

Bridge

Opening Lead Key To Defense

North dealer.
East-West vulnerable.

NORTH
 ♠ J 5 4
 ♥ Q 6 2
 ♦ K Q 3
 ♣ A 8 5 2

WEST
 ♠ K 2
 ♥ K J 8 4
 ♦ J 10 9 7
 ♣ 7 6 3

EAST
 ♠ 10 9 3
 ♥ 10 9 7 5
 ♦ A 8 6 4 2
 ♣ 4

SOUTH
 ♠ A Q 8 7 6
 ♥ A 3
 ♦ 5
 ♣ K Q J 10 9

The bidding:

North	East	South	West
Pass	Pass	1 ♠	Pass
1 ♦	Pass	1 ♠	Pass
3 ♣	Pass	3 ♣	Pass
4 ♠			

Opening lead - seven of clubs.

Finding the best opening lead is often the key to successful defense. If you keep your ears tuned in on the adverse bidding and concentrate on the multiplicity of messages being transmitted back and forth, you may intercept some vital clues that will guide you to the winning lead.

Consider this deal where West found the killing opening against four spades. He led a club and South was now in a position where, whatever he did, he had to go down one.

He won the club lead with the jack and led a diamond, hoping West would have the ace and duck. But East won dummy's queen with the ace and returned a heart.

South had no quick entry to dummy to discard a heart on the king of diamonds, so he ducked the heart in the hope that East had led away from the king. But West showed up with the king and returned a club. East ruffed, thus scoring the third trick for the defense, and South later lost a trump trick to go down one.

West's opening club lead was well founded. He knew from the bidding that declarer held five spades, since South would not have bid spades twice with only a four-card suit. West realized also that South had at least five clubs for his club bid; with four clubs and five spades he would have opened the bidding with one spade.

West also knew that North had at least four clubs for his jump-raise in clubs.



Sonny Schwartz
The Casino Pioneers

First of a four-column series on the birth of casinos in Atlantic City.

"A statewide effort to legalize gambling in Atlantic City — led by a nucleus of prominent business and political leaders from the resort area — has been underway for more than a month."

That was the opening paragraph of a Press front page story which appeared on — Dec. 12, 1968 ...

Yes, nine years ago, the seedling which would eventually bloom into a full-grown casino garden, was planted by a group of concerned area residents.

And although their vigorous attempts to legalize gaming in the resort failed at the time, their determination — and the publicity their campaign inspired — set the stage for the subsequent realization of their dream.

That once seemingly unattainable dream reached fruition when Gov. Brendan Byrne signed the casino gambling enabling bill into law on the Boardwalk in front of Convention Hall on Thursday.

Many of the "pioneers" who pushed for casinos nearly a decade ago were active in last year's successful gaming drive.

Some maintained a low profile. All can feel justifiably proud of the role they played in the bill's ultimate passage.

Though time has a way of dulling one's memory, it's difficult for me to ever forget the electricity generated at that initial meeting of the pro-casino group which formed in December 1968 to push for a new Atlantic City.

The newspaper account of that first session was headlined, "LEGAL GAMBLING SOUGHT FOR CITY." The story was greeted with mixed reaction.

"Impossible, it'll never happen here," was the cynical street cry of most observers when the news article broke.

Others considered it a big joke, scoffing at the campaign originators as "publicity seekers."

But the casino proponents weren't easily discouraged.

They felt they had a shot at pulling off the impossible.

And, against insurmountable odds, they waged a concerted effort to do just that ...

The newspaper report went on to disclose that "known to be heading the pro-casino group are Meyer I. (Mike) Segal, former president of Ventnor City Council, Arnold Orsatti, restaurateur and editor-publisher of an Italian-American newspaper, and Maxwell (Sonny) Goldberg, co-owner of Howard Johnson's Hotel in Atlantic City."

It continued: "Some members of the group have already held at least one meeting, which was attended by county political leaders and officials from several municipalities."

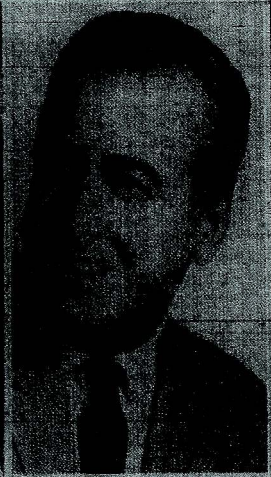
Segal was quoted as saying, "We received a tremendous reception from everyone concerned."

And while he declined to state what officials were present, he said many of those at the first meeting would participate in later public meetings.

The news report related that the Atlantic City



MAXWELL GOLDBERG
 One of the pioneers



ARNOLD ORSATTI
 Helped from the start

Hotel-Motel Association, as well as the New Jersey Hotel-Motel Association, were expected to endorse gambling in Atlantic City.

And it said that John Siracusa Jr., the then president of the Greater Atlantic City Chamber of Commerce, had confirmed that the "subject of legalized gambling will definitely be put on the agenda for discussion at the next meeting."

The article explained that Segal, then as now the manager of Kensington Furniture and Carpet Co., had said that legal steps necessary to bring gambling to Atlantic City had been discussed with the state Attorney General's Office.

And the following excerpts from the 1968 news story sound as if they were lifted from a 1976 pro-casino campaign script:

Segal, Orsatti and Goldberg stressed that the effect of legalized gambling would be to sharply reduce property taxation and to revitalize the city as one of the world's top resort centers.

"It doesn't take a lot of imagination to see just how beneficial the effect would be," Segal said. "Look at Las Vegas. Look at the Riviera. There's no reason why Atlantic City, so close to the other great metropolitan areas of the country, couldn't be another resort like one of these."

"And this doesn't even take into account all of the conventions and trade shows we've been losing to resorts which offer legalized gambling as an added inducement," Goldberg noted.

"All the islands such as Puerto Rico, the Bahamas, Nassau, are taking many of the good customers that used to come to Atlantic City."

"Revenues derived from gambling could bolster our school financial situation and not only bring better teachers to the area, but also help build much-needed facilities."

As it developed, statements such as these were considered highly inflammatory to the many outspoken foes of the bold attempt to legalize gaming in the resort.

But these same statements also became a rallying cry for the small, but determined, band of crusading casino "pioneers," whose eventual aim was to provide Atlantic City with a long overdue facelift ...

Sunday: The casino campaign snowballs.

Cost \$1 Per Week for 46 Years

Burial Takes Man out of Poverty

DALLAS (AP) — Ramon Gonzales didn't drive a fancy car. He never saw a movie. He'd worn a new suit once in his life, the day he was married, which was also the only time he'd eaten a restaurant meal. But Gonzales had one thing that

"He would have been proud. He had a new suit and new shoes. He looked like a man who was important," Mrs. Gonzales said.

"If we did not have the burial policy, we would go to the county cemetery. That's a terrible thing

Gonzales' son Sam said that if Gonzales hadn't spent the weekly dollar on a burial policy, the extra cash wouldn't have been noticed.

Sam said his father didn't need to go to the movies because he could watch a neighbor's television

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