

# Poll to Test Gambling Support

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Public opinion on the proposal to legalize gambling in Atlantic City will be sampled through a paid advertisement to be published Thursday in the Atlantic City Press.

Announcement of the poll was made Monday by Meyer I. Segal, leader of the movement to gain eventual state approval to operate gambling casinos in the resort.

Speaking at a crowded joint meeting of the Atlantic City Jaycees and the Lions Club at Rikki's Restaurant, Segal termed the move a "straw poll," explaining that space will be

purchased in The Press Thursday to print a form of ballot.

He urged all area residents to mark their preference, for legalized gambling or against, and mail the forms to the Action Committee for Legalized Gambling at the published Post Office box number.

"We sincerely feel that the people should express their feelings about this question," Segal commented. "We sincerely feel that given the true picture of what legalized gaming could do for Atlantic City, the voters will stand squarely behind us.

"And we sincerely feel that once expressed in this manner, the Legislature will be moved

to pass legislation authorizing a statewide referendum on the matter."

Segal said the key to the campaign is "people power." Support is needed, he said, because "it is the people of this state, and particularly of this area, who will benefit from it."

## 'WINDFALL' FOR STATE

Segal indicated that he believes legalized gambling, which would be heavily taxed and rigidly controlled, would be a "financial windfall" for the state, the county and the community.

He stressed that the type of gaming operation envisioned would not be like the program

in Las Vegas, with slot machines available anywhere, but would be limited to a few casinos operating only during certain hours, as is the practice in Puerto Rico.

Gambling in Atlantic City would lift the resort to a pinnacle as the "playground of the world," Segal maintained, noting that "the million dollar mile that once stirred the imagination of Miami Beach would literally be a drop in the bucket compared to the ocean front property and the hotel strip in Atlantic City."

Benefits would be spread throughout the community, he

noted, with more jobs available on a 12-month basis and the opportunity available to begin career training for some of the hard-core unemployed. Related businesses also would benefit greatly, he said.

Accompanying Segal was Gary Malamut of the resort, president-elect of the New Jersey Hotel-Motel Association, who has publicly voiced support of the gambling proposal.

In answer to questions, Malamut said the entire state would benefit from a gambling tax because it would be allocated throughout the state.

A statewide referendum would be required to gain voter approval to legalize gambling and Malamut said if approved it probably would permit communities to have gambling on a local option basis.

He also noted that the establishment of a strong state commission would probably be the best method of controlling gambling and preventing the intrusion of organized crime.