

Sonny Schwartz

The Toughest Opponent of All

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

The furor unleashed by the New Jersey Council of Churches' adamant opposition to Atlantic City casinos came as a crushing blow to its ardent proponents.

And what made it even worse was that the crippling punch delivered by Dr. Samuel A. Jeanes, the council's legislative chairman, was merely the tip of the iceberg.

Once Dr. Jeanes publicly blasted the ACTION Committee for Legalized Gaming's advocacy of casinos, other gambling adversaries joined in the struggle.

It was the domino effect in the truest sense and the pro-gaming forces seemed destined to lose, particularly because they had been lulled into complacency in the first two weeks of their campaign.

"We got off to such a powerful start we didn't feel we'd have much problem putting the casino plan across," recalls ACTION Committee chairman Meyer I. (Mike) Segal of the drive which was initiated in early December, 1968.

"Everything was running smoothly. All we heard were good reports of how people thought casinos would help save Atlantic City.

"What really had us on an emotional high was the fact that some financial contributions for our proposed public relations and educational campaign began filtering in, indicating that we were receiving some broad-based support.

"Besides this, our newspaper coupon poll had shown that area residents were overwhelmingly in favor of Atlantic City casinos.

"Believe-me, we thought there was no stopping us. We figured we'd have casinos operating by 1970."

In retrospect, Segal says perhaps he and the other committee members were "naive."

"We shouldn't have been so presumptuous," Segal muses.

"There is no question that our bubble was burst by Dr. Jeanes and the New Jersey Council of Churches. It kind of shocked us back into reality ... and out of the euphoria we were experiencing."

Segal says the personal anti-casino letter he received from Dr. Jeanes "made a great impact on me."

"I think it opened my eyes to the realization that we were in a battle," he observes. "There were lots of people out there who were just as vehemently opposed to casinos as we were desperately for it."

After the council of churches denounced the casino movement, several other statewide organizations — mostly church oriented — launched an additional attack.

To make matters worse, Segal says, some of his committee members were pressured by their peers.

"We had a number of defectors," Segal notes. "As a matter of fact, one of the gentlemen who was with us at the very outset of the drive, resigned from the committee just as quickly as he had originally agreed to serve. From what we had gathered, he dropped out after he had 'gotten the word' from a prominent political official.

"Also, some of the members of the business community who so readily worked for the recent successful casino drive, backed away from us like we had the Legionaire's disease."

The USS Casino was floundering, and some of its "sailors" were abandoning the ship ...

"We needed strength and we were getting weakness ... we needed action, and we were getting talk," Segal laments.

"Then the state legislators began forming committees to explore the possibilities of casinos in Atlantic City, and one doubt led to another."

"Before we knew what had happened, we were being pulled in all directions. We had thousands of coupons from people who were in favor of casinos, but they were useless.

"Oh, sure, there's no question in my mind that our committee had planted the casino gaming seed, but we couldn't obtain enough support to make the flower grow ..."

Nearly a decade later, however, the neglected seedling did sprout.

And, with an assist from the original "gardeners," it promises to blossom.

Now let's hope it will provide plenty of "green" for the new Atlantic City's very own garden of Eden ...



MEYER SEGAL Perhaps we were naive

Rent Panel
GLOUCESTER TOWNSHIP — A rent control ordinance establishing a seven-member panel to review rent hikes, hear tenants' complaints and set penalties for violating the law has been approved by Township Council.

The township, with about 4,500 rental units, joins more than 100 other communities in the state that have rent control measures.

Mutual Funds

INVESTING COMPANIES	Founders Group	Penn Sq	8.95	NL	SB 1&G	12.70	13.37
NEW YORK (LAP)	Grwth	Penn MW	3.69	NL	Secen	10.58	11.06
—The following quotations, supplied by the National Association of Securities Dealers, Inc., are the prices at which these securities could have been sold (Net asset value) or bought (value plus sales charge)	Grwth	Mag	7.25	7.97	Sw Inv	7.67	8.25
	Mutal	Pho Cap	7.82	8.50	Sw Inv	4.57	5.03
	Spec	Phoen Fd	9.61	10.50	Sover	12.00	12.11
	Franklin Group	Pilgrim Grp	9.75	13.42	Spectra	4.51	NL
	DNTC	Pilg Fd	8.66	9.12	State Bond	4.21	4.68
	Grwth	Mag C	3.44	3.85	Com F	4.85	5.11
	Grwth	Mag D	19.28	20.38	Div F	3.73	4.08
	Incom	Mag St	10.57	NL	SIFrm G	5.92	NL
	US Gov	Pioneer Fund	14.81	15.31	SIFrm G	4.44	NL
	Capn	Fund	15.29	16.82	State St	4.42	4.95
	Fund	Plon Inv	11.57	12.58	Steadman Funds:		
	Erkin Lte	Plorht	10.57	11.55	Am Ind	2.33	NL
	EdF Dep	Pihrnd	8.09	8.12	Asso F	1.19	NL
	Grwth	Price Funds:			Invest	1.41	NL
	Fund Inc Grp:	Grwth	9.84	NL	Ocean	6.24	NL
	Comm	Incom	10.93	NL	Steln Roe	7.65	NL
	Impac	N Era	10.74	NL	Bein	17.66	NL
	Ind Tr	N Horz	6.93	NL	Cap O	8.60	NL
	Pilot	N Horz	6.93	NL	Stock	11.90	NL
	GE& S	TxFre	10.18	NL	Survey	16.53	2.30
	Gen Sec	Pro Fund	6.01	NL	Temp G	11.63	12.71
	Grwth	Prv G	7.49	8.19	Temp Inv	1.00	NL
	Grwth	Prv SIP	9.16	10.01	Trns Cap	6.87	7.47
	Hamilton:	Punam Funds:			Trns Inv	9.71	10.03
	F HDA	Conv unavail			Trv Eq	9.71	10.03
	Grwth	Equit unavail			Tudr Hd	13.48	NL
	Incom	Georg unavail			TwnC Inc	3.53	NL
	Hart Gth	Grwth unavail			USAA	6.73	NL
	Hart Lev	Incom unavail			USAA Inc	11.55	NL
	Herfide	Invest unavail			US Gov	9.79	9.51
	Holde Tr	TxEkm unavail			Unif Mut	8.94	NL
	Hor Man	Victa unavail			Union Svc Grp:		
	ISI Group:	Voyag unavail			Broad	11.71	12.63
	Grwth	Rainbw	1.97	NL	Nat Inv	6.85	6.82
	Incom	Reserve	1.09	NL	Nat Inv	10.92	11.77
	Trst ch	Revere	5.57	NL	Unif	12.92	13.93
	Trst un	Secur Ecl	8.84	9.66	United Funds:		
	Industry	Safec Gth	8.88	9.70	Accn	6.22	6.80
	Ind Tr	SIP Cap	7.91	8.64	Bond	7.45	8.14
	Inv Guid	SIP Gth	7.16	8.83	Con Gr	8.89	9.42
	Inv Indc	ScudStevClk:			Con Inc	10.08	11.02
	Inv Bes	Com Sif	9.25	NL	Incom	5.38	5.88
	Inv Council:	Incol	14.24	NL	Invest	5.05	5.52
	Capn	Intl Fd	12.13	NL	Value Line Fd:		
	Capit S	Man R	10.02	NL	Val LI	6.90	7.08
	Investors' Group	MAMB	10.27	NL	Val Sck	1.54	NL
	IDS Bd	Spec	22.22	NL	Val LI	6.90	7.08
	IDS Gr	Secur	22.22	NL	Val LI	6.90	7.08
	IDS Gr	Equity	3.90	4.26	Val LI	6.90	7.08
	IDS Gr	Invest	7.51	8.21	Val LI	6.90	7.08
	IDS Gr	Equinlet Group:			Val LI	6.90	7.08
	IDS Gr	Ultra	6.25	10.43	Val LI	6.90	7.08
	IDS Gr	Apex	3.39	3.70	Val LI	6.90	7.08
	IDS Gr	Balan	7.96	8.70	Val LI	6.90	7.08
	IDS Gr	Com S	12.73	13.35	Val LI	6.90	7.08
	IDS Gr	Cent Gth	7.91	8.53	Val LI	6.90	7.08
	IDS Gr	Sentrif	11.53	12.53	Val LI	6.90	7.08
	IDS Gr	Shereholders Gp:			Val LI	6.90	7.08
	IDS Gr	ENFD	9.55	10.52	Val LI	6.90	7.08
	IDS Gr	Fiel Fd	5.17	5.65	Val LI	6.90	7.08
	IDS Gr	Harbr	8.6	9.41	Val LI	6.90	7.08
	IDS Gr	Equal	6.64	7.26	Val LI	6.90	7.08
	IDS Gr	Pace	10.04	10.97	Val LI	6.90	7.08

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