

City Betting Campaign Is Snowballing

(Continued from Page 1)

restauranteur and newspaper publisher, and Maxwell (Sonny) Goldberg, co-owner of Howard Johnson's Motor Lodge in Atlantic City, "hasn't yet sought the endorsement of any state, county, or local government official."

"True, we have discussed support of the move with various officials, but we haven't asked for their public stamp of approval at this time.

"That's why the unsolicited, unqualified endorsement of Mayor Jackson and the City Commission is so gratifying and encouraging to us."

ANNOUNCEMENT DUE

Segal said the group would be holding meetings with various persons throughout the weekend, and planned to make a formal announcement concerning the movement early next week.

He declined, however, to discuss the nature of the announcement.

Segal said he, Orsatti and Goldberg are "writing down and holding the names of all those who have contacted us."

"Most of these people have already indicated that they will

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By SAMUEL H. SCHWARTZ
Press Staff Writer

An "unexpected avalanche" of reaction to the state-wide campaign to bring legalized gambling to Atlantic City has caused leaders of the movement to step up the program.

Meyer I. (Mike) Segal, head of a group of business and political officials who are backing the drive, said Friday: "In just one short week we have received more than 2,000 unsolicited telephone calls and letters supporting our plan."

"This has forced us to step up our campaign, particularly in the research and development stage."

Segal, former president of Ventnor City Council, said the group had been aiming to hold public meetings on the subject of legalized gambling a few weeks after the new year.

START SOONER

He indicated Friday, however, that because of the "tremendous" response to the movement, the group would now begin to set definite plans earlier than expected.

"We will probably hold the first of these meetings shortly after Jan. 1," he said.

Segal added that within "a few days" the organizational structure of the group would be complete and that a formal charter, mailing address and materials would be available for use and distribution throughout the state.

Segal added that in the past few days he had logged more than 1,000 miles traveling around New Jersey speaking to supporters of the drive.

UPSTATE SUPPORT

In addition, Segal has been visited on several staunch backers of the movement from other parts of the state, who he said have been "most helpful and cooperative."

Segal said the high spot of the week was the unsolicited endorsement of the legalized gambling drive by Mayor Richard S. Jackson and the entire City Commission on Thursday.

"This has given us a terrific upsurge," Segal said. "I can't tell you how happy we are that Atlantic City's city fathers have given us their official blessings."

Segal said the group, which includes Arnold Orsatti, local

(Continued on Page 12)