MILES

CAPITAL PRIZES \$50,000.00

DIAGRAM OF SPEEDWAY, SHOWING LOCATION OF GRAND STANDS AND PARKING SPACES



IMPORTANT INFORMATION CONCERNING TICKETS

How to Locate Seats Desired

After determining in what stand you prefer to sit by referring to diagram, turn to the detailed diagram of the stand bearing the same letter on the other side of this sheet. Each diagram is divided into sections numbered to agree with the section numbers in the Grand Stands.

The letters in the aisle spaces indicate the rows, from front to back. Each square represents one seat, which is numbered and reserved. These seat numbers do not appear in the diagram, but by marking the diagram and returning it to the Indianapolis Motor Speedway Corporation the seats indicated will be reserved.

In case seats indicated have been sold, others as near as possible to those chosen will be reserved unless purchaser orders otherwise when reservation is made.

Box Seats

The numbered spaces in front of the detailed plans of Stands A, B, C and H are boxes which seat six persons each. It is not necessary to order an entire box to obtain box seats, as any number of box seats from one up can be purchased.

Stand E and the Paddock Stand consist entirely of boxes. Detailed diagram on the other side of this sheet.

Parking Spaces

No detailed diagram of parking spaces is given, but all front row reserved parking spaces are numbered, and location designated on the general diagram of the Speedway will be reserved as nearly as possible if purchaser will mark diagram to show position desired. Rear row parking spaces are not numbered. Ticket merely entitles holder to space in one of the reserved sections.

Children

Children five years of age and under will be admitted to grounds without tickets if they enter by automobile or are carried through turnstiles. Over five years of age they must pay full admission price. Children, regardless of age, must have reserved seat tickets in order to gain admission to Grand Stands.

Mail Order Instructions

Make all money orders, checks and drafts payable to the Indianapolis Motor Speedway Corporation. Main office, 444 North Capitol Avenue, Indianapolis.

Patrons, to be satisfied, should specify first, second and third choice when making reservations. The Indianapolis Motor Speedway Corporation reserves the right to reject any reservation and refund all money paid on same.

Tickets will be forwarded to purchaser as soon as order is received. It is important that correct address be given, as no responsibility will be assumed by the Speedway for loss of tickets in mail.

Postponement

In event of rain the race will be postponed until Monday, June 1st, 1936, or some subsequent date. No money will be refunded on tickets in event of postponement, but rain checks will be honored on postponed date. Please examine ticket stubs which are returned to you by ticket takers to make sure that rain check has been returned to you.

GATE ADMISSIONS

Seat and Parking Space Prices Do Not Include Gate Admission

Each Box Seat and Reserved Seat Ticket must be accompanied by a \$2.50 General Admission Ticket. Holders of Parking Space Tickets must have a \$2.50 Admission Ticket for each occupant of the car.

Gate Admission Tickets may be purchased at downtown office of Speedway, 444 North Capitol Avenue, hotel lobbies, and other convenient points two days previous to race, or may be obtained at the gate box offices the day of the race. However, much inconvenience and delay may be avoided by securing Admission Tickets before arriving at grounds.

ORDER BLANK

.....193.....

INDIANAPOLIS MOTOR SPEEDWAY CORPORATION
444 North Capitol Avenue
Indianapolis, Ind.

Gentlemen:

Please forward tickets as listed below, for which remittance of \$..... is enclosed, addressed as follows:

Name

Street No.....

Town.....State.....

FOR DETAILED
DIAGRAMS
OF STANDS
SEE
OTHER SIDE
OF SHEET

Quantity	KIND OF SEAT TICKETS	Estab- lished Price	Fed- eral Tax	Total	Amount
.....	*Front Row Box Seats, Grand Stand A.....	\$9.09	\$.91	\$10.00
.....	*Second, Third or Fourth Row Box Seats, Grand Stand A.....	6.36	.64	7.00
.....	Reserved Seats, Grand Stand A.....	3.18	.32	3.50
.....	*Front Row (only) Box Seats, Grand Stand B.....	9.09	.91	10.00
.....	Reserved Seats, Grand Stand B.....	2.27	.23	2.50
.....	*Front Row Paddock Box Seats.....	9.09	.91	10.00
.....	*Second, Third, Fourth, Fifth or Sixth Row Paddock Box Seats.....	6.36	.64	7.00
.....	*Front Row Box Seats, Grand Stand E.....	9.09	.91	10.00
.....	*Second, Third or Fourth Row Box Seats, Grand Stand E.....	6.36	.64	7.00
.....	*Front Row (only) Box Seats, Grand Stand C.....	6.36	.64	7.00
.....	Reserved Seats, Grand Stand C.....	2.27	.23	2.50
.....	Reserved Seats, Grand Stand F.....	2.27	.23	2.50
.....	*Front Row (only) Box Seats, Grand Stand H.....	4.54	.46	5.00
.....	Reserved Seats, Grand Stand H.....	1.81	.19	2.00
.....	Reserved Seats, Grand Stand D.....	.90	.10	1.00
.....	Reserved Seats, Grand Stand G.....	.90	.10	1.00
.....	Reserved Parking Space (Rear of pits).....	22.72	2.28	25.00
.....	Parking Space Rear Row (Rear of pits).....	13.63	1.37	15.00
.....	Reserved Parking Space.....	9.09	.91	10.00
.....	Parking Space Rear Row.....	4.54	.46	5.00

*Price listed is for a single seat only

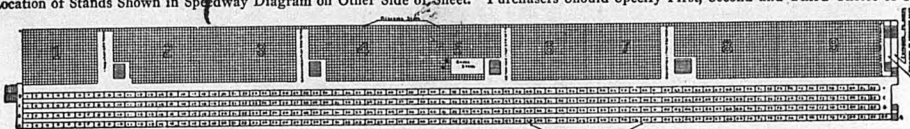
DO NOT ORDER
GENERAL
ADMISSION
TICKETS NOW.
THEY WILL NOT
BE ON SALE
UNTIL MAY 28



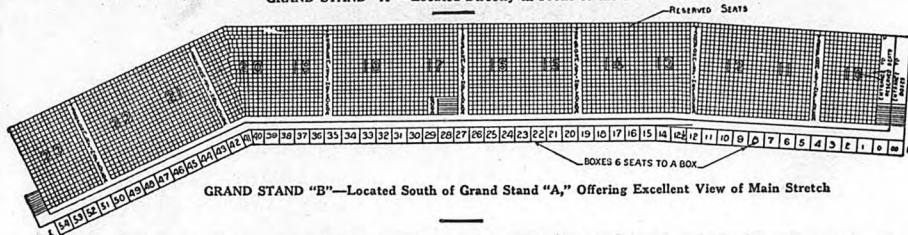
RACE STARTS AT 10:00 A. M. SHARP
(Central Standard Time)

DETAILED DIAGRAMS OF GRAND STANDS

Location of Stands Shown in Speedway Diagram on Other Side of Sheet. Purchasers Should Specify First, Second and Third Choice of Seats.



GRAND STAND "A"—Located Directly in Front of the Pits



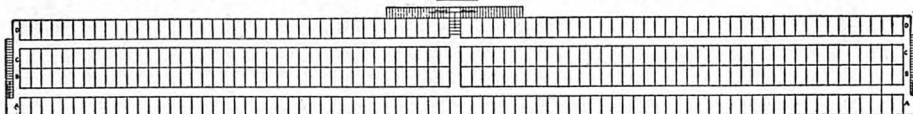
GRAND STAND "B"—Located South of Grand Stand "A," Offering Excellent View of Main Stretch



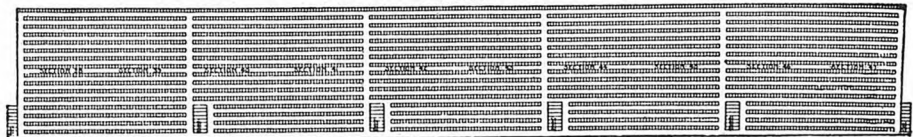
PADDOCK GRAND STAND—Located Opposite the Paddock. Start and Finish Line Located Directly in Front of This Stand



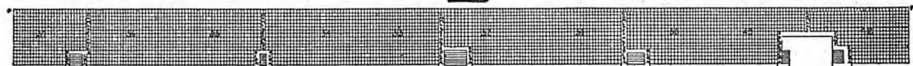
GRAND STAND "C"—Located at Center of Home Stretch, North of Start and Finish, Giving Splendid View of Entire Grounds



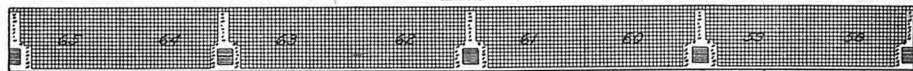
GRAND STAND "E"—Located on South Turn of Track. A Wonderful Location to See the Race



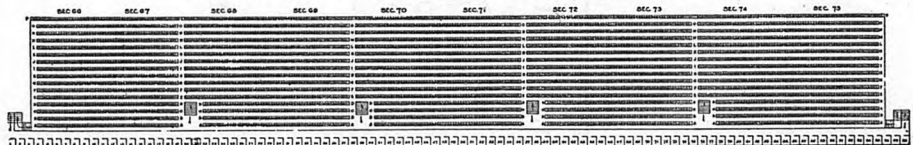
GRAND STAND "F"—Located North Part of Main Stretch



GRAND STAND "D"—Located at South End of Speedway Course, Giving Excellent View of Both South Turns and Both Stretches



GRAND STAND "G"—Located at Southeast Turn. Very Choice Spot to Enjoy the Race



GRAND STAND "H"—Located at Northwest Turn, Giving Splendid View

Read Instructions on Other Side of Sheet Carefully

Race Starts at 10:00 A. M. Sharp (Central Standard Time)

May 5, 1936.

Capt. E. V. Rickenbacker,
Indianapolis Motor Speedway Corporation,
Indianapolis, Indiana.

Dear Eddie:-

That is a nice letter from you, and you don't know how much I am pleased to think you are still going ahead and on a profitable and progressive basis.

I would love to see the track again but you know I have such hellish hay fever when I get in Indiana along in May, that it is worse than taking a horse whipping to even enter the State.

I heard something the other day about your starting a couple of tracks in the East, in addition to the Speedway. I have thought for the past two years that I would write you on the subject of a speedway down here, where you could build a speedway for less money than at any other place in the United States, and there is growing every year a tremendous number of visitors who have no particular object in life while they are here except to get a lot of sunshine and recreation.

In January and February there is easily a hundred thousand people in this community to draw from, and a race, if properly staged, would draw a very large crowd from all parts of the State, and you can hardly make a mistake on the weather.

There is a lot of available ground at very moderate figures, with a lot of rock in the immediate neighborhood that can be purchased for a sub-base.

There is no use to consider a wooden track in this country. The weather is too severe and you would have nothing but a bunch of splinters in six months.

I would rather bet on a race here in January or the middle of February than a race any place in the East.

The seasons here these past two years have been wonderful, and particularly this last year. You can get some idea of the progress from the building cards I am enclosing herewith.

Capt. E. V. Rickenbacker -- 2.

5-5-36.

If you are interested at all in anything down here,
I will be glad to help you all I can.

I am going North about the 1st of June, and if you
are down East, I hope you will get out to Montauk.

Yours,

CGF:AVM
Enclosures

CARL G. FISHER.



EASTERN
Air Lines

EASTERN AIR LINES

DIVISION OF NORTH AMERICAN AVIATION, INC.

GENERAL MOTORS BUILDING, 1775 BROADWAY, NEW YORK CITY

May 12, 1936

Mr. Carl G. Fisher
Miami Beach
Florida

My dear Carl:

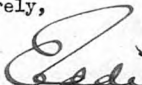
Thanks a lot for your nice letter of May 5. Yes, we are building an honest-to-God speedway down on Long Island on the old No. 1 Roosevelt Field with a good bunch behind it and real money.

I agree with you about Miami, and it is my hope the new course in New York will be so successful that I can get the same bunch to get behind one in Miami as I feel the same about its possibilities as you do.

We are trying to rent a house at Montauk for the summer and if we are successful, I will get a chance to see you more than time has permitted during recent years.

With kindest personal regards and best wishes,
I remain

Sincerely,



E. V. Rickenbacker
General Manager.

May 23, 1936.

Capt. E. V. Rickenbacker,
Eastern Air Lines,
1775 Broadway,
New York, N. Y.

Dear Eddie:-

I have yours regarding the speedway.

There is probably one of the finest locations here for a speedway, which is ten miles north of the Court House, and nine miles from the Beach, but only a mile and a half from Opa-Looka, surrounded entirely by a first class road, and with drainage on the property.

About seven or eight years ago a number of very wealthy Jewish people got together and bought this property, and they spent on the property and improvements somewhere around \$750,000 to \$800,000.

There is one of the finest club houses in the entire State of Florida on the property - all fireproof and in a splendid state of preservation.

There are 179 acres which can be bought for \$75,000, or perhaps a few thousand less, including the club house.

I have been trying for the past two years to buy this property, but the property itself is too small for a new development. I have an option on 1500 acres surrounding it, through the Curtiss Company, at a splendid price, with withdrawal clauses.

This property can be handled in a first class manner for about \$200,000, as there is no charge for the withdrawals on the property surrounding it, and a corner of it can be picked out - 325 or 350 acres - which would be wonderfully desirable for a speedway, with the club house at any location you would want to select, as it is all there and you can lay out the general proposition in any direction.

The property is located right across from the Municipal Airport; also the Municipal Hangars are less than a mile distant to the west. The new Navy Base, or Army Base-- I have forgotten which it is -- will go in at the head of

Biscayne Bay, which will be within three miles of the center of the 1500 acres and club house that I am telling you about.

When I tell you that this club house is much finer than the one at the Hialeah race track, you can believe just what I tell you - in fact, I wish we had fine a layout of ice boxes, chandeliers, and tile floors at the Flamingo Hotel as are in this club house.

It is no trouble to lay the property out so that two or three million dollars can be made in a very short time, as the property will stand us less than \$150.00 an acre. They are selling property all around it for \$150.00 up to \$350.00 an acre, for gardening purposes; but this is a large piece of property that hasn't been cut up and chopped into.

The club house itself has ball rooms, and a lounge twice as large as the one at the Nautilus. It has headquarters for superintendents, chefs, help's quarters, etc. In fact, it would take half a day to dictate the advantages of this property, but I have photographs here which I have been collecting for two years, and maps of the property, which I will send on to you if you are interested.

If you are not interested, don't even take the time to answer this letter - just throw it in the waste basket and forget it.

I had it all financed a year ago on outside money, but first one thing and then another came up that knocked the thing in the head, and the principal thing now is that the principal stockholder is in the hospital with heart trouble and not expected to live.

Somebody will snap up the property some day, and probably butcher it up - chew it up like sausage, and spoil the whole neighborhood. I am quite sure that you cannot buy within twenty miles of here any property that compares with this property, at the price this property can be bought for, even without the improvements on it.

Regards,

Yours,

CGF:AVM

CARL G. FISHER.



EASTERN AIR LINES

DIVISION OF NORTH AMERICAN AVIATION, INC.

GENERAL MOTORS BUILDING, 1775 BROADWAY, NEW YORK CITY

May 25, 1936

Mr. Carl G. Fisher
Miami Beach
Florida

My dear Mr. Fisher:

Your letter of May 22nd was received after Captain Rickenbacker left for Indianapolis, but will be brought to his attention immediately upon his return from there.

If he is interested in the proposition outlined you, no doubt, will hear from him at that time.

Sincerely,

M. H. Shepherd
Secretary to
E. V. Rickenbacker

MHS/oe

May 25, 1936.

Capt. E. V. Rickenbacker,
Eastern Air Lines,
1775 Broadway,
New York, N. Y.

Dear Eddie:-

It has occurred to me that you might like to see a photograph of the club house that is on the property I wrote you about the other day; so I am sending you one. If it does not interest you, I wish you would return it to me, as it is quite a lot of trouble to send men out to the property to get photographs.

If you are interested, I will send on the balance of the photographs and the maps.

My other letter might have been somewhat confusing. There are 179 acres right in the middle of this property with the club house and all improvements. Surrounding the property, up until recently, were 2,000 acres on which I had an option. However, the City stepped in and bought 500 acres recently off of this 2,000 acres for an additional airport; so that my option on the surrounding property now only amounts to 1500 acres.

I have a most peculiar option on the 1500 acres, as follows: No payments to be made on the property for five years, and a withdrawal clause of \$100.00 an acre on any amount of the 1500 acres, in lots of not less than 100 acres at a time.

I have secured this unusual option through the fact that the Curtiss Company have a large amount of property surrounding it which they want to see developed properly and they felt that I could handle the development.

I don't see how any risk can be taken because it is land that won't blow away, and while the 179 acres with the club house costs \$75,000, it would take another \$125,000 to put in roads, half a dozen houses, and complete the electrical equipment with the club house, and also to build an up-to-date swimming pool with the club. Of course, the club would be self-supporting after the first year.

May 25, 1936.

Capt. E. V. Rickenbacker,
Eastern Air Lines,
1775 Broadway,
New York, N. Y.

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5-25-36.

As the Hialeah race track is the most beautiful track in the world, so could a speedway here be the most beautiful speedway, and certainly with the least upkeep of any speedway I have ever imagined.

This is just a thought that might interest you, and I always believe in shooting at even remote possibilities.

We are having wonderful weather here now but are due for a hot spell, perhaps, the latter part of June.

We have had an all-round wonderful season here and everybody I know of is leaving for the North very well pleased.

Yours,

CGF:AVM

CARL G. FISHER.

May 28, 1936.

Capt. E. V. Rickenbacker,
Eastern Air Lines,
1775 Broadway,
New York, N. Y.

Dear Eddie:-

I am enclosing a map of the property about which I wrote you recently.

You will notice I have blocked off the 179 acres, which includes the Club House, which can be purchased for \$75,000.00. Also, I have roughly outlined the 1500 acres on which I have an option, as explained to you.

This map shows you the location of the Seaboard Air Line Railway property; the City of Opa-Locka; the Water Works, and the general improvements to the West and North.

Part of this land is very fertile for vegetables and all kinds of planting, and part of it is sand, which is only good for certain kinds of grasses. However, the general layout is such that one of the most beautiful speedways in the world could be built at a very small cost, and it is accessible to the entire Southern part of Florida from at least four directions.

This is just information I am sending you, if you are interested; if not, please return the map to me and forget it.

Yours,

CGF:AVM
Enclosure

CARL C. FISHER.

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

(44)

R. B. WHITE
PRESIDENT

NEWCOMB CARLTON
CHAIRMAN OF THE BOARD

J. C. WILLEVER
FIRST VICE-PRESIDENT

SYMBOLS

DL = Day Letter

NM = Night Message

NL = Night Letter

LC = Deferred Cable

NLT = Cable Night Letter

Ship Radiogram

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination.

Received at

827 LINCOLN ROAD MIAMI BEACH, FLO.

1936 MAY 29 PM 2 44

MZAD67 28 DL=INDIANAPOLIS IND 29 112P

CARL G FISHER=

THANKS A LOT FOR THE WIRE HOPE YOU WILL BE LISTENING IN ON
US WE ARE ALL SORRY YOU CANT BE WITH US BEST REGARDS FROM
THE GANG=

E V RICKENBACKER.



EASTERN AIR LINES

DIVISION OF NORTH AMERICAN AVIATION, INC.

GENERAL MOTORS BUILDING, 1775 BROADWAY, NEW YORK CITY

June 10, 1936

Mr. Carl G. Fisher
Miami Beach
Florida

My dear Carl:

Pardon my delay for answering your letters regarding the property mentioned.

It sounds awfully good but like all of these things, it takes time to built them up and I am trying to build up this New York gang to see the light of day. In the meantime if you have any extra photographs that would be of interest, I will be glad to have them as they may help from time to time to stimulate the desire.

As you know we had the greatest race in the history of the institution - your baby ; the largest crown; only one accident and an average speed of 109 miles per hour, all of which made me feel very good because the improvements made in the track proved their worth several times over.

I am planning on being in Miami the tail end of this month and will make a business of taking a look at the property. If you are there we will see it together. If not, we can discuss it further at Montauk this summer.

With kindest regards and best wishes, I remain

Sincerely,

E. V. Rickenbacker

June 13, 1936.

Capt. E. V. Rickenbacker,
Eastern Air Lines,
1775 Broadway,
New York, N. Y.

My dear Eddie:-

Yours of the 10th at hand.

I am figuring with some people from Chicago on this same plot of land and subdivision which I explained to you, and the maps are difficult to get at this time. However, I have a complete set of maps and photographs with me, and I am leaving for Montauk tonight. Perhaps I can see you this coming week-end at Montauk, and I can have a duplicate set prepared for you, if you are interested and want them.

If you come here and I miss you in the meantime, please call up Mr. Sayre Wheeler, whose telephone number is Canal 63. He is the chief representative of the Curtiss interests, and it is from him we are getting the option on the 1500 and some odd acres surrounding the 179 acres on which the club house is located, as I wrote you previously.

Mr. Wheeler will show you the property and will get permission from the lawyers to allow you to look at the inside of the club house.

I am compelled to work as fast as possible on this property because I am just afraid that somebody will get in with some money and block the deal by purchasing the club house and 179 acres; and of course these are right in the middle of the property and would spoil the whole set-up.

I have just had a talk with Mr. Wheeler, and our option is still standing. They are not going to break into the 1500 acres for some time yet, which will give me a chance to get it financed as a subdivision. It takes only \$75,000 now to cinch the proposition, and if another \$25,000 could be available some time during the summer, then the 8 or 10 small houses can be started and the club house could be put in bang-up shape, and the circulars can be gotten in the mail to people through the Middle West, so that we should be able to start doing some business in November.

The building of smaller homes is going north and northwest of Miami very rapidly, and clear up the coast from here to Fort Lauderdale property is selling and changing hands fast.

I hope I can see you next Saturday.

Yours,

CGF:AVM

Carl G. Fisher.

P. S.-- Mr. Wheeler is going to leave here on July 6th. If you should happen to miss me at Montauk and also if you happen to miss Mr. Wheeler here, call up Mr. P. H. Arthur, at 2-5814, who can also tell you about this property.

I omitted to tell you that the complete property cuts up either in two, three or four thousand lots, and with the improvements - streets and sidewalks as the subdivision should sell - these lots would be unusually reasonable at from \$300 to \$800 apiece; and some good building lots, 50 miles south of Miami, are selling for as much as \$800 and \$1,000 apiece, where there is about two acres to the larger lots. And even 50-foot lots on the new Federal Highway 60 miles from Miami, are selling for \$100 up to \$500, depending upon the location and size of the lots.

I also omitted to tell you that the heaviest rains do not bother this property, as it is surrounded with drainage facilities. One splendid canal is right through the property and smaller canals are adjacent to the property.

C.G.F.

c.c. to Mr. Sayre Wheeler..

P.S. #2. With the club house in operation and 200 or 300 lots prepared for sale, with streets, water, telephone and power lines, we should be able to sell enough lots to help pay for the Speedway, over a period of not more than three years. In less than three years the property will either be a big sell out, or it will dwindle down to a regular sale, as is going on now in the general neighborhood. However, I don't see any chance to lose a dollar in the investment on this property, and particularly in connection with the speedway.

C.G.F.

September 30, 1936.

Capt. E. V. Rickenbacker,
Eastern Air Lines,
1775 Broadway,
New York, N. Y.

Dear Eddie:-

I sent you some time ago some maps and data, also photographs, of the club house property north of Miami, and I now need them.

I have another prospect that I may be able to do something with, but I am shy of such photographs, etc. which I sent you. Will you please have your secretary dig them up and return to me right away, as I presume you are not interested.

Miami is growing very fast toward this property and the City of Miami has raised enough money to offer the land at the north end of Biscayne Bay to the Government for an aviation plant, and I think it is going to go through.

Hope to see you soon.

Yours,

CGF:AVM

CARL G. FISHER.

EDWARD V. RICKENBACKER
NEW YORK CITY

Christmas, 1936

My dear Carl:

Time slips by bringing many changes to the old and young alike, but with the flight of time and its changes come compensations - the finest of all being the thought of old friends and new.

To both alike my thought is the wish for a most Happy Holiday Season, and a New Year abundant with only the good things of life for you and yours.

Sincerely,

A handwritten signature in cursive script, appearing to read "Eddie".

Mr. Carl G. Fisher
Miami Beach
Florida

Silver Anniversary

500 Mile Race



April 30, 1937

Mr. Carl G. Fisher
Miami Beach
Florida

My dear Carl:

The date for the Annual Five Hundred Mile Race, which will be held on May 31 this year instead of May 30, is rapidly approaching. This means you are expected as my guest with headquarters on the fourth floor of the Judges' Stand. The necessary credentials are in the hands of Mr. T. E. Myers, at the Indianapolis Motor Speedway, Indianapolis, awaiting your advice.

During the past year additional revamping of the curves has taken place for ever increasing safety's sake, and at the same time it should mean greater speed.

For the past three years the contestants were limited to the amount of gasoline that could be used during the five hundred miles. This year, the gasoline restrictions have been eliminated, but instead the contestants must use what is termed "commercial" or "pump" gasoline - the same as the general public can purchase anywhere in the United States.

However, this change seems to have made little difference as Wild Bill Cummings has already averaged 117 miles per hour in his Boyle Special during the shake-down test with commercial gasoline.

A special technical committee will be in charge of the purchase of this gasoline for the contestants, and samples of it will be tested before the race, at every stop made, and after the race in order to eliminate the possibility of cheating.

If, upon analysis, it is proven that the gasoline has been doctored in any way, shape, or form, the contestants will be disqualified automatically.

Entries are coming in earlier than usual and indications point to one of the most spectacular events in the twenty-five years of the Speedway.

Sincerely,

E. V. Rickenbacker
President

May 4, 1937.

E. V. Rickenbacker, President,
Indianapolis Motor Speedway Corporation,
Indianapolis, Indiana.

Dear Mr. Rickenbacker:-

Mr. Fisher has requested the writer to immediately answer your very nice letter of April 30th, addressed to him, and to express to you his appreciation for having made arrangements to have him as your guest with headquarters on the fourth floor of the Judges' Stand at the Indianapolis Motor Speedway on May 31st.

Because of certain conditions and matters which require his presence here, it will not be possible for him to avail himself of your most kind invitation, and Mr. Fisher will, as soon as possible, personally answer and thank you; but, anticipating that you might wish to immediately know that it will not be possible for him to be present, he requested that the writer should so advise you.

Yours very truly,

FRH:AVM

F. R. Humpage.

May 10, 1937.

Capt. E. V. Rickenbacker,
Eastern Air Lines,
1775 Broadway,
New York, N. Y.

Dear Eddie:-

Your kind letter of April 30th at hand, and I am glad to know that the revamping of the curves has added a lot of safety to the track at the Speedway. Your gasoline restriction, I think, is good.

While I cannot possibly be with you this year, I am going to read the radio.

My best regards,

Yours,

CGF:AVM

CARL G. FISHER.

EDWARD V. RICKENBACKER
NEW YORK CITY

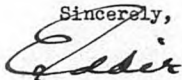
Christmas, 1937

My dear Carl:

With the passing of the years, conditions and time are supposed to change our needs, views and hopes.

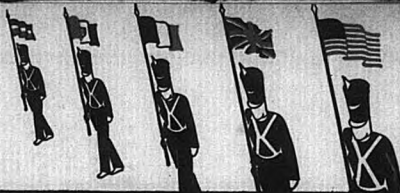
As I anticipate the coming of Christmas and a New Year, I find my needs are the same, my views have not changed, and my hope is as always - that to you and yours will come only an abundance of the good things in life.

Sincerely,

A handwritten signature in cursive script, appearing to read "Eddie".

Mr. Carl G. Fisher
Miami Beach
Florida

★ ★ ★ ★ ★ ★ ★ ★ ★ ★
INDIANAPOLIS
MOTOR SPEEDWAY
CORPORATION



MAINTAINING *The Greatest Race Course*
INDIANAPOLIS INDIANA

IN THE
WORLD..

April 30, 1938

Mr. Carl G. Fisher
Miami Beach, Fla.

My dear Carl:

As May 30 is drawing near, I just wish to remind you that you are expected as my guest at the Annual Five Hundred Mile Race with headquarters on the fourth floor of the Judges' Stand. The necessary credentials are in the hands of Mr. T. E. Myers at the Indianapolis Motor Speedway, Indianapolis, awaiting your advice.

Further safety measures have been developed since the last race in order to take care of the anticipated increase in speed as a result of a change in the rules.

This year the gasoline restrictions have been eliminated. One or two man cars may participate. Body dimensions have been changed, as have all other specifications to conform with the International Racing Rules.

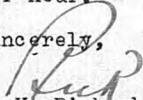
Superchargers will be permitted with a maximum piston displacement of 183 cubic inches. Non-supercharged engines will be limited to a maximum displacement of 274 cubic inches.

All of the above means that engines will be more powerful, in spite of the limitations, and cars faster.

Every indication points to the fact that with the International Racing Rules, we may expect competition from the Old World.

Against the possibility of competition from the Old World, many new speed creations are being developed in this country, which assures the fastest race in the history of the Speedway, in spite of the high average of the winner last year which broke the Speedway record by approximately four miles per hour.

Sincerely,

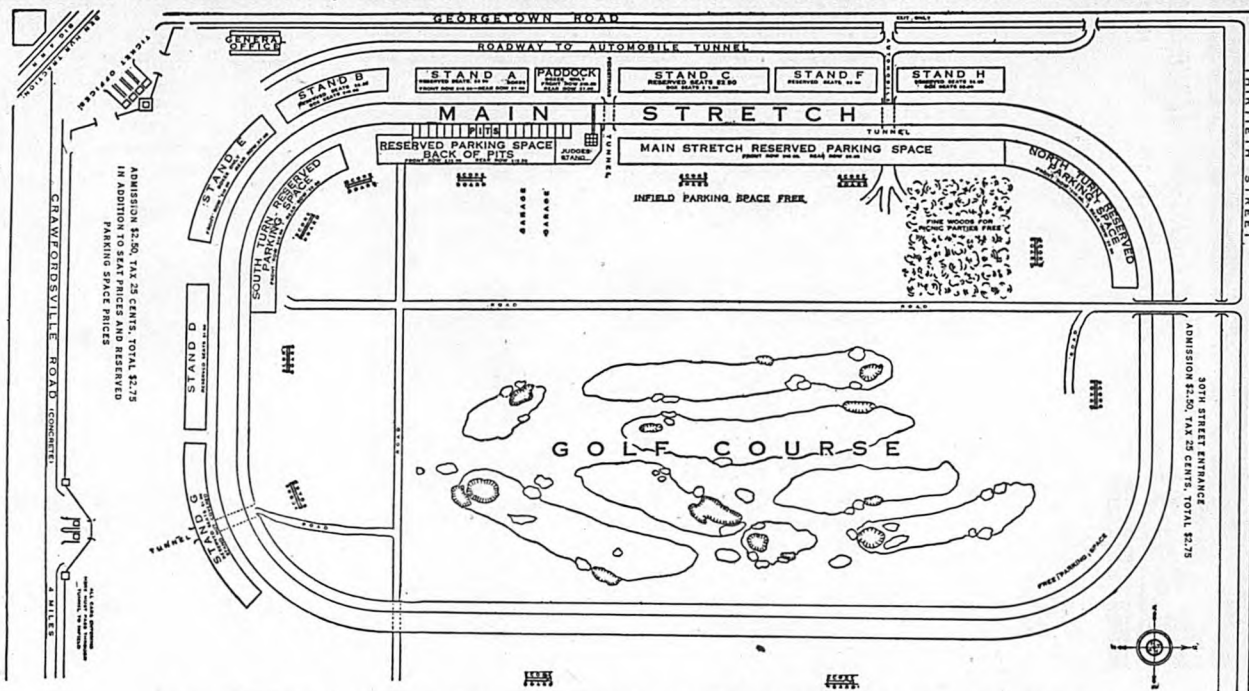

E. V. Rickenbacker
President

RESERVATION CHART TWENTY-SIXTH ANNUAL INTERNATIONAL SWEEPSTAKES

MONDAY, MAY 30, 1938 - - DISTANCE 500 MILES

CAPITAL PRIZES \$50,000.00

DIAGRAM OF SPEEDWAY, SHOWING LOCATION OF GRANDSTANDS AND PARKING SPACES



IMPORTANT INFORMATION CONCERNING TICKETS

How to Locate Seats Desired

After determining in what stand you prefer to sit by referring to diagram, turn to the detailed diagram of the stand bearing the same letter on the other side of this sheet. Each diagram is divided into sections numbered to agree with the section numbers in the Grand Stands.

The letters in the aisle spaces indicate the rows, from front to back. Each square represents one seat, which is numbered and reserved. These seat numbers do not appear in the diagram, but by marking the diagram and returning it to the Indianapolis Motor Speedway Corporation the seats indicated will be reserved.

In case seats indicated have been sold, others as near as possible to those chosen will be reserved unless purchaser orders otherwise when reservation is made.

Box Seats

The numbered spaces in front of the detailed plans of Stands A, B, C and H are boxes which seat six persons each. It is not necessary to order an entire box to obtain box seats, as any number of box seats from one up can be purchased.

Stand E and the Paddock Stand consist entirely of boxes. Detailed diagram on the other side of this sheet.

Parking Spaces

No detailed diagram of parking spaces is given, but all front row reserved parking spaces are numbered, and location designated on the general diagram of the Speedway will be reserved as nearly as possible if purchaser will mark diagram to show position desired. Rear row parking spaces are not numbered. Ticket merely entitles holder to space in one of the reserved sections.

Children

Children five years of age and under will be admitted to grounds without tickets if they enter by automobile or are carried through turnstiles. Over five years of age they must pay full admission price. Children, regardless of age, must have reserved seat tickets in order to gain admission to Grand Stands.

Mail Order Instructions

Make all money orders, checks and drafts payable to the Indianapolis Motor Speedway Corporation. Main office, 444 North Capitol Avenue, Indianapolis.

Patrons, to be satisfied, should specify first, second and third choice when making reservations. The Indianapolis Motor Speedway Corporation reserves the right to reject any reservation and refund all money paid on same.

Tickets will be forwarded to purchaser as soon as order is received. It is important that correct address be given, as no responsibility will be assumed by the Speedway for loss of tickets in mail.

Postponement

In event of rain the race will be postponed until Tuesday, May 31st, 1938, or some subsequent date. No money will be refunded on tickets in event of postponement, but rain checks will be honored on postponed date. Please examine ticket stubs which are returned to you by ticket takers to make sure that rain check has been returned to you.

GATE ADMISSIONS

Seat and Parking Space Prices Do Not Include Gate Admission

Each Box Seat and Reserved Seat Ticket must be accompanied by a General Admission Ticket. Holders of Parking Space Tickets must have an Admission Ticket for each occupant of the car. Price of General Admission Tickets \$2.50 each, plus 25 cents tax; total \$2.75.

Gate Admission Tickets may be purchased at downtown office of Speedway, 444 North Capitol Avenue, hotel lobbies, and other convenient points two days previous to race, or may be obtained at the gate box offices the day of the race. However, much inconvenience and delay may be avoided by securing Admission Tickets before arriving at grounds.

ORDER BLANK

193

INDIANAPOLIS MOTOR SPEEDWAY CORPORATION
 444 North Capitol Avenue
 Indianapolis, Ind.

Gentlemen:

Please forward tickets as listed below, for which remittance of \$.....is enclosed, addressed as follows:

Name.....

Street No.....

Town..... State.....

FOR DETAILED
 DIAGRAMS
 OF STANDS
 SEE
 OTHER SIDE
 OF SHEET

Quantity	KIND OF SEAT TICKETS	Established Price	Federal Tax	Total	Amount
.....	*Front Row Box Seats, Grand Stand A.....	\$9.09	\$.91	\$10.00
.....	*Second, Third or Fourth Row Box Seats, Grand Stand A.....	6.36	.64	7.00
.....	Reserved Seats, Grand Stand A.....	3.18	.32	3.50
.....	*Front Row (only) Box Seats, Grand Stand B.....	9.09	.91	10.00
.....	Reserved Seats, Grand Stand B.....	2.27	.23	2.50
.....	*Front Row Paddock Box Seats.....	9.09	.91	10.00
.....	*Second, Third, Fourth, Fifth or Sixth Row Paddock Box Seats..	6.36	.64	7.00
.....	*Front Row Box Seats, Grand Stand E.....	9.09	.91	10.00
.....	*Second, Third or Fourth Row Box Seats, Grand Stand E.....	6.36	.64	7.00
.....	*Front Row (only) Box Seats, Grand Stand C.....	6.36	.64	7.00
.....	Reserved Seats, Grand Stand C.....	2.27	.23	2.50
.....	Reserved Seats, Grand Stand F.....	2.27	.23	2.50
.....	*Front Row (only) Box Seats, Grand Stand H.....	4.54	.46	5.00
.....	Reserved Seats, Grand Stand H.....	1.81	.19	2.00
.....	Reserved Seats, Grand Stand D.....	.90	.10	1.00
.....	Reserved Seats, Grand Stand G.....	.90	.10	1.00
.....	Reserved Parking Space (Rear of pits).....	22.72	2.28	25.00
.....	Parking Space Rear Row (Rear of pits).....	13.63	1.37	15.00
.....	Reserved Parking Space.....	9.09	.91	10.00

*Price listed is for a single seat only

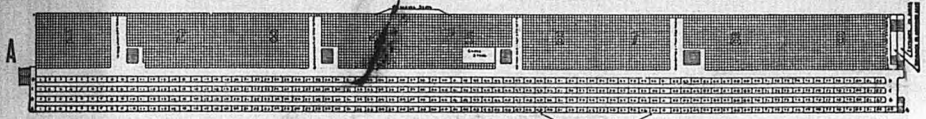
DO NOT ORDER
 GENERAL
 ADMISSION
 TICKETS NOW.
 THEY WILL NOT
 BE ON SALE
 UNTIL MAY 28



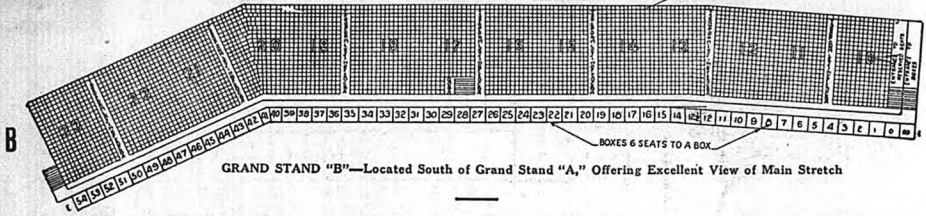
RACE STARTS AT 10:00 A. M. SHARP
 (Central Standard Time)

DETAILED DIAGRAMS OF GRAND STANDS

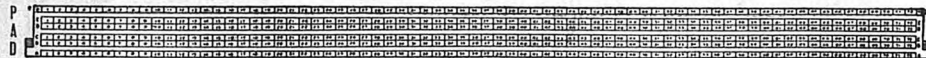
Location of Stands Shown in Speedway Diagram on Other Side of Sheet. Purchasers Should Specify First, Second and Third Choice of Seats



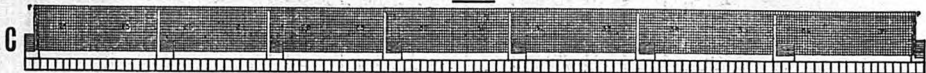
GRAND STAND "A"—Located Directly in Front of the Pits
RESERVED SEATS



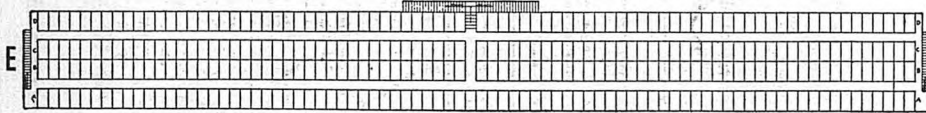
GRAND STAND "B"—Located South of Grand Stand "A," Offering Excellent View of Main Stretch
BOXES 6 SEATS TO A BOX



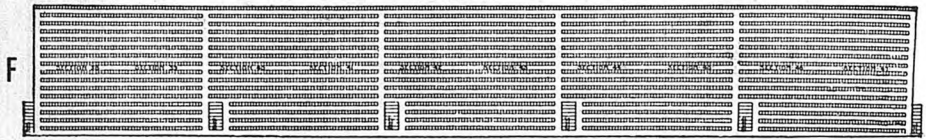
PADDOCK GRAND STAND—Located Opposite the Paddock. Start and Finish Line Located Directly in Front of This Stand



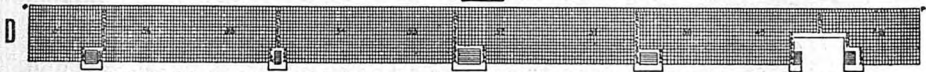
GRAND STAND "C"—Located at Center of Home Stretch, North of Start and Finish, Giving Splendid View of Entire Grounds



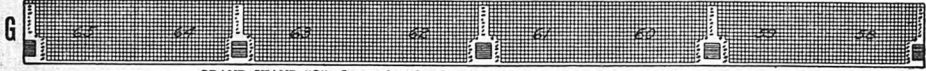
GRAND STAND "E"—Located on South Turn of Track. A Wonderful Location to See the Race



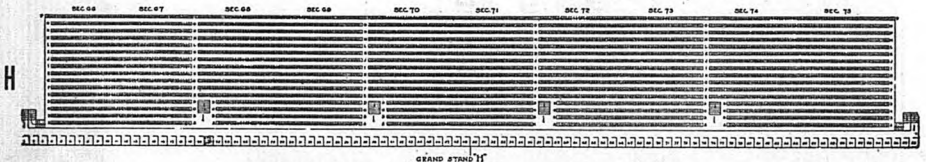
GRAND STAND "F"—Located North Part of Main Stretch



GRAND STAND "D"—Located at South End of Speedway Course, Giving Excellent View of Both South Turns and Both Stretches



GRAND STAND "G"—Located at Southeast Turn. Very Choice Spot to Enjoy the Race



GRAND STAND "H"—Located at Northwest Turn, Giving Splendid View

Read Instructions on Other Side of Sheet Carefully

Race Starts at 10:00 A. M. Sharp (Central Standard Time)

May 5, 1958.

E. V. Rickenbacker, President,
Indianapolis Motor Speedway Corporation,
Indianapolis, Indiana.

Dear Rick:-

Thanks for your invitation to be your guest at the races.

I don't think I am going to make it, for the same old reason - hay fever and hot weather. I am going to stick my feet over the railing of some cool resort and spit in the brush.

My best regards.

Yours,

CGF:AVM

CARL G. FISHER.

27th Annual

500 Mile Race

May 1, 1939

Mr. Carl G. Fisher
Miami Beach
Florida

My dear Carl:

Another year has rolled around and I again wish you to know that I hope you will be my guest at the Annual Five Hundred Mile Race with headquarters on the fourth floor of the Judges' Stand on May 30.

The necessary credentials are in the hands of Mr. T. E. Myers at the Indianapolis Motor Speedway Corporation, Indianapolis, Indiana, awaiting your advice by letter, wire or telephone where to send them.

The rules for the Five Hundred Mile Race this year remain unchanged, which permit many new developments and all types of European competition.

In anticipation of several new foreign cars being prepared to compete, our American boys are exerting every effort to develop the latest, which will bring many new designs and innovations in speed creations.

As an illustration, the famous Harry Miller entries, with engine in the rear and four-wheel drive, are already at the Speedway tuning up for May 30.

Not only will the cars be faster this year than ever before, but the course will also be faster due to the resurfacing of the back stretch with Kentucky rock asphalt, which alone will add several miles per hour to the speed through the increased smoothness and safety factors involved.

It would not surprise me in the least to see a new record in excess of one hundred and twenty miles per hour established for the Five Hundred Mile Annual Sweepstakes.

Kindest regards and looking forward to seeing you on May 30.

Sincerely,

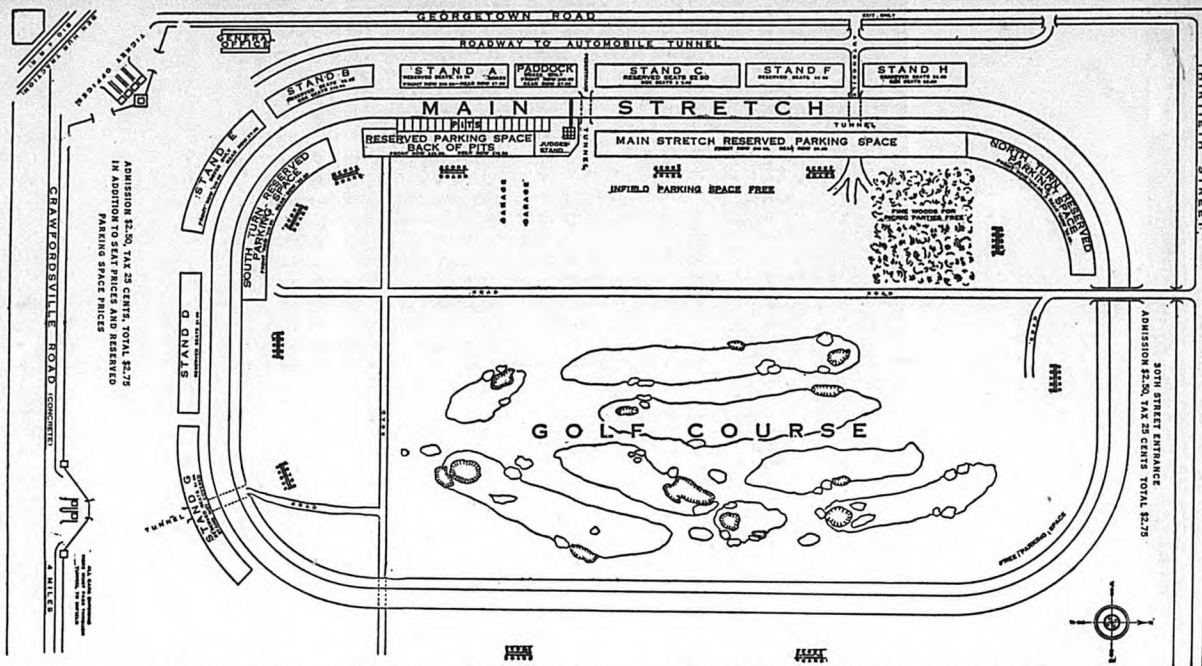
Eddie
President

RESERVATION CHART TWENTY-SEVENTH ANNUAL INTERNATIONAL SWEEPSTAKES

TUESDAY, MAY 30, 1939 - - DISTANCE 500 MILES

CAPITAL PRIZES \$50,000.00

DIAGRAM OF SPEEDWAY, SHOWING LOCATION OF GRANDSTANDS AND PARKING SPACES



IMPORTANT INFORMATION CONCERNING TICKETS

How to Locate Seats Desired

After determining in what stand you prefer to sit by referring to diagram, turn to the detailed diagram of the stand bearing the same letter on the other side of this sheet. Each diagram is divided into sections numbered to agree with the section numbers in the Grand Stands.

The letters in the aisle spaces indicate the rows, from front to back. Each square represents one seat, which is numbered and reserved. These seat numbers do not appear in the diagram, but by marking the diagram and returning it to the Indianapolis Motor Speedway Corporation the seats indicated will be reserved.

In case seats indicated have been sold, others as near as possible to those chosen will be reserved unless purchaser orders otherwise when reservation is made.

Box Seats

The numbered spaces in front of the detailed plans of Stands A, B, C and H are boxes which seat six persons each. It is not necessary to order an entire box to obtain box seats, as any number of box seats from one up can be purchased.

Stand E and the Paddock Stand consist entirely of boxes. Detailed diagram on the other side of this sheet.

Parking Spaces

No detailed diagram of parking spaces is given, but all front row reserved parking spaces are numbered, and location designated on the general diagram of the Speedway will be reserved as nearly as possible if purchaser will mark diagram to show position desired. Rear row parking spaces are not numbered. Ticket merely entitles holder to space in one of the reserved sections.

Children

Children five years of age and under will be admitted to grounds without tickets if they enter by automobile or are carried through turnstiles. Over five years of age they must pay full admission price. Children, regardless of age, must have reserved seat tickets in order to gain admission to Grand Stands.

Mail Order Instructions

Make all money orders, checks and drafts payable to the Indianapolis Motor Speedway Corporation. Main office, 444 North Capitol Avenue, Indianapolis.

Patrons, to be satisfied, should specify first, second and third choice when making reservations. The Indianapolis Motor Speedway Corporation reserves the right to reject any reservation and refund all money paid on same.

Tickets will be forwarded to purchaser as soon as order is received. It is important that correct address be given, as no responsibility will be assumed by the Speedway for loss of tickets in mail.

Postponement

In event of rain the race will be postponed until Wednesday, May 31st, 1939, or some subsequent date. No money will be refunded on tickets in event of postponement, but rain checks will be honored on postponed date. Please examine ticket stubs which are returned to you by ticket takers to make sure that rain check has been returned to you.

GATE ADMISSIONS

Seat and Parking Space Prices Do Not Include Gate Admission

Each Box Seat and Reserved Seat Ticket must be accompanied by a General Admission Ticket. Holders of Parking Space Tickets must have an Admission Ticket for each occupant of the car. Price of General Admission Tickets \$2.50 each, plus 25 cents tax; total \$2.75.

Gate Admission Tickets may be purchased at downtown office of Speedway, 444 North Capitol Avenue, hotel lobbies, and other convenient points two days previous to race, or may be obtained at the gate box offices the day of the race. However, much inconvenience and delay may be avoided by securing Admission Tickets before arriving at grounds.

ORDER BLANK

193.....

INDIANAPOLIS MOTOR SPEEDWAY CORPORATION
 444 North Capitol Avenue
 Indianapolis, Ind.

Gentlemen:

Please forward tickets as listed below, for which remittance of \$..... is enclosed, addressed as follows:

Name.....

Street No.....

Town..... State.....

FOR DETAILED
 DIAGRAMS
 OF STANDS
 SEE
 OTHER SIDE
 OF SHEET

Quantity	KIND OF SEAT TICKETS	Estab-lished Price	Fed-eral Tax	Total	Amount
.....	*Front Row Box Seats, Grand Stand A.....	\$9.09	\$.91	\$10.00
.....	*Second, Third or Fourth Row Box Seats, Grand Stand A.....	6.36	.64	7.00
.....	Reserved Seats, Grand Stand A.....	3.18	.32	3.50
.....	*Front Row (only) Box Seats, Grand Stand B.....	9.09	.91	10.00
.....	Reserved Seats, Grand Stand B.....	2.27	.23	2.50
.....	*Front Row Paddock Box Seats.....	9.09	.91	10.00
.....	*Second, Third, Fourth, Fifth or Sixth Row Paddock Box Seats.....	6.36	.64	7.00
.....	*Front Row Box Seats, Grand Stand E.....	9.09	.91	10.00
.....	*Second, Third or Fourth Row Box Seats, Grand Stand E.....	6.36	.64	7.00
.....	*Front Row (only) Box Seats, Grand Stand C.....	6.36	.64	7.00
.....	Reserved Seats, Grand Stand C.....	2.27	.23	2.50
.....	Reserved Seats, Grand Stand F.....	2.27	.23	2.50
.....	*Front Row (only) Box Seats, Grand Stand H.....	4.54	.46	5.00
.....	Reserved Seats, Grand Stand H.....	1.81	.19	2.00
.....	Reserved Seats, Grand Stand D.....	.90	.10	1.00
.....	Reserved Seats, Grand Stand G.....	.90	.10	1.00
.....	Reserved Parking Space (Rear of pits).....	22.72	2.28	25.00
.....	Parking Space Rear Row (Rear of pits).....	13.63	1.37	15.00
.....	Reserved Parking Space.....	9.09	.91	10.00

*Price listed is for a single seat only

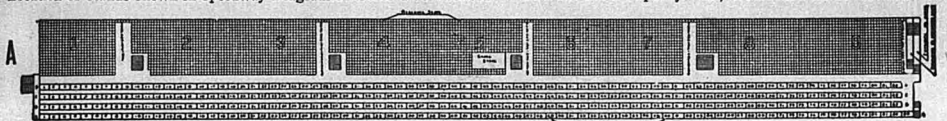
DO NOT ORDER
 GENERAL
 ADMISSION
 TICKETS NOW.
 THEY WILL NOT
 BE ON SALE
 UNTIL MAY 28



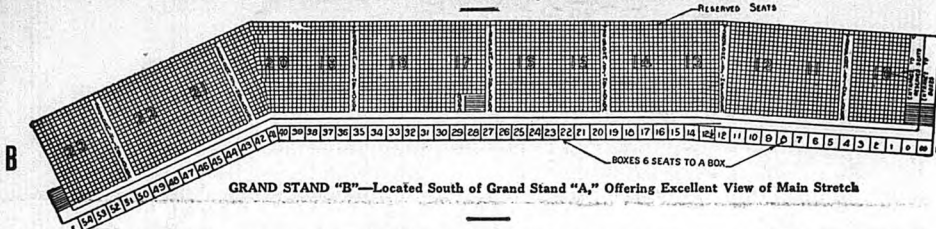
RACE STARTS AT 10:00 A. M. SHARP
 (Central Standard Time)

DETAILED DIAGRAMS OF GRAND STANDS

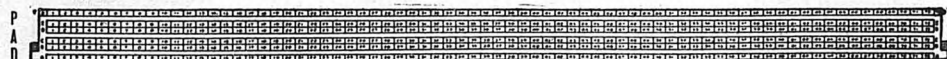
Location of Stands Shown in Speedway Diagram on Other Side of Sheet. Purchasers Should Specify First, Second and Third Choice of Seats



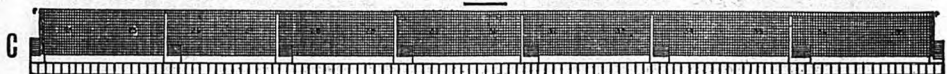
GRAND STAND "A"—Located Directly in Front of the Pits



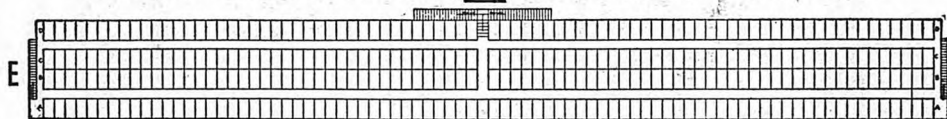
GRAND STAND "B"—Located South of Grand Stand "A," Offering Excellent View of Main Stretch



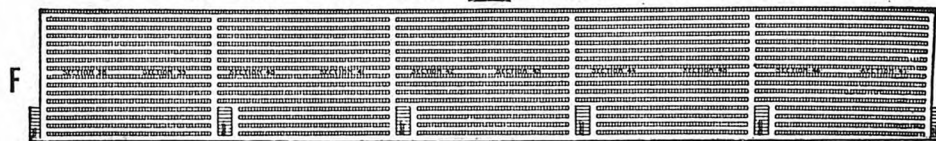
PADDOCK GRAND STAND—Located Opposite the Paddock. Start and Finish Line Located Directly in Front of This Stand



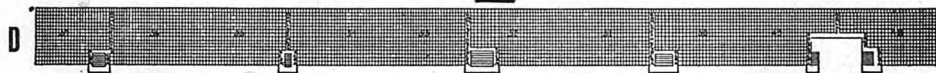
GRAND STAND "C"—Located at Center of Home Stretch, North of Start and Finish, Giving Splendid View of Entire Grounds



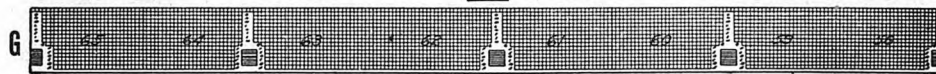
GRAND STAND "E"—Located on South Turn of Track. A Wonderful Location to See the Race



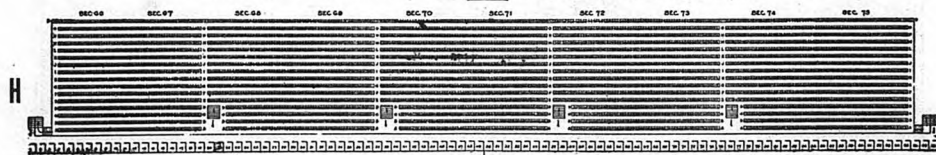
GRAND STAND "F"—Located North Part of Main Stretch



GRAND STAND "D"—Located at South End of Speedway Course, Giving Excellent View of Both South Turns and Both Stretches



GRAND STAND "G"—Located at Southeast Turn. Very Choice Spot to Enjoy the Race



GRAND STAND "H"—Located at Northwest Turn, Giving Splendid View

Read Instructions on Other Side of Sheet Carefully

Race Starts at 10:00 A.M. Sharp (Central Standard Time)

May 3, 1939.

Captain Eddie Rickenbacker,
Indianapolis Motor Speedway,
Indianapolis, Indiana.

Dear Eddie:-

Thanks for that nice letter of yours of the 1st, but I cannot be with you.

I would certainly love to get back to Indianapolis for a day or two, but I have hay fever up there, and another thing - I find the weather here in May and June is better than it is in the North.

I will be North in July and August, and part of September.

I am particularly glad to know that you have used Kentucky rock asphalt on the back stretch. At one time I owned controlling interest in the Kentucky Rock Asphalt Company. It is the best paving material there is on earth - bar nothing - and particularly for the Speedway it is easier to keep it in shape. Of course I did not know this until after the Speedway had been built.

My best wishes for a very successful season, and I hope your strike troubles here are coming out O.K. Labor conditions in all lines of industry seem to be getting worse instead of better. I hope the President will pay some attention to these conditions.

Yours,

CGF:AVH

CARL G. FISHER.