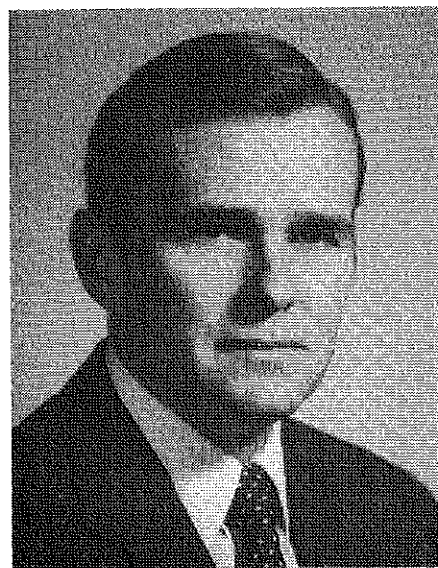




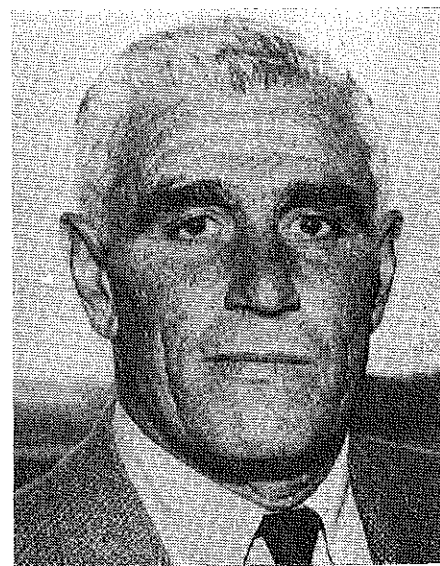
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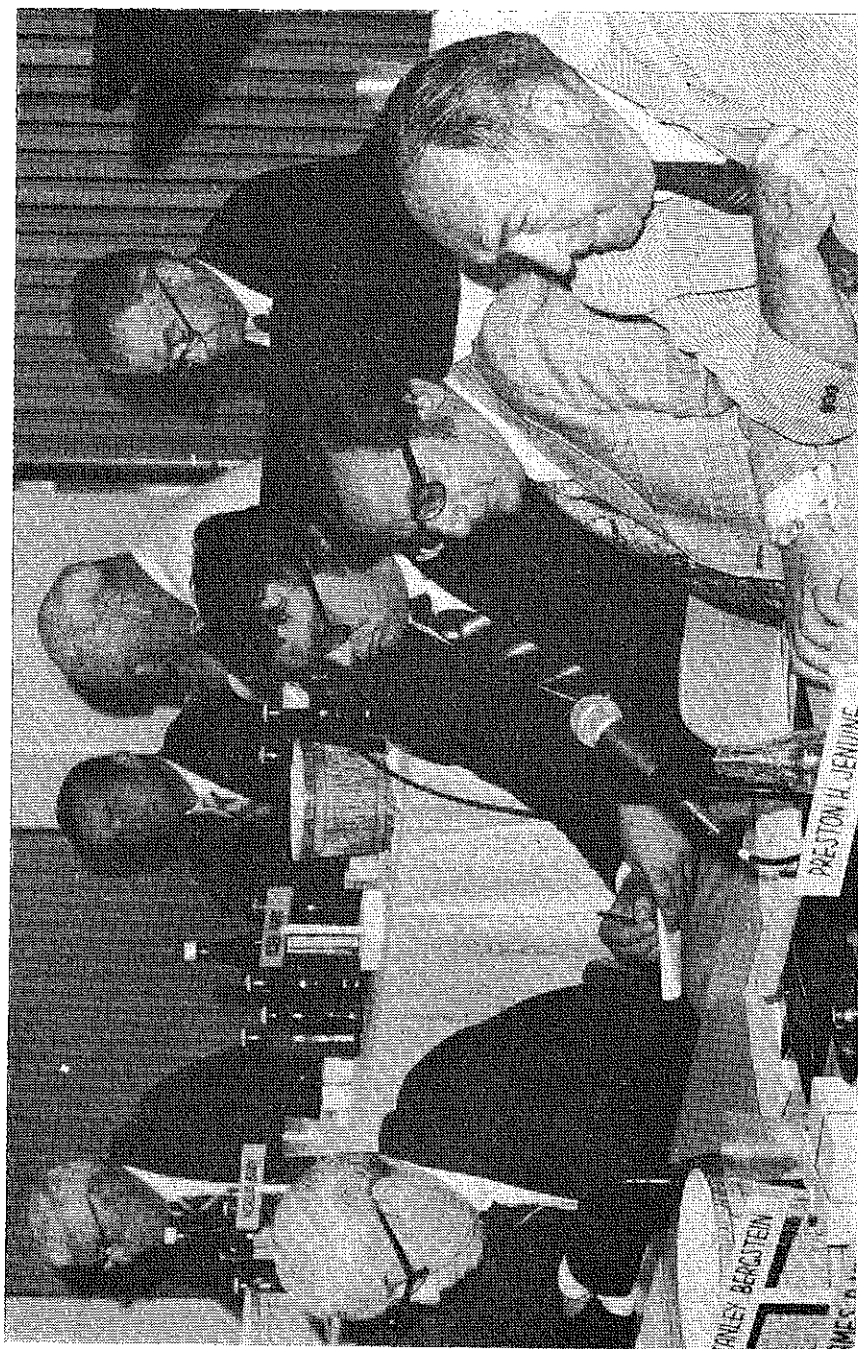


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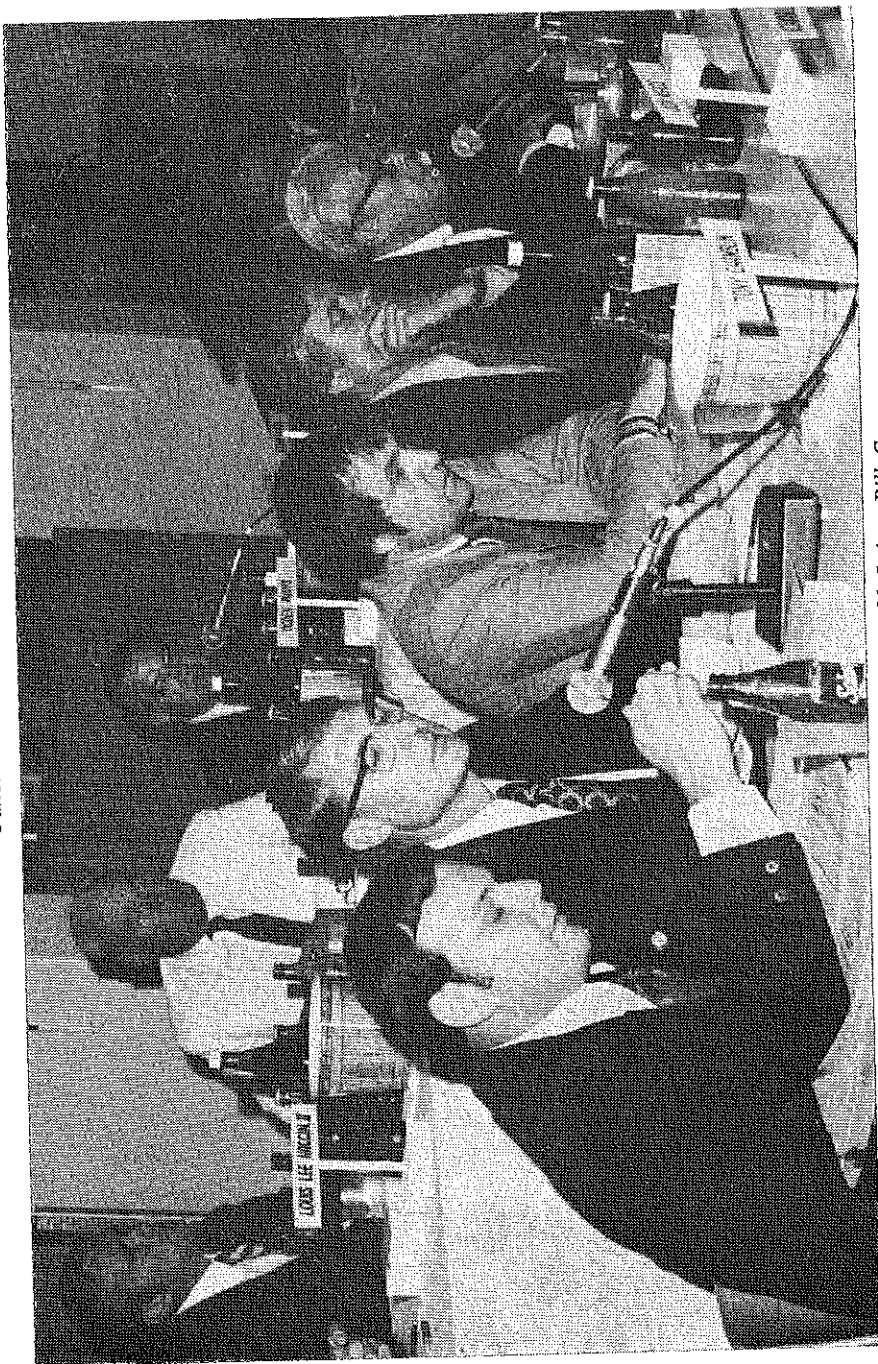
*Louis Lee Haggin II, Secretary-Treasurer*

*Panel—"Ecumenism between the Thoroughbred and the Standardbred Industries"*



*Frank E. Kitroe, John H. Krumpke, Stanley F. Bergstein, Preston H. Jenuine*

Panel—"Communications"



*Tony Chablin, Don Weiss, Gerald Strine, Bill Creasy*

GUEST SPEAKER



*Major General Sir Randle Feilden*

TWENTY-FIRST ANNUAL ROUND TABLE DISCUSSION  
ON  
MATTERS PERTAINING TO RACING  
HELD BY  
THE JOCKEY CLUB  
AT THE  
NEW SKIDMORE COLLEGE CAMPUS  
SARATOGA SPRINGS, NEW YORK  
SUNDAY, AUGUST 12, 1973

IN ATTENDANCE:

M. J. Alhadef, President, Washington Jockey Club  
Lieutenant Colonel Charles Baker, Chairman, The Ontario Jockey Club  
Phillip J. Baker, General Manager, Continental Thoroughbred Racing Association  
\*Thomas M. Bancroft, Jr., Breeder, Owner  
Frank M. Basil, Executive Director, Finance Committee, The New York Racing Association, Inc.  
John A. Bell III, Breeder, Owner  
Stanley F. Bergstein, Executive Secretary, Harness Tracks of America, Inc.  
Dan Bowmar III, The Jockey Club Statistical Bureau  
Augustus M. Boyd, Jr., Vice President, McCann-Erickson, Inc.  
\*James C. Brady, Jr., Breeder, Owner  
Mrs. James C. Brady, Jr., Breeder, Owner  
\*Nicholas F. Brady, Breeder, Owner; Steward of The Jockey Club  
Mrs. Nicholas F. Brady, Breeder, Owner  
John L. Brennan, President, Harness Track Security, Inc.  
J. Newton Brewer, Jr., Chairman, Maryland Racing Commission  
Dr. John T. Bryans, Professor of Veterinary Science, University of Kentucky  
J. Elliott Burch, Trainer  
Gerard Burke, Steward  
Joseph B. Burns, Executive Secretary, Commission of Special Revenue, Connecticut  
Elmer Campbell, President, International Union of Journeyman Horseshoers of the United States and Canada  
Joseph F. Carlino, Attorney and former Speaker of the New York State Assembly  
R. Anthony Chamblin, Editor and Publisher, Horsemen's Journal  
\*George M. Cheston, Breeder, Owner  
John S. Clark, Counsel, New York State Racing Commission  
Albert G. Clay, Secretary, American Horse Council, Inc.  
Charles T. Colgan, Assistant Racing Secretary and Handicapper, National Steeplechase & Hunt Association, Inc.  
Herman Cohen, President, Pimlico Race Course  
\*Leslie Combs II, Breeder, Owner  
Mark Costello, Resident Manager, Saratoga Race Course  
Bill Creasy, Executive Producer, CBS Sports Illustrated  
John I. Day, Director of Service Bureau, Thoroughbred Racing Associations  
Jack DeFee, National President, Horsemen's Benevolent and Protective Association  
E. P. Doherty, President, Grayson Foundation  
Frank Donovan, Thoroughbred Racing Protective Bureau  
Walter H. Donovan, Vice President, Garden State Park

Spencer J. Drayton, Jr., Thoroughbred Racing Protective Bureau  
Francis P. Dunne, Steward  
Mrs. Richard C. duPont, Breeder, Owner  
William S. Evans, Director of Sales, Keeneland Sales  
\*William S. Farish III, Breeder, Owner  
Major General Sir Randle Feilden, Senior Steward, The Jockey Club of England, retired  
John J. Finley, Jr., President, Eagle Downs  
John M. S. Finney, President, Fasig-Tipton Co.  
Gerald F. Fitzgerald, Member, Illinois Racing Board  
James W. Fitzsimmons, Assistant Manager, Saratoga Harness Racing, Inc.  
W. C. Freeman, Trainer  
\*John W. Galbreath, Breeder, Owner; Steward of The Jockey Club  
Dr. M. A. Gilman, Chief Examining Veterinarian, The New York Racing Association, Inc.  
\*Tyson Gilpin, Breeder, Owner  
Joseph A. Gimma, Chairman, New York State Racing Commission  
Herbert Goldstein, Columnist, The Daily Racing Form  
\*Winston F. C. Guest, Breeder, Owner  
Edward F. Hackett, Executive Vice President, United States Trotting Association  
\*Louis Lee Haggin II, Breeder, Owner; Steward of The Jockey Club  
F. William Harder, Breeder, Owner  
Mrs. F. William Harder, Breeder, Owner  
Brigadier C. B. Harvey, The Jockey Club of England  
Charles Hatton, Columnist, The Daily Racing Form  
David Hedges, The Thoroughbred Record  
Major General John P. Henebry, Breeder, Owner  
Edward Heineman, Executive Secretary and Supervisor of Racing, Washington Horse Racing Commission  
Leonard D. Henry, New York State Racing Commission  
Joe Hirsch, Columnist, The Daily Racing Form  
Lord HolmPatrick, Secretary, Irish Turf Club  
David E. Hooper, Executive Secretary, Thoroughbred Breeders of Kentucky, Inc.  
Nathaniel J. Hyland, Steward; Assistant Secretary, The Jockey Club  
Eugene Jacobs, President, New York Division, Horsemen's Benevolent and Protective Association  
\*Walter M. Jeffords, Jr., Breeder, Owner  
Nick Jemas, National Managing Director, Jockeys' Guild, Inc.  
Preston H. Jenuine, Executive Secretary and General Manager, Western Harness Racing, Inc.  
Philip G. Johnson, Trainer  
Dr. C. A. Johnstone, Veterinarian  
Sam Kanchuger, Director of Press Relations, The New York Racing Association, Inc.  
Wallace S. Karutz, Vice President, New York Division, Horsemen's Benevolent and Protective Association  
Robert F. Kelley, Vice President, The National Museum of Racing  
Thomas J. Kelly, Trainer  
Ralph Kercheval, Manager, Mereworth Farm  
\*Francis Kernan, Breeder, Owner; Steward of the Jockey Club  
Frank E. Kilroe, Vice President and Racing Secretary, Los Angeles Turf Club  
\*Robert J. Kleberg, Jr., Breeder, Owner  
\*John S. Knight, Breeder, Owner  
John H. Krumpke, President, The New York Racing Association, Inc.  
Mervyn LeRoy, President, Hollywood Park  
Dr. Norman Lewis, Supervisor of Drug Tests, New York State Racing Commission  
Harry A. Love, Owner

Patrick W. Lynch, Vice President, Public and Press Relations, The New York Racing Association, Inc.  
William C. MacMillen, Jr., Breeder, Owner  
Robert R. Mahaney, Select Committee on Crime, House of Representatives  
Landon C. Manning, Sports Editor, The Saratogian  
John DeWitt Marsh, Breeder, Owner  
\*Charles E. Mather II, Breeder, Owner  
\*Peter McBean, Breeder, Owner  
James E. McCabe, Business Manager, Skidmore College  
O. Carlisle McCandless, Cahill, Gordon & Reindel  
Jim McCulley, Columnist, New York News  
Donald M. McKellar, Breeder, Owner  
Richard McLaughlin, Manager, Jockeys' Guild, Inc.  
Edward T. McLean, Vice President, Delaware Racing Association  
Warren Mehrtens, Steward  
William Menotti, Pennsylvania Racing Commission  
Harry Millar, Secretary, New York State Racing Commission  
MacKenzie T. Miller, Trainer  
\*James P. Mills, Breeder, Owner  
John J. Mooney, President, The Ontario Jockey Club  
Paul Mooney, Executive Vice President & Managing Director, Miles Park  
Ernest Morris, President, Saratoga Harness Racing, Inc.  
\*John A. Morris, Breeder, Owner; Steward of The Jockey Club  
Mrs. John A. Morris, Breeder, Owner  
John T. Morrissey, Steward, Finger Lakes Racing Association  
\*James B. Moseley, Breeder, Owner  
Sean Murphy, Public Relations, Ireland  
John A. Nerud, Trainer; President, Tartan Farm  
Joseph C. Nichols, Turf Writer, New York Times  
Patrick W. O'Brien, Vice President, The New York Racing Association, Inc.  
Dr. Joseph C. O'Dea, Veterinarian  
Jerome V. O'Grady, Pinkerton New York Racing Security Service, Inc.  
Dr. F. A. O'Keefe, Breeder, Owner  
Dr. Joseph Palamountain, Jr., President, Skidmore College  
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\*Ogden Phipps, Chairman of The Jockey Club; Trustee, The New York Racing Association, Inc.  
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Herve Racivitch, Owner  
Virgil W. Raines, Trainer  
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Dr. William O. Reed, Veterinarian  
Milton Ritzenberg, Breeder, Owner  
Jean Romanet, Director General, Societe d'Encouragement, France  
Saul D. Rosen, Racing Consultant, New York City Off-Track Betting Corp.  
\*Donald P. Ross, Breeder, Owner  
\*Donald P. Ross, Jr., Breeder, Owner  
\*E. Barry Ryan, Breeder, Owner  
Fred H. Ryan, President, Los Angeles Turf Club

Walter J. Salmon, Breeder, Owner  
 John D. Schapiro, President, Laurel Race Course  
 \*Reeve Schley, Jr., Owner  
 Charles V. Schwenker, President, National Association of State Racing Commissioners  
 Paul Silvergleid, Chairman, Commission of Special Revenue, Connecticut  
 William W. Skirving, Sports Writer, Knickerbocker News  
 Sarto J. Smaldone, Mayor, Saratoga Springs, New York  
 \*Gerard S. Smith, Owner  
 Harold Snowden, Manager, The Stallion Station  
 Lynn Stone, President, Churchill Downs  
 Gerald Strine, Racing Editor and Columnist, Washington Post  
 Charles P. Sullivan, Assistant Racing Secretary and Handicapper, The New York Racing Association, Inc.  
 Jerry Sullivan, President, National Turf Writers Association  
 Brian Sweeney, General Manager, California Thoroughbred Breeders Association  
 Charles Taylor, Trustee, The Ontario Jockey Club  
 \*E. P. Taylor, Breeder, Owner  
 \*Joseph A. Thomas, Breeder, Owner  
 Col. Cloyce Tippett, Breeder, Owner  
 Mrs. Cloyce Tippett, Breeder, Owner  
 Whitney Tower, Turf Editor, Sports Illustrated  
 John B. Tweedy, Breeder, Owner  
 Mrs. John B. Tweedy, Breeder, Owner  
 \*Daniel G. Van Clief, Breeder, Owner  
 \*Alfred G. Vanderbilt, Chairman, The New York Racing Association, Inc.  
 Sylvester E. Veitch, Trainer  
 Michael Venezia, Jockey  
 Elmer Vickers, Vice President and General Manager, Calder Race Course  
 Newman E. Wait, Jr., Trustee, The New York Racing Association, Inc.  
 Thomas M. Waller, Breeder, Owner  
 Mrs. Thomas M. Waller, Breeder, Owner  
 Simon Weatherby, Secretary, The Jockey Club of England  
 Charles Weatherby, The Jockey Club of England  
 \*Reginald N. Webster, Breeder, Owner  
 Don Weiss, Director of Public Relations, National Football League  
 William H. Welch, Director, New York State Thoroughbred Breeders Service Bureau  
 David A. Werblin, Member, New Jersey Sports Exposition Authority  
 Henry D. White, President, The Thoroughbred Club of America  
 \*C. V. Whitney, Breeder, Owner  
 Clifford Wickman, Vice President, Thoroughbred Racing Protective Bureau  
 Jacques D. Wimpfheimer, President, Thoroughbred Owners and Breeders Association  
 Dr. Jordan Woodcock, Administrator of Drugs and Medication Program, American Horse Shows Association

Helen Alexander, Observer  
 Patrick J. Butler, Observer  
 J. P. deGasti, Observer  
 Lucas Dupps, Observer  
 Dave Feldman, Observer  
 Arthur Froehlich, Observer

Howard Gentry, Observer  
 Elizabeth Ham, Observer  
 David Kirk, Observer  
 Dr. Robert Newton, Observer  
 James A. Phillips, Observer  
 D. W. Valliere, Observer

Moderator, Calvin S. Rainey

\*Member of The Jockey Club

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MR. PHIPPS: Ladies and Gentlemen, I welcome all of you to the Twenty-First Round Table Conference. It has grown and is now of age. I am very pleased to see that so many of you have come. We have an interesting program and I think we should get started. Our first panel will be "Ecumenism between the Standardbred and the Thoroughbred Industries." Jimmy Kilroe will moderate it.

MR. KILROE: One of the prerequisites for membership on this panel, in addition to a certain amount of expertise, was an ability to find a room for the night in Saratoga on a Saturday night which all of our members were able to do. Mr. Krumpe our landlord, naturally, had an edge on some of the rest of us. I would like to introduce my panel before I start asking questions. From right to left, we have Preston H. Jenuine, Executive Vice President and General Manager of Western Harness Racing which conducts its racing at Hollywood Park; we have Stanley Bergstein, who is the Executive Secretary of the Harness Tracks of America and we have naturally Jack Krumpe who is President of The New York Racing Association. I thought before we got into the questions, I would attempt a little historical preface to the discussion.

When I first came into racing, Thoroughbred racing, we didn't worry very much about the competition for the discretionary dollar with the harness tracks, the only competition being the one day bookmaking operations at Goshen as I recall, but then George Morton Levy turned the world upside down by turning the lights on at Roosevelt Raceway, at which point I guess you'd have to say the battle was drawn. But we are not here today to talk about battles, we are here supposedly to discuss the advisability of an ecumenical approach joined in by harness racing and Thoroughbred racing people. Jack Krumpe very kindly furnished a definition of ecumenical here and the general meaning to me is a blending of divergent faiths. It hasn't worked very well with our religious brethren, but that is no reason why we can't take a swing at it.

We're going to have five questions which I'd like the members of the panel to answer at some length, contributing their very considerable experience to discussions. The first question is, "Is competition between Thoroughbred and harness racing as important as our mutual competition with other sports and entertainment?" I would like Preston Jenuine who does business in what the natives proudly call the sports capital of America, Los Angeles, to start that discussion.

MR. JENUINE: I think the area has a lot to do with the answering of this question and in California we do not have head-on competition between Thoroughbreds and harness on the same day, whether it be night or day. Our particular meeting starts in September, we do go against Del Mar which is 110 miles away and then later we have a four week meeting competition with Oak Tree, but they are in the afternoon and we are at night so really our competition in Los Angeles, you might say, is for the sports dollar rather than racing. We have the Forum next door to us. Last year, we were in competition with the worlds champion Lakers and the Kings Hockey team. We opened our meeting against the television of the Olympics, 49'rs-Rams and UCLA-Nebraska. Our competition in California is really more with television than Thoroughbred racing. I do think that the way we have our scheduling in California is very good and very conducive to both sports.

MR. KILROE: Stan, what would you say the general feeling around the country is with the harness tracks?

MR. BERGSTEIN: I have been burdening and bothering and probably boring friends and acquaintances, the TRA, Thoroughbred Club of America and the NASRC for a number of years, so it's rather appropriate that I preach this brief sermon on a Sunday morning here in Saratoga. The thesis, of course, is that we

believe that anything we can do well alone we can do better together, and to accept that thesis you have to accept a few basic premises. First, you have to accept the premise that we are not competitors for customers basically since by and large all our tracks race at night and by and large all of your Thoroughbred tracks race in the daytime. We are competitors for newspaper space. You have to accept the premise that we have common problems and enemies throughout and up and down the line. We also have a common goal which is broadening the scope and the following of racing, and we have to accept the premise that this objective can be accomplished without subjugating the identity of either Thoroughbred racing or harness racing. If you accept these, then it is advisable and expedient for an ecumenical approach and it's advisable economically, politically and practically.

We have nineteen members of Harness Tracks of America who now either operate at racetracks that have Thoroughbred meetings or in fact are part and parcel of corporations operating joint Thoroughbred and Standardbred meetings. We have a huge mass of the public who are not now racegoers and a joint effort to convert them could pay off. Tracks that go both ways, the switch hitters, don't even do enough of this job, but those that do benefit and I think that The Jockey Club in Canada and the Blue Bonnets organization in Montreal do outstanding jobs in this area. Politically, I don't think there is any question about the wisdom of such a course of action. Much legislative education needs to be done, can be done, or could be done best jointly. A classic example of the kind of problems we face and don't approach jointly is the situation last year when the Pepper Select Committee made its statements and instead of a joint response to that there were unilateral responses by Thoroughbred racing and Standardbred racing which greatly weakened the impact of both. Practically, we have evidence that it works. In 1963, in this very city representatives of Thoroughbred Racing Associations and Harness Tracks of America joined and created a fund that helped develop the A1-A2 strain Equine Influenza Vaccine. In 1964, the Federal Communications Commission came up with a series of ill-advised proposals, and if it hadn't been for the joint efforts of Thoroughbred and Standardbred racing, it is very likely that some or many would have been adopted. In 1965, two gentlemen who I see are in this room, Mr. John Galbreath and Mr. Ed Hackett, Executive Vice President of United States Trotting Association, proposed a research program on pre-race testing to the Harness Racing Institute, which has now been merged into the Trotting Association. A pre-race testing program was adopted and underwritten at Ohio State University and is now in use on a full time basis at least six of our harness tracks. In 1967, through the joint efforts of Thoroughbred and harness racing the federal excise tax on race track admissions was altered, substantially, to the benefit of all of racing. So I think those things indicate that cooperation can work and there is more that could work.

I am not going to burden this subject any further, Mr. Kilroe, but from our own experience in harness racing where we are blessed with a very high degree of centralization we have done some things that I think Thoroughbred racing could benefit from, if I am so bold, if there were a joint effort. For one thing, we have a racing magazine which we are very proud of printed in color and there is no reason why it could not be a joint racing magazine instead of a harness racing magazine. We think it is an educational one and we think that it's improved the image of harness racing, and we think that a typical or similar approach jointly could improve the image of racing period. We have a national hot line telephone service whereby any harness racing fan in the United States by calling a hot line number in Chicago can on a twenty-four hour a day basis receive the results of

all major stakes and feature races in harness racing in the United States. We think that this kind of a racing hot line service giving both Thoroughbred and harness racing results would be beneficial. We give a high degree of promotional aid to our racetracks and we think that this kind of promotional aid done on a joint basis could be both economical and effective. So we are firm believers in the theory of ecumenicalism and we stand ready at any time in harness racing to join in such an effort.

MR. KILROE: Thank you Stan. I think all of us in Thoroughbred racing should be impressed by this tremendous unity that the harness tracks have been able to achieve. There is a tendency in Thoroughbred racing toward fragmentation into various associations representing owners, trainers, track managements, jockeys, you name it, and we find that quite often we do not respond as one as the Harness Tracks of America are able to do because of this centralization they have achieved. But I would like to ask Jack Krumpe how he feels, what he thinks the competition of NYRA is against professional football as against television on baseball and naturally the night harness.

MR. KRUMPE: Thank you Jimmy. Back, if we can Jim, back to the original question here. The original question that Jimmy has proposed is, really, do Thoroughbred and harness people together, do we have more in common than are we competitive. There is no doubt we would be naive to sit here and look around the room and say we aren't in competition. We certainly are in competition. We are in competition for the pari-mutuel dollar day in and day out and that competition is getting stronger. But on the other hand there are common enemies and common enemies produce friends.

What's happened in New York is that as a result of off-track betting, we have never had better relationships with most of the harness tracks in this state. We have talked about this privately and together we believe that there is still an element that does not like pari-mutuel wagering at all. Gambling, they don't like it. We have had people even in a state as liberal as New York vote against specific legislation because it concerned wagering. Now it seems to me vis-a-vis another sport, vis-a-vis football or baseball or whatever, that that's secondary to the most important problem in this sense of togetherness. We still have a market out there of 80 to 85% of the populace that do not participate in either of our sports, and this is the market we should go after together. Now the two places in which we may compete with other sports directly is in the form of media print, broadcasting and television. As you know, we've made and the harness tracks recently have made concerted effort to get into a competitive basis versus other sports. Mervyn LeRoy told me the other day that one day at Hollywood Park they had something like 44,000 on a Sunday and a baseball game gave away a bat or a helmet or something and they had 45,000. Well, that's a lot of people out there going to an event. I don't feel, myself, that we are as competitive with other sports as this question might lead us to believe. I think our togetherness should go out and develop new markets, those markets that are not being touched today for one reason or another. Jim that's about the only way I can answer this first question.

MR. KILROE: Thank you Jack. I'm reminded as the Chairman of this panel of a Frenchman in one of their revolutionary situations who saw his followers running down the street to storm another barricade and said, "I am their leader and I must go with them." I am being pretty well led by my panel here. For that reason, I would like to skip the second question which really doesn't do very much for us, whether it is feasible to use the same plant for both harness and Thoroughbred racing. It has been done at Hollywood Park, it has been done at Blue Bonnets.



Well, Jack says he has something to contribute there so I'll yield the floor to him.

MR. KRUMPE: As I think everyone in this room knows, Saratoga Harness with Ernie Morris as President has done a hell of a marketing program in attempting to bring the Golden Hambletonian to Saratoga. After a lot of technical studies by our staff and after consultation with our Board of Trustees, we the NYRA would be delighted for the first time to host the premiere trotting race probably in the world. There are several reasons for this, again, it seems to us that our common enemy is government, in a sense the community. We are closer together because we can produce something that was not produced before. I personally would like to compliment the entire Saratoga Harness Organization. They have done a tremendous marketing job, a marketing job that all of us in Thoroughbred racing should be aware of. My last point is that if this comes about, we will be proud to host the Golden Hambletonian at the flat track at Saratoga.

MR. KILROE: I don't want to intrude on the territory that will be covered by the, shall we say, the major panel today, but I have been very much impressed by certain promotional contributions that have been made by the harness tracks. I think in some cases they tend to be more progressive than we have been and while Thoroughbred racing at its annual clambake has usually a panel discussion among the people most directly involved in promotion of Thoroughbred racing with the customers, I think that we could get a great deal out of enlarging those panels to bring in the harness people. As I say, I will turn this over to Stan here and get his ideas on what his people have been able to do.

MR. BERGSTEIN: Well, Jimmy, in the course of our United States Trotting Association and Harness Tracks of America operations, we hold joint meetings twice a year, winter and summer, of all our publicity and promotion directors of the tracks. One will be held in Montreal on the 26th of this month in conjunction with their \$130,000 Prix d' Ete pace at Blue Bonnets, at which time the publicity directors of all tracks in the United States are invited to attend, and most will, and that session is reserved exclusively for internal discussions. The winter session, which is held in Florida, is reserved for external suggestions from people who are brought in to talk about promotions. But at this summer session, the publicists will do nothing else for two days except lay out their promotions and plans and publicity efforts that have worked for them. We operate on the theory that most major advertising agencies apparently operate on: steal whatever you can that's good for anybody else, and improve on it—and we feel that if we are in competition with other sports, we are certainly not in competition with ourselves. So there is no reason why a track in Chicago shouldn't take a program that works in New York, Detroit, Cleveland or in Los Angeles and improve on it. We would not find out what those other programs were, if we didn't meet to talk about it.

Consequently, it seems to me a perfectly logical step that the next suggestion should be that somewhere along the line the publicists and promotion men of the harness racetracks meet with their counterparts from Thoroughbred racing and learn what they have to offer and let them learn what we have to offer. I am confident that both sides would come out of such a meeting with a great deal of beneficial knowledge.

MR. KILROE: Thank you Stan.

MR. KRUMPE: Insofar as the Thoroughbred world is concerned, the TRA is becoming much more aggressive in the promotion and public relations area. It has a committee headed by Phil Iselin. Phil Iselin is continually bringing together the heads of the promotion and public relations of each TRA racetrack, and

Stanley, if that's an offer I am sure I can ask Phil and I'm sure he'll accept and bring his public relations committee to the HTA for a joint session.

MR. KILROE: Jack, just as a side point on that, I was very much interested in going out to Saratoga Raceway the other night and seeing that departure that they've worked out which is inspired, I expect, by the headsets on airplanes and which you see in certain reserved seats. You have a plug which has two channels on it. Channel 1 gives you brief nuggets of trotting horse history and explanations of how trotting horses work, and channel 2 gives you a rundown on the next race in terms of the past performances of the horses. I think they've found some difficulty in getting people to admit that they are that ignorant that they will put a headset on, but I think something of that nature is certainly needed.

MR. BERGSTEIN: I might add on that score that ecumenicalism even was involved there, to the extent that while the idea was a concept of Saratoga we borrowed probably the most eminent handicapping authority of Thoroughbred racing who also, incidentally, did a book on harness racing. I'm referring to Tom Ainslie, who prepared the handicapping guides and information, and that service, if not fully utilized at the present time, is still a very valid concept for consideration by racing in general. We know, for example, that whether or not Thoroughbred racing fans know more about Thoroughbred racing than harness racing fans know about harness racing, the Thoroughbred fans think they do and this is the important thing as far as their wagering patterns at the track. So we are making a very concerted effort to try and educate the fans and we've even borrowed from an ecumenical approach there.

MR. KILROE: We have another question which I would like Pres Jenuine to comment on to begin with. I think there is nothing like a good crisis to pull people together who are otherwise of divergent interests or opinions. We found that to be the case with the influenza epidemic which did great things for research funds to be distributed by The Grayson Foundation.

Just recently in New York, confronted by off-track betting, the Thoroughbred tracks and the harness tracks are certainly much closer than they ever were in my experience. I remember maybe twenty years ago when it was the New York harness tracks that came up with some rather interesting dodge in which, I think, they could take 17% of their income and consider it tax free and apply it to rebuilding their plants. One of them came to me and suggested I go to our people about it and I was very nearly run out of Thoroughbred racing for even having spoken to them. But in California we've had a very happy experience, I think, with the Federation of Tracks that includes both harness tracks and Thoroughbred tracks. It was formed originally for labor negotiation purposes, but its activities have been extended into the state capital area and I think we must all be aware in racing that we live at the will of the state legislators. I would like Pres Jenuine to describe how the Federation works in California.

MR. JENUINE: We have some fine people in the audience such as Jim Stewart, Bob Strub and Fred Ryan, who probably had more to do with the forming of the California Federation than anyone else. However, the Federation originated in 1957. The idea was to get all the racetracks in California together under one Federation and today we have one hundred percent tracks in this Federation. It consists of the six Thoroughbred tracks, four harness associations, three Quarter Horse associations and nine fairs. Every labor contract comes under the Federation. Anytime that we feel like we might have a strike, we all go into a mutual fund to protect the man who is going to get hit. This has worked out wonderfully well. We have our own labor relations man, we have our own legal advisor, and we fight

this labor thing from beginning to end together. In other words, you can't get one labor union striking against one track and then going after each track as the contracts end. They're all going against the one association. Other important functions that the Federation accomplishes is that we make our own schedules and present them to the racing board. They do not have to have all the squabble over conflicts, not to say that we do not have a few squabbles now and then, but it's all within the Federation. With very few exceptions, the board accepts the schedule presented to them. One of the most important functions of the Federation is to provide to all the non-union employees a very comprehensive State-wide Health and Life Insurance policy and a fine pension program. Meetings are held every month, we handle all questions. Bills are paid on a percentage basis as to the mutuel handle. So, we do have a couple of good friends in Santa Anita and Hollywood Park that share the brunt of the expense. We do have a very good relationship and it's just a great organization.

MR. KILROE: Stan Bergstein, I wonder if you could comment on the Harness Tracks of America's position in local political problems. Do you slide down the pole?

MR. BERGSTEIN: Well, HTA is analagous to TRA. We have 51 track members and operate on the same basic structure as TRA. We do not enter into local problems unless we are asked to, but if any local member track asks our assistance or aid the full facilities are available. In going back to the centralization that I mentioned earlier, we have a very happy situation. The United States Trotting Association, which does not have an exact parallel in Thoroughbred racing as you may or may not know, embraces all of the harness racetracks in the United States, sixty-three at the parimutuel tracks, and it also embraces all 37,000 owners, trainers and drivers in the United States who must be licensed by this organization. So it wields a tremendous amount of power which has been accepted over the years by everyone in the industry because it has proved to be a working arrangement. While it may not come under the general heading of ecumenical approach as in its context in this meeting, there is a degree of working cooperation between Harness Tracks of America and United States Trotting Association that enables us to get things done. The very fact that I can be an officer of both of the organizations is a rather remarkable thing since one is a management organization and the other includes 37,000 horsemen in its membership. I survived that ecumenicalism to this point and the industry, I think, is better for it, not because of personal contributions but because it provides an across the board approach. We do not enter into local areas unless we are invited in by our member racetracks, and we do not approach local problems under any other circumstances.

MR. KILROE: I think we'd all like to hear from Jack Krumpe who has been under the guns most recently in his dealing with Albany and I wonder how much of an alliance he has been able to pull with the harness people in dealing with this creature, OTB.

MR. KRUMPE: As I mentioned before, the common enemy is what got us together, but once we're together I kind of liked most of the people in the harness industry in New York State. The Harness Council of New York State is headed by Ernie Morris, for whom I have tremendous respect. My major dealings have been with the downstate tracks. First, Yonkers, which was taken over by the Rooney family, basically a Thoroughbred oriented family operation. They have been in dog racing as well in Florida. The other track, of course, that I have worked very closely with is Roosevelt Raceway and Roosevelt has a President that's in his 80's and he acts like he's in his 30's.

So we have gotten together and we get together on many, many subjects. Probably

what started us down this path about a year ago was the Delafield Commission. We all got together and said, "Hey, let's all get together and stay together in dealing with this nine man panel." Included in our conversations and perhaps even initiating them were horsemen groups as well, and we haven't brought this into the conversation prior to this time. But there was a spirit and still is a spirit in many instances, not in 100% (again, we would be naive to think that we complemented each other completely), but the HBPA Division in New York, the TOBA, some harness drivers associations and a few other associations all got together and started to dig in and do some studies on things which we could give to the Delafield Commission. We met regularly. We met here last summer, for instance. Out of these studies perhaps was the basis of the Delafield Report which in effect vindicated all of us in racing and what we've been screaming about for the past three years. We've kept our relationships with the harness tracks. We still have dealings. For instance, we are talking with the State of Connecticut and we have done that in a cooperative spirit. We have not gotten into a labor situation. Perhaps that is 'way down the road. But I talk with George Levy practically every day and I think by and large we complement and supplement each other to the point that we will continue this relationship. We found it very effective with the Delafield Commission. We were less efficient and effective with the legislature for reasons over which we had no control. However, our cooperative approach will continue at this time, particularly with the major harness tracks in this state and ourselves when we are dealing with that structure called the legislature and the bureaucracy that emanates from the state capital. When we are dealing with that structure, we have found that we have been far more effective in the infighting in the past three years working together than we have in the past working singly. It is my belief, at this time, that we are going to continue to go down that path.

MR. KILROE: Thank you Jack. The only question we had on the docket is one that I don't think possibly this panel should even try to answer at this time, but I wish that all of us who are interested in racing would give it serious thought, and I refer back to our unfortunate experience with the Pepper Committee which Stan Bergstein referred to. I think it's extremely important that racing, Thoroughbred and harness, because the public makes very little distinction between us, should be in a position to speak for racing when people start throwing dead cats at us, as they are likely to do. I think we have no other questions of our own, but we would be happy to answer any from the floor.

MR. KRUMPE: Jim one point, I noticed when I mentioned Phil Iselin and the public relations committee that Stan wrote it down in a pad, and perhaps these are the kind of things that will get a working relationship off the ground on a national basis. You know you come to a session like this and you say we need this, we need that and you leave the room and nobody takes the first step and that's the tough step and that's the step to get it off the ground.

Now just perhaps, Stan, your meeting with Phil Iselin and my meeting with someone will be the first step to get something moving together, because I can only relate the experience that we had in New York in dealing with the capital. As I say with both the legislature and the bureaucracy behind it, that we were far more effective together and my thinking is that this would be a tremendous approach on a national basis. Obviously, the Pepper Committee divided everything up the way they wanted it divided, and we had no strong force that unified harness, Thoroughbred, Jai Jai, dogs and any other kind of pari-mutuel operation, all pari-mutuel operations as a potent force to go right back to them and say, "Wait a minute, you guys are dead wrong." Perhaps just from this little panel, we can take the first step to

develop some kind of organization so that one potent force speaks for all of us. It's a dynamite idea.

MR. JENUINE: Jack, if I may respond just briefly to that, I couldn't concur more and I wanted to just cite an experience of two weeks ago. We have an international trotting conference which is held biennially. The first one was held in Columbus, Ohio. Mr. Hackett and Mr. Michael, who was then President of USTA, formed it. There were eight members present. We had the second one in Christ Church, New Zealand, two years ago and the third was just held, thanks to the auspices again of The Jockey Club, our great friends from The Jockey Club, and the Canadian Trotting Association in Blue Bonnets in Montreal and Toronto. There were 14 trotting countries represented and the press and others, impatient for great developments to come out of it, came and asked afterwards what momentous things we had accomplished: whether we had stopped the war in Cambodia, whether we had succeeded in breaking down French Nationalism in trotting, where they won't open the stud book to American stallions, etc., and we assured them that we had not and we could not cite one single instance of any great momentous decision that came out of it. But the very provocative thought of working together and the very fact that we got to meet on common ground and discuss our mutual problems made it a tremendous beneficial session. We feel the same way about this meeting and speaking for harness racing, we want to thank you very much. We appreciate greatly the opportunity to be heard in this prestigious form. Thank you.

MR. PHIPPS: Thank you very much Jimmy, and the members of your panel for a very interesting discussion. The next panel will discuss Communications and will be chaired by Tony Chamblin, Editor and Publisher of the Horsemen's Journal.

MR. CHAMBLIN: Thank you, Mr. Chairman, distinguished guests, ladies and gentlemen. Sometime during the night I contracted a minor case of laryngitis and I'm not sure whether it was the air conditioning, or the vichy, or the bourbon. But if my voice gets raspy I hope you'll bear with me.

Three years ago, this distinguished Round Table presented a similar panel discussion on the subject of racing and the news media. It was moderated by Mr. John S. Knight, who is a member of The Jockey Club, the Editorial Chairman of Knight Newspapers and a Pulitzer award winner. Mr. Knight's panel in effect told you that racing was not getting adequate coverage in the press, and *would not* until Executive Sports Editors and their superiors were educated as to what this great sport is all about. At that time, the views of the panelists seemed to be politely swallowed and digested by the group in attendance, but to the best of my knowledge nothing tangible ever resulted from them. I say this because surveys taken of racing during 1971 and '72 reflected a decline in interest in the sport by the general public. Happily, that situation has been somewhat reversed in this year of Secretariat Superhorse. Incidentally, speaking of Secretariat, can you imagine what would have happened after the Jets beat the Colts in the Super Bowl a few years back, if Phil Iselin had announced that he was putting Joe Namath out to stud? I'm sure Joe wouldn't have minded but the public, at least the male public, might have revolted. Ed Hackett, who was mentioned by Stanley Bergstein earlier, and who happens to be quite a capable Executive of the United States Trotting Association, was talking to me about a week back and he suggested that the racetracks of the country might have been wise to have paid that six million for Secretariat and paraded him for a year and then put him out to stud. When you consider it, it doesn't seem like all that wild an idea.

Our situation in racing is paradoxical, because we have a multi-billion dollar industry, we boast more total attendance than any other sport. The American

Horse Council projects a growth rate in the United States horse population of approximately 300 percent by 1980—that would be up from eight million horses to twenty million. And while the rest of the economy suffers, our horse sales continue to set records annually. Yet, with such impressive factors of growth and stability as these, we just are not getting our message across to the public at large. I'm referring to the one hundred and ninety million people who never see a horse race other than on television. Generally speaking, horseracing gets little play in the nation's press unless you count the agate type listing the results and the entries. Newspapers such as *The New York Times*, *The Washington Post* and *The Miami Herald* that have been extremely generous over the years in their display of racing news are presently reassessing their space allotments. I have spoken with the sports editors of all three of these papers and I know that they are considering recent surveys that, whether fair or not, reflect a lack of readership interest in racing news. As for national television exposure, with the exception of the Triple Crown races, the horse may as well be hitched to a plow as far as the networks are concerned.

Now how can we correct such basic problems as creating fans out of youngsters who spend their youth playing football, baseball, basketball and hockey and who never get to see a horse race. It may be an overwhelming task. I think one minor way in which we could begin—and I believe the TRA has done this—is to make the films, some of the great films, that we have on racing, available to schools and civic groups and to then follow up and make sure they're being used. We must educate, we must inform, we must promote, we must advertise and, above all, we must entertain. I don't think we need to change our sport to fit the market but rather we should find a way to persuade the market to discover our sport. This, of course, means we must be prepared to spend money.

A few weeks ago, Cal Rainey phoned to ask me to moderate this panel on communications and he graciously gave me *carte blanche* to select my panel. I felt that we in racing spend so much time talking to each other, criticizing each other, and going over our problems that it might be refreshing to bring in some outside expertise and have them comment on ways that we might do things better. The panelists this morning, I am proud to say, are all highly-skilled professionals with no subjective ties to this industry other than a basic enjoyment of the sport. They have been instructed to speak candidly and I am hopeful that their remarks will provoke discussion. If so, they sit ready to attempt to answer any questions or comments which you might have. The format of our discussion will be that I'll introduce each panelist individually, who will speak for approximately ten minutes, and then we will accept questions from the floor following his individual comments.

If you turn on your television sets at 5:30 this afternoon, you'll be able to see the work of our first panelist, Mr. Bill Creasy. Bill is Executive Producer of the popular new show CBS Sports Illustrated. He's also president of his own production company and is television consultant to Sports Illustrated Magazine and the Time-Life films. He is a former college professor who went straight. He taught at St. Lawrence University until 1957 when he entered television to become a sports production executive. In 1969, he left television to become President of the Oakland Seals Hockey Team of the National Hockey League; incidentally, that was before Charlie Finley, which has no bearing on the year and a half that Bill stayed there. After that brief stay he returned to television. He has produced numerous types of sports programming including the first two Super Bowl games and he produced the Triple Crown events of 1964-1968. He is a guy whose background includes two fires during Lucky Debonair's Derby which contributed to some of that distinguished gray in his hair, but Bill can tell you more about that and also

as to how racing might make better use of television. With that I give you Bill Creasy.

MR. CREASY: Thank you Tony. My first trip to the racetrack was as an early teenager in Yonkers at Old Empire and the first really good race that I can remember was at Santa Anita in 1953 when I was going to USC, when I believe Chanlea, Merry Man and Correspondent came down head to head in an exciting race. I have been a fan of racing since then.

I have taken a personal and professional interest in the sport, as I think everyone in this room has. The fires that Tony referred to the year that Lucky Debonair won the Derby did leave quite a few gray hairs. The old press box at the Derby at that time was old indeed, and I remember our announcers in radio and television had to be nailed into their booths from the outside so that no strangers would get in. The one fire, the first one, occurred at the far end of the Clubhouse and we went on the air earlier than planned to cover it.

The second fire, the one that really gave us the problem, occurred in a conduit between Baltimore and Washington. Some youngsters had gotten into the conduit, as they will from time to time, and set a fire to our audio lines which were burnt and disconnected. Among other things, our audio lines, such as the hot line between Washington and Moscow, were burned out. But we've gone through some good times and some bad times since then and I very much welcome the opportunity to pass on some observations and perhaps some recommendations to you this morning.

I think that some of you might be interested in some background information related to CBS's involvement in horseracing. Those of us at CBS like to think that CBS has been the network that has been mostly associated with horseracing down through the years. The contract with the Kentucky Derby goes back to 1948 and it's been with the Preakness and the Belmont since the early 50's.

The Kentucky Derby is the one major sports event in the country to be televised on one network only since the early days of radio and television. The rights monies to all three events have dramatically increased down through the years. Each race is negotiated individually by the network with the racetrack. Ordinarily, networks do not like to release these figures.

One figure that we don't mind releasing is the cost to us of putting on a Triple Crown race and it's in the neighborhood of one hundred sixty thousand dollars. At Louisville our crew now totals approximately one hundred people and four trucks. The present President of CBS, Bob Wood, chose the Derby to be the first sporting event that he attended after becoming President of CBS. I think it's safe to say that he was flabbergasted at the amount of people and equipment that were there at Churchill Downs.

This year is the year that we at CBS like to refer to as "the year of Secretariat," because that horse has done so much for the sport and for the sport of television. The Kentucky Derby was seen on over 200 CBS stations, which is 99% of the network. It was seen on 204 stations to be exact; 201 stations carried the Preakness and 205 carried the Belmont.

Some numbers that we could relate that you might be interested in — thirteen million, nine hundred and thirty thousand households watched the Derby; fourteen million, sixty thousand households watched the Preakness and the Belmont had fifteen million, one hundred and sixty thousand. Other numbers to which we can relate: of all of the sets in use this year during the Triple Crown, half of them watched the Derby; 45% watched the Preakness, and a new record for the Belmont, 52% watched the Belmont. It was the first time in the history of the Triple Crown that the Belmont outrated the Derby.

I think that what all of us are concerned with is how to get more horseracing on television, how to do it better. It's a very big challenge and a big problem. What it boils down to is money. People have to pay the bills to sponsor our telecasts and the old rule of thumb is that sponsors are only interested in the Derby, the Preakness and the Belmont, especially the Derby.

Some other thoughts: Up until three years ago, Cadillac did not sponsor on television and they chose to buy into the Masters Golf Tournament. A year later, two years ago, they were encouraged to sponsor the Triple Crown. This year Cadillac purchased a half of the Derby; they purchased a quarter of the Preakness and a quarter of the Belmont, and for years Pabst has been a quarter sponsor of all three telecasts.

We at CBS have tried to maintain a dignified list of sponsors for these events. Other sponsors that you might be interested in knowing about who sponsored the Triple Crown are First National City Bank, IBM, Fram, Sears Roebuck, Menley and James and, for many years, Philip Morris.

Last weekend, the telecast of the Whitney lost money for CBS. However, on the whole in the last ten years CBS considers that it has broken even in its Triple Crown coverage. I think that most people think that CBS probably makes a lot of money on these races; CBS does not. So what can we do about getting more horseracing on television? I think that this perhaps is the area where you in this room have to look into each of your own consciences because you all represent a divergent area in horseracing. I think as Jack (Krumpe) indicated on the earlier panel, someone has to take the first step and I would suspect that someone in this room is going to have to take the first step if you want to get ahead in television.

One area you could pursue is with local stations, something that I call Localized Networking. I think that the local CBS station in Chicago, WBBM-TV, has carried or does carry races from Arlington. KNXT, the CBS station in Los Angeles televises from Santa Anita, Hollywood and Del Mar. I would think that more of you should try in your own areas to get to know your local stations whether it be CBS, ABC, NBC or the independent, and pursue that station because quite frankly you need them. They would like to have you but the facts are that you do need them more.

One problem to this hopeful marriage is that the local station cannot spend the money on production you have come to expect on the look of a Derby. But nonetheless, you have to get started. I personally and professionally believe that any potential marriage between television and horseracing is at the cross roads right now. We had to wait twenty-five years to have this sport awoken on television, and we all know why. Television can be very beneficial to horseracing. I believe that horseracing is a natural for television. But we still have to get it on the air and we have to pay for it.

I think this is where some of the people in this room come in, and as an example, I would like to refer back to golf. The sponsorship of the Masters for many years had been and has been decided by the decision-makers who are interested and involved in golf. I think that the sponsorship of horseracing has to be by you people. You have to look into your own companies, your own associations and come up with the money, because I don't think anybody is going to do it for you. You have to face up to that.

So in effect, you have to pay for it yourself and hopefully in the near future someone will recognize that it is worthwhile, and they will pick up the slack for you. But it is up to you to get in there and pay the bills now and someone has to make the first step.

At CBS, you call the National Sales Department and ask for Dick Loftus; the

Vice President of Sports at CBS is Bill McPhail. I encourage you to look into your own consciences and come up with the money.

Some additional random thoughts: New production facilities should be pursued and in California they have done that with the use of helicopters. We have used helicopters at the Derby from time to time and we have used blimps. I think a good example of good television occurs in Europe with coverage from the inner part of the track. At Belmont there is a road that goes around the inside of the turf course that I think should be used. I think that speaking only on behalf of CBS, we endeavor and want to try every new possibility in covering racing. We did that a week ago yesterday at the Whitney when we used a crane at the far end and it graphically showed a lot of the action on the backstretch.

Something that we in television or in show business like to call Star System is immensely important to horseracing. I am sure this will be a little abrasive to some of you in the room and I noticed that some of you smiled and snickered when Tony related to Mr. Iselin taking Joe Namath out of training, if you will, after the Super Bowl. I personally think it is a shame that Secretariat is going to leave racing not only for the fans, but for television, because Secretariat has awoken some of the sleepers in my business to horseracing.

I think that it has been a very big move that Marlboro, Jack Landry and Jack Krumpe and the Tweedy family made in at least getting the possibility of four races on national television in the fall. It hasn't been easy, it has been difficult for all of those involved in it. But you take the Star System out of horseracing and I think you can start to forget about it. If you took Namath away and you took Joe DiMaggio away after three or four years, or Mantle, if you took any great show business star away you'd have to lose your public. So in some way you have to discipline yourselves, you have to police yourselves.

Years ago, the National Football League policed itself by coming up with what is commonly known as the local blackout. At that time, it might not have appeared to be the best thing economically but in the long run it proved itself to be right. You have to police yourself in some way to protect the Star System in horseracing, and I know that this doesn't speak well for the breeding industry but in some way you have to get your heads together and figure it out. It's not for me to do that, but I do know that when you lose your stars you're going to lose your appeal on television.

My remarks have been intended to be in the very best interests of horseracing because I have been involved in it professionally and I hope to continue to be. It is my dearest interest as an avocation and I hope that the future of horseracing can be benefited in some way by our industry. Thank you.

MR. CHAMBLIN: Are there any questions for Bill Creasy?

MR. KRUMPE: Bill, I have a question or maybe a clarification. Bill is rather polite, I've known Bill a long time, I'm abrasive. Bill, golf on television is on almost every week. It's on three networks, it's on independents. It has a notoriously low rating, week in and week out. Now why are sponsors sponsoring that kind of show with a very low rating and we in Thoroughbred racing can't get sponsors?

MR. CREASY: The people who sponsor golf are interested enough in it to spend the money to keep the sport out front because when you are on television you're going to get attention one way or another. I think that very often the press responds to what's on television and I think that this is a trend that will continue to grow.

In the case of golf, golf has a demographic look to it that goes something like this: the viewers of golf are decision makers and they are spenders and I think that the people at the Travelers Insurance Company, for a while Cluett and Peabody, and now Cadillac who sponsor the Masters, are willing to go along with a low rating

figure because they know that those small numbers of people are nonetheless those who do the purchasing and the making of decisions.

I think it's erroneous and it's difficult for me to be that blunt, but it is erroneous for horseracing to compare that what has been good for golf and what has been good for football should, subsequently, be good for horseracing. I think you just have to plain decide, do you want to be on television or not, and forget about what other people are doing and get into it.

MR. KRUMPE: Well then Bill, let me direct my question a little bit in a different manner. Most of the golf tournaments today have some kind of sponsorship. Now that kind of sponsorship appears to come from sponsors who are golfers themselves, and I think they feel like they want to be part of something. Where Bill says that you in this room have to determine if you want to be on television he is not just speaking of racetracks, he is speaking to captains of industry who have the power to control advertising budgets and the placement of advertising funds. Now correct me if I'm wrong Bill, but I think that was your message.

MR. CREASY: It most certainly was and I think the clearest example of it is: I doubt very much if Marlboro would be involved in the present situation if Jack Landry was not a horserace fan, and it was Jack who carried the ball in Philip Morris' decision to get into horseracing. He also owns a couple of horses by coincidence. So he is a horserace fan. The decision really is yours, and it is up to you to make it.

MR. CHAMBLIN: Thank you very much Bill. Our second panelist happens to be a close friend of mine and it gives me pleasure to have him here, because I believe he has brought a refreshing approach to his speciality, which is turf writing. As the racing editor and columnist of *The Washington Post* for the past five years, Gerry Strine has displayed particular adeptness in corralling many of our sport's sacred cows. His pen hasn't placed him on the most popular persons list of certain individuals, establishments or organizations in racing. It has, however, gained him the wide respect of his fellow professionals.

Gerry is a Pennsylvania Dutchman, a graduate of Northwestern's Medill School of Journalism and Columbia's Pulitzer Graduate School. Prior to taking his present position with *The Post*, he spent ten years with the late *Morning Telegraph*, may it rest in peace, the last four as turf editor. Perhaps the most important tribute to Gerry's ability as a newspaperman is the fact that he has been able to get space regularly in *The Post* during the past year without one reference to Watergate. As any of you who live in the Washington area know, few reporters on *The Post* can make that statement.

Gerry is here to discuss racing and the press, and I can assure you that his views will be provocative.

MR. STRINE: Thank you Tony. It was five years ago that I said goodbye to Sol Rosen and the *Morning Telegraph* and decided to go to Washington. I sat down with Shirley Povitch and we decided that racing could be covered better than it had been. We were going to cover racing as a sport perhaps better than it ever had been, in terms of money to be made available to travel and to see races, to see the yearling sales. The *Post* was as good as its word.

When Ack Ack carried a lot of weight in the Hollywood Gold Cup we were there; when Nijinsky ran in the Arc against Sassafras we were there; we took a little trip out to Ruidoso Downs to see the All-American Quarter-Horse Futurity; we went to the Keeneland and the Saratoga Sales and this was basically in addition to what you would consider the regular coverage. Had Mill Reef and Brigadier Gerard gone in the Benson and Hedges last year, we were going to go.

So certainly the Post met its commitment. Yet this spring when I went into the office one day and I said, "I am going up to New York during the next month to see Secretariat in his three prep races before the Derby," the Executive Sports Editor said, "You're not going to go." I looked at him and said, "You have to be crazy, we sent 13 men to Los Angeles to cover the Redskins Super Bowl game, 13 men went across country to cover the Super Bowl for a one week basis and we can't spend pocket money to go to see three prep races?" and he said, that's right. I asked him what was the basis for his thinking after what we'd done over the past five years. I shouldn't have asked him that, because he reached into his desk and he came out with the latest readership survey study that the Post does on a regular basis. It started off by asking of the total readership of the Washington Post, who reads racing? Answer: forty percent of the men, seventeen percent of the women, thirty-four percent of the teenage boys and nineteen percent of the teenage girls. Of the sports section's readership who reads racing? Forty-eight percent men, thirty-nine percent women, forty-six percent boys and forty-two percent girls. The most damning of all was one question that they asked in the survey. "Of you who read the sports section of what sport is there too much in the section?" Fifty percent of the men said, "There's too damn much racing." Going a little further in that survey they went to the sports section basis audience and they broke it down by sport. "What do you read?" What percentage of the readership reads what sport? Pro football 92%, pro baseball 90%, college football 88%, pro basketball 76%, college basketball 73%, golf 72%, boxing 70%, track 67%, high school football 62%, tennis 59%, hunting and fishing 59%, watersports 57%, college baseball 57%, auto racing 56%, boating 56%, high school basketball 53% and I was convinced by this time that something was deleted but no, here it was at 48%, good old horseracing. It was followed by high school baseball at 46%, bowling at 45%, skiing at 45%, but the editor quickly said, "Don't get too happy about that because we are convinced that both bowling and skiing have now gone past horse-racing." That would leave high school baseball and tiddly winks as about the only thing below racing in this survey.

The one thing I'd like to quickly make clear is that a lot of people used to say that people in racing are dull, that the horse can't be interviewed and that you can't get good copy. Well, that's not true. You only have to look around this room at three or four trainers this morning, I see Elliott Burch, Tommy Kelly, John Nerud and Eugene Jacobs just to name some men who are here. They are much better subjects to interview than the average athlete who comes out of the locker room, half the time they don't want to talk to you anyhow. So, you can't say the trainer doesn't cooperate and that the sport in general doesn't cooperate. The participants do, they are good copy. But somehow, as these figures would show, the message is not getting across and my boss said to me, "Well, you've seen this survey, what do you say to that?" I told him I thought he should get himself another racing columnist and how could I get on the pro football beat, and that's basically a little bit of what happened in the past year.

That survey wasn't too surprising inasmuch as six months before this I sat down with Lou Harris up at Rockefeller Plaza and while he has not done extensive work in this field he certainly has some evidence to show that racing was in as bad a shape as the survey I referred to shows. The damning part of this is that the thinking of my sports editor, based on this survey, typifies, I believe, a national trend, in talking with other racing writers.

As the new sports editors are coming into their positions, as the new Executive

Sports Editors who make the hard decisions day to day come into their positions, racing is taking one heck of a beating. Now I know you're going to say well Jim Roach in the New York Times is holding fast. Yes he is and God bless Jim Roach because there aren't many like him anymore. But I see they're down to pony boxes and I do know that a lot of major metropolitan dailies are seriously cutting back their racing coverage as Tony has mentioned; and what's even worse is that as the Red Smiths and Shirley Povitches move on, the lead sports columnists who are coming in to follow them are not racing oriented. The young bucks do not tend to write racing columns, they think the readership is just not there. So the answer is what to do about it? Well, the first thing a sports editor will throw at you is on a year long basis racing probably gets more space in the sports section than any other sport, and that's a beautiful copout. What he means is that they run the agate, that little type that you can't read anyhow unless you have 20-20 vision, of the results and the entries.

That agate appears on the last page of the sports section, 'way back in with the ads that are not sold at premium rates and maybe there's a racing column back there on page 15d on Sunday and nobody's going to go back in there to read that, except somebody who is a bettor or has a sincere interest in racing. You are not going to make fans in that position.

The question is, how do you get outside, how do you get out front so that you can develop some readership, and, of course, the first answer is have a Secretariat and that's wonderful. It's been the greatest thing that's happened, certainly in many, many years. But as the sports editors would tell you, that is a short range benefit. There may be a carry-over to the next Triple Crown. Some people will take a look to see if there is another horse that may resemble him in some way. There's not going to be a lasting plus, except that it did generate interest now, unless you pick up that interest.

Perhaps the most interesting thing that's happened in terms of Secretariat to people like myself, is that it seems to have gotten sponsorship into American racing. I see some segments of the racing trade magazines aren't too enthused about that, but I've got to think that it is one of the finest things that I've seen happen here in the United States in racing in the terms of promotion. Marlboro has already sent out three or four circulars letting the sports department know there is going to be a race and that is certainly more than they do for the Woodward Stakes or any traditional race. Sponsorship apparently is going to mean television and as the gentleman on my left said, there is a direct relationship of press coverage to television. We know that the readership of any story will be almost twice as great in some cases, if that race has been on television the previous day. Sports editors are attuned to this sort of thing. They think that it means something that some sports are on television and that others aren't, particularly when they are then fortified with these studies to back up their judgement.

Secretariat will come and go, I don't know if there will be any continuing increase in television because of him, I hope so. But it seems to me, if we are really talking about broadening the base and the popularity of this sport, we have to bring up the subject that has been bandied about here for many years. I can recall perhaps ten years ago a member of The Jockey Club, I think it was at this Conference, was bemoaning the trend toward what he called No. 2 Blue in Thoroughbred racing. By that he meant the horse is losing its identity, the fans were not talking in terms of horses' names, jockeys or stables but simply No. 2 Blue, the means of winning a bet, sometimes in a multipool kind of race. Well, gentlemen, No. 2 Blue is here, perhaps not accentuated so much in New York, but just go around the country a

little bit and I am telling you that No. 2 Blue has taken over. That is the name of the game when you get away from a few of the remaining centers, big centers where the sport is still pushed.

The sports editor of a Long Island paper tells me that they have a service nightly where people can call into the sports department and get the results of the Superfecta or Trifecta, whatever it is, and because the scratches foul up the situation sometimes, they always give the horses' names who ran one, two, three or one, two, three, four and all this does is infuriate the caller, because he doesn't know the horses' names. He wants to know the number and the paper won't give the number out so it probably isn't much of a service, but it goes to show you that if you gave out the names of these horses you wouldn't be telling many of these people anything. They want to know where No. 2 Blue finished.

Now, certainly, the one thing that could turn around many sports editors, many executive sports editors, would be a successful marriage of racing with off-track betting. They know that if this ever does take place they will not be able to ignore the reaction of the readers. The phone will start ringing and in all probability it would mean some of the kind of local television that Mr. Creasy mentioned.

I would think that if you had a big Superfecta on a successful OTB program it might be on a fairly regular basis. What would we do to generate interest? Yet what has happened to off-track betting and racing is that it has spent all of its time snapping at each other back and forth, getting nowhere, and I'm not here to try to fix any blame on that, but this is the one great impetus that really could help this sport. Instead, when we had a situation in Maryland where a Governor wanted to include in his administrative package an OTB bill which was going to certainly be much more beneficial to the racing industry than what you had in New York, many segments of the racing industry in Maryland didn't help him a bit. His administration bill went down to defeat partly because OTB's history was so bad in New York, and I think he is now to the point where I don't know if he would revive OTB if the industry went down to him and got down on both knees and begged him to do it. And perhaps he is right because he had a pretty good package lined up.

I'm not going to get in the argument of whether Secretariat is the greatest horse of all time. All I know is that perhaps in the long run Secretariat made the greatest contribution to racing, if people will pick up Mr. Creasy's comments here, in that he got television back in the public eye, and certainly, we don't want to wait another 25 or 26 years for that kind of opportunity. More important, there had been some comments coming out of some top executives in New York recently which for the first time gave a racing reporter like myself some hope. I saw a comment by Whitney Tower quoting Mr. Krumpe in Sports Illustrated saying, "If we don't do something with bold imagination, we might soon really be dead. In effect we need imaginative marketing methods." If perhaps they would just turn the attention to that and away from bickering about the cause and effect of OTB, a racing writer in a couple of years will be able to go to a sports editor and not have to beg for permission to go up and see Secretariat's three prep races before the Kentucky Derby.

There is no doubt that if you look at racing's history over the past fifteen years, with the emergence of golf and tennis and bowling and all these other sports, and compare the popularity and the readership figures you will find that racing has been on a very obvious poseidon adventure. The sport is absolutely upside down in terms of communication. It's in the water and it's floundering and doesn't seem to be going anywhere, and if you think it's tough now, wait five years until the new

young executive sports editors are finished with you and you'll really know how bad it is, because the new boys that are coming into the game do not bring with them the experience of having enjoyed racing as the Smiths and Povitches did. They're going off the hard figures and racing cannot produce those figures. It's refreshing to hear people in New York finally beginning to realize this and making a sincere attempt to get things righted. Hopefully, there's going to be a good morning after, if only some men in this room take Mr. Creasy at his word—those captains of industry who do have it at their command, as he said, to make sure that racing capitalizes on this opportunity—you will be doing a great service to everybody in the newspapering business who has to write racing or who enjoys writing racing, but who is finding it more difficult every year to compete with the Redskins and the other professional sports. Thank you very kindly.

MR. CHAMBLIN: Thank you Gerry. Are there any questions from the audience? I would just like to remind Bill Creasy to remind his advertising department that when the money starts rolling in, please remember Jack Krumpe and Gerry Strine.

MR. CREASY: I would like to remind them once again that the number is (212) 765-4321.

MR. CHAMBLIN: Well, that's the magic buzzer. Certainly, certainly Mr. Knight.

MR. KNIGHT: I was very much interested in what was said by the gentleman from CBS and by you, Mr. Strine, and upon request I will provide the address and names and telephones of four advertising directors of some of our leading papers in racing areas. I think the problem in racing is that we talk about racing in one term and yet racing is not the same everywhere. When you leave Miami, New York, Canada, California, Kentucky and some portions of New Jersey, racing is pretty dreary.

But let's take Ohio, a state that Mr. Galbreath and I are familiar with, and what is there to write about? The Ohio Thoroughbred Fund provides subsidies to the track owners to implement the purses for Ohio foals, Ohio horses. Their \$20,000, \$30,000 aren't large stakes but they are virtually closed to everyone else and that is why I wrote a piece called "Why Ohio Racing Tails the Nation." Because there is no imagination, the track owner doesn't put the money in for the open events, he takes it from the Ohio Thoroughbred Fund. It's a very jolly arrangement except that the type of racing they produce does not attract people.

We're talking about modern marketing methods. They're of no avail if you don't have the product, if you don't have the attraction. People go to minor league baseball, they don't go to minor league things at all. So in Ohio, if you go up to Thistledown, as I do at least twice a year, you see the same tired horses running against each other every Saturday. Now if that's modern marketing methods, I would be surprised. I think it's true that the new breed of editors, managing editors, and executive editors, lack interest in racing. In our own newspapers, I have a constant struggle to maintain even what we're printing now, because the surveys come in and, as you say, racing rates rather low. I can't understand why we would run entries, selections and results of five or six tracks when so few read them. This is a problem but I think, sir, that if you are going to talk about racing generally you have to differentiate between the real racing centers.

I did not mention Chicago, because Chicago was once the home of great racing. The track has been ruined, prestige has dropped, most of the leading stables have left and I don't have to go into the reasons for that, they've all been widely publicized. So, I don't know what the answer is except that you can't expect a managing editor, an executive sports editor, or even a racing columnist to get

terribly enthusiastic in most states about the quality of the racing they see. Thank you.

MR. CHAMBLIN: Thank you Mr. Knight. We're running a little behind so we'll move on. One of the most successful institutions in the United States during the past decade has been the National Football League and one of the chief reasons for that success has been the public relations effort of our anchor panelist, Mr. Don Weiss. When you read some interesting feature article or anecdote about your favorite professional player or team, chances are it was inspired by Don or by one of his staff. He doesn't feel a publicity release is of any value unless it gives a newspaper writer at least 15 ideas for fresh story material. This is a true fact, every release that goes out of the NFL on Don's authority should contain, or he tries to make it contain, at least 15 ideas. This is contrary to some of our racetrack publicists who believe that one fresh story idea in 15 releases is a worthy average.

Don is a native of Illinois, was educated at Cornell College in Iowa and at the University of Missouri. After submarine service in World War II, he went to work for the Associated Press and covered golf, basketball and football for 14 years. Then he worked two years as the public information director and publications editor of the United States Golf Association before joining the NFL staff in 1965. Since 1968, he has been Director of Public Relations. In fairness to our under-budgeted publicists in racing, Don has the kind of budget needed to do his job well. For instance, he spends \$7,500 dollars annually just to subscribe to newspapers so that he can clip article ideas. I'm sure that John Day (is he in this room?) would like to have that kind of budget. Don Weiss does his job well, as you can obviously tell any time you pick up a newspaper, or turn on a radio or television, or as the survey figures that Gerry has given indicate. His success secrets and how they apply to racing? I'll let him tell you. Ladies and gentlemen, Don Weiss.

MR. WEISS: Thank you very much Tony, ladies and gentlemen. I'm flattered to be here. I had the very pleasant experience of taking part in a similar panel in Key Biscayne in February and, as a matter of fact, the people who heard me down there took my advice. I said what racing needed was another Triple Crown winner and darned if you didn't go out and do it. I don't come here as an expert on racing. What information that is fed to me about horseracing usually comes from Art Rooney, and for those of you who know Art, most of his communications arrive on a post card and by the time I get the information there isn't much I can do with it. I also compliment you on being able to turn out such a tremendous gathering at 10 o'clock in the morning on a Sunday. I can guarantee you that there's never been a National Football League meeting that would have made it and we're only twenty-six.

When you are last to speak, you've heard said most of the ideas that you were going to express. I agree in many instances with what Bill Creasy has said; you know how right Gerry Strine is about a lot of the things he said. What I would like to say is this, basically—what you do or what any group does is a matter of philosophy. Communications is a vital and important facet of anything that we do. We only have to look at Watergate as an example of that. What do you do with communications? You need to talk to people, you need to be close to people, you need to inform people, you need to anticipate what people want. That's what a newspaper is trying to do, that's what a television station is trying to do, that's what a National Football League public relations director is trying to do. The basic thing is that you have to decide whether you want to improve your communications and when you do decide, you have to have the structure through which to set about doing that.

Now panels like this are perfect ways to start, but talk is cheap. It doesn't do you very much good to sit and discuss and then let it lay there and not implement it in any way. There was a merger agreement between the American Football League and the National Football League in 1966. At that time, we began putting the two groups together. My job was to coordinate putting together the old NFL public relations philosophies and theories together with the AFL's philosophies and theories. In some areas the NFL, the older, the more established league, was behind the American Football League. If you would have asked me that in 1966, you never would have heard those words. But this is a fact. Out of adversity, out of a need to put people in the stands, had come promotion, had come new ideas in the American Football League. One of the best things that happened as a result of that war and the eventual merger was the fact that the AFL people had much more interest in new and fresh ideas and in creating new and bold imaginative approaches to things, and it got the other people going again. We were able to maintain the growth that had started, perhaps, ten years before.

People point to three things that helped professional football, three milestones. One was the 1958 sudden death game between Baltimore and the New York Giants in which—as they say—Madison Avenue discovered professional football as a viable, marketable product. Another was the Jets-Colts Super Bowl game in 1969, in which parity between the AFL and the NFL was clearly established. Now everybody knew that an AFL team could go on the field and compete with an NFL team and, as a matter of fact, beat it. Now I don't know what Phil Iselin did with Joe after that game, as Tony has asked, but you may recall Commissioner Rozelle following that game had a little set-to with Joe, the Bachelor's III episode, and he was prepared to put Joe Namath under suspension unless he divested himself of his interest in Bachelor's III. So I would say that the third major factor was the integrity of the sport, which is the basis for the competitiveness of the sport.

To those three, I think you can add the recognition among pro football's leaders—certainly the commissioner—that a game or a sport can be marketed just like any other quality product, through television, through films, through licensees, through media of all sorts, through communications.

What can you do as a group? You are a diversified group, you have diversified interests. I have a few ideas. I think if you'll let me, I'll go down them very quickly. I know we're running late. I think—as an earlier speaker mentioned—a racing magazine is a good idea. In the NFL, we now publish our own game magazine—Pro! Magazine—it's called. It's done by an off-shoot of our league called National Football League Properties Creative Services Division. It has a readership of something over ten million. It could very well go on the newsstands. Many of the articles delve into the personalities of our sport. It helps us communicate with the game-in, game-out fan in the stands.

Now too often, I think the business aspects of racing are emphasized. How much is the horsemen's group going to get out of this, how much is the state pari-mutuel cut, what is this going to be, what is that? There are not enough personalities, or at least we rarely hear of them. What space you do occupy in the newspapers is mostly the agate, results of races and that day's entries and odds. It is aimed directly at the bettor. That's not the type of information in a newspaper that is going to build or help promote your sport. It is just going to provide a service to a person who is betting.

Another drawback is the small number of people who participate. Bill Creasy made reference to this—that television continues to carry golf in quantity despite low ratings because of the many people who play the game.



I think, and I'm addressing myself strictly to horseracing now, I think you have to create more natural competition. The Triple Crown is fine, but I think you need something similar in your handicap divisions for your older horses. And take advantage of what personalities you do have. Gerry says that the people you have around racing are, in many cases, more interesting and make better stories than you get out of the locker room. Fine, take advantage of that.

Take advantage of the girl jockeys. If you have a nice, bright, personable girl, get her around to the civic clubs and let her interest people in your sport. I think that the breakfast plans at the tracks are excellent. This is something I wasn't aware of until just very recently, but why not invite youth groups to the track in the morning? Why not have school programs that tie in with this, not associated with the betting aspect of the sport, but entirely in order to interest people in horses, give people a chance to see a horse? How many people really do, how many young children have an opportunity to see a horse and know what a Thoroughbred is?

I think you have to take advantage of what television can do for you. No question that television right now can do for horseracing what no other type of media can do. It has a tremendous ruboff effect when it's on television, when it's getting into the living room it is being seen. No matter if it's small numbers, it still is larger numbers than you are going to get through print media. But I think television can make great progress for this group, if this group has the interest in doing it.

I think you need a communications center, where the media can get the kind of ideas that they get from most other sports. Tony mentioned that I have a rule and it's true, one of the things I do when I see the copy, which I'll see in New York tomorrow morning on our games that are coming up the next weekend, is to immediately check to see if each game capsule has at least 15 story ideas. If not, it goes right back to the writer until it does have 15 ideas. And those are 15 ideas that occur to me so maybe there are 30 ideas in there. We capitalize on the Star System, of course, but we do not emphasize the person that everybody knows. We emphasize the person that nobody knows. We emphasize the new, the obscure, the individual that perhaps you've never read about. This is creating new interest. It's not the same tired old stuff you've been reading about for years. That's basic with us.

I agree with the panel completely that Secretariat has done something for this sport that hasn't been done in years and years. Now is the time to capitalize on what he has done. It's a shame there isn't a structure under which this great, great horse will now compete next year when he's an older and perhaps better horse. Thank you.

MR. CHAMBLIN: Thank you Don. Are there any questions from the audience for Don or any of our panelists?

MRS. TWEEDY: No question but I'd like to amplify what these gentlemen have said. Secretariat has created a tremendous amount of interest, but I won't take time to discuss it now. The decisions that we have made may have left a mess but I will tell you of one thing we have done which may be useful. Every letter that has been written to him, we have saved, and we have kept a card file. There are now three girls working answering every letter we've received. From magazines and the news media we get free pictures which we mail out, many of them autographed.

What we have, and what you are most interested in, we cannot give you, the horse, because the contracts were signed before he won the Triple Crown. If the syndicate members should ever decide that they want to run him next year, that would be the only way it would happen. But what Meadow Stud can do, we have a card file of every name and address, the age, the sex, if apparent, and type of

question asked in the letters that we've received. Either now, or at anytime it is needed, this could be a very useful tool in a new marketing area and I make it welcome to you. I make it available to anyone who wants to use it for learning more about our potential audience.

MR. CHAMBLIN: Thank you Mrs. Tweedy. I think everyone in this room and everyone in this country owes you a tremendous debt of gratitude for the service that you have done for racing this year. I hope you don't take the remarks to heart. It's unfortunate that a great horse has to leave the sport, but we understand the problems that you were confronted with.

MR. KRUMPE: Mrs. Tweedy, did I hear you correctly that, if the syndicate votes to have Secretariat as a racehorse next year it is possible?

MRS. TWEEDY: I'm not a lawyer, I don't know.

MR. CHAMBLIN: Is Mr. Tweedy (a lawyer) in the house? (Laughter)

MRS. TWEEDY: I haven't any idea, I only say ownership passes to the syndicate members once he passes the fertility test. If he didn't pass it, then he would be available for racing. I doubt that him being the symbol of strength that he is, that he would prove to be infertile.

MR. KRUMPE: Well, we don't want to wish that on him, but to your knowledge, at this time, if that syndicate declared itself to race him could he remain in training? I don't want to put you on the spot. I throw the question out rhetorically and let's drop it there. Thank you.

MRS. TWEEDY: My husband says the contract does not address itself to that possibility, so really I don't know. That's the avenue people who want him in racing have. The syndicate members are the ones that would have to make that decision.

MR. CHAMBLIN: I didn't realize that Mr. Krumpe was such an inquisitive reporter and we are going to have to vote him membership in the National Turf Writers Association. I believe we've gone over our time. I want to take this opportunity on behalf of my panelists to thank The Jockey Club, Mr. Phipps and Mr. Rainey and all of you in this room for giving us the opportunity to expound our views here. I am sure they are not entirely popular and I compliment this large audience for being so attentive at this time of day. We've enjoyed it very much and hope you'll have us back maybe ten years from now to see if anything has been accomplished. Thank you.

MR. PHIPPS: It is for us to thank you and your panel for a most interesting discussion.

Ladies and gentlemen, it is now my privilege to introduce to you a man we are very proud to have come over here to address you, Major General Sir Randle Feilden, who has been the Senior Steward of the British Jockey Club for longer, I believe, than any other person. He retired this year, but I am sure that you will be very pleased to hear what he has to say. General Feilden.

GENERAL FEILDEN: Mr. Chairman, ladies and gentlemen. I thought when I retired last month after eight and one half years as Senior Steward of the Jockey Club, my days of speechmaking were mostly over. But I could not resist your kind invitation to come across the Atlantic and meet once again many of the very good friends I've made and who live in America. Now in agreement with your Chairman, I'm going to give a very short review of the history of the English Jockey Club, and then discuss one or two points that affect us all today and then possibly suggest how we might help each other.

Now we in Britain tend to think that we invented the horse, a claim that is as false as a Russian maintaining that he developed the hamburger. However we can,

with some justification, take the credit for much of the development of racing as we have it in so many parts of the world today. The Jockey Club in England is some 220 years old and it owes its origin largely to the need in those far off days of some organization to get hold of what was a pretty shady business.

In the 17th century the rules of racing were virtually nonexistent. There was no stud book giving a controlling register of horses and runners had to be produced on the spot sometime before a race, usually a stand at the local inn so as they could be identified. The officials were chosen on the spot from among the most respectable people present.

Villany was rife although prison sentences were sometimes given for foul riding. Brawls were commonplace. Quarrels could be settled in the courts or they would be taken to a mediator. King Charles II himself held the first Stewards' inquiry of which we have a record. In one case, the evidence of the jockeys was given on oath.

It was against this sort of background that the Jockey Club was formed. Originally it controlled only the racing at Newmarket. But gradually its powers and influence spread to cover the many other courses in Britain, some of which had centuries of racing tradition behind them. At Chester, for instance, races have taken place on the Rodde since Roman times, over the same ground occupied by the racecourse today. No one would pretend the Jockey Club was founded in the mid-18th century with any altruistic ideals in mind.

In early days the rules controlling racing were fragmentary, crude and local. Parliament had attempted to control racing a few years earlier but the Act of 1740, designed to astray and prevent excessive increase of horse races, and to prevent excessive and deceitful gaining, was virtually impossible to enforce.

Newmarket, however, under the influence of the newly formed Jockey Club introduced methods of control more effective than those employed elsewhere and the first general rules of racing were published in 1751. Pretty soon it became usual for hard-pressed Stewards in other parts of the country when confronted with difficult cases to refer them to the well-regulated Jockey Club at Newmarket for decision. The dissatisfied people could, and did, as they can today appeal to a court of law. But this was expensive, inconvenient and as early as 1810 the validity of the rules of the Stewards in conducting racing was upheld in the courts.

Shortly after the middle 19th century the season for flat racing was defined, new rules of racing were formulated and the role of the Stewards was established and recognized as all powerful.

With 200 years of progress and development behind it, the Jockey Club in Britain is fortunate in its heritage and the control of racing, assumed accepted or thrust upon it, provided paths which even today are considered near absolute.

But in 1968 when we were confronted with Statutory Boards and betting taxes, we began to look again and see where we stood. There was no bit of paper you could pull out of a drawer which gave you a right to run racing. There was nothing to show for it. At that time we had the Jockey Club who ran flat racing and we had the National Hunt Committee, which ran steeplechasing. The National Hunt Committee itself was nearly one hundred years old. We then obviously thought that you couldn't have two powers running racing so we amalgamated the two—the National Hunt joined the Jockey Club and is called the Jockey Club and the Jockey Club runs all racing in England today. At the same time, by doing that, we still hadn't gotten anything to show if challenged. So we went to the Privy Council and asked for a charter to give us the right to run racing in England, so we were satisfied if we were challenged by the authorities we had something to show for it. This fact received ultimate recognition only three years ago, in the form of

our own Charter granted by Her Majesty the Queen. The Charter lays down that the responsibility for ruling racing in Britain rests with the Jockey Club, a responsibility which can only be altered or amended by an act of Parliament. We are the only sporting organization that has a Royal Charter and we are very proud of it.

The Jockey Club is responsible for rules of racing. It controls every aspect of the conduct of racing, including the premier races, construction and safety of tracks, the allocation of prize money and the security racing, which includes licensing as fit persons all those closely connected with the industry including trainers and jockeys. The Jockey Club is also responsible for disciplining those who infringe the rules of racing, for its most important function is to maintain the integrity of the sport.

The Jockey Club is not responsible for the running of racecourses, except Newmarket which has a special relationship, nor for the collection of money fed back into racing from the betting levy, which is administered by the Horserace Betting Levy Board. There is, I believe, a danger with governments throughout the world recognizing that in racing and betting there are rich pickings for the collector of taxes.

The overall regulations of the sport may be taken over by the bureaucrats who see in it only their percentage figures. To them the horse is probably no more animate than a roulette wheel or a set of dice. To them the people who've spent a lifetime with horses, know, love and understand them, are of no more significance than the manufacturer of a pack of playing cards.

Racing is not and can never effectively become an inanimate betting medium operated for the benefit of the national exchequer. With an amusing peripheral interest for the racehorse owners and trainers, naturally we must accept that racing, like everything else, must contribute to the national economy. It is arguable whether the amount of that contribution is best decided by the racing authority themselves or not. But once decided, the tax man and his representatives must be content to let the racing itself be run by racing people. Their decision may not be infallible but their knowledge, interest and concern for the sport itself would at least insure that no serious errors are made when long term policy decisions are taken.

Now gentlemen of the press don't get me wrong, I'm not attacking the authorities in this country, I'm not attacking the French government, I'm not attacking the Irish government, I'm not attacking the British government. This is a world problem. Everybody's got it. They've got it in Italy, they've got it in Australia and the treasuries. The finance people of their respective governments have realized that in betting, whether it's the tote, whether it's bookmakers or whether it's parimutuel, there's a gold mine.

If we can refer to the gold mine as the goose they realize that in this goose they've got an animal who lays golden eggs. In my view, they're going to go on squeezing it. I would too if I was a politician. But what we've got to educate them to is this, that if that goose is going to go on laying the golden eggs they've got to keep it in good condition. The only way it can be kept in good condition is to feed back something, somehow, by some means to the sport. This is absolutely essential.

How are we going to do it? One of the problems in our country is that nobody reads about anything except an increase in wages. The point has to be gotten over, that it's not your problem, it's not my problem, it's a world problem. We've got to do it together.

In my view, it's a big public relations exercise. Now I agree with so much of what has been said this morning. Public relations properly used and properly launched is the strongest weapon in the world. You can move armies with it. In the war in Normandy, I was on Field Marshal Montgomery's staff. I was responsible for the logistics side and we worked alongside your army, I can't remember which number it was but it was commanded by General Bradley. Now when we got to Normandy, Field Marshal Montgomery gave me personally one directive in priorities, normally everything came through staff channels. He said, "If we are going forward, petrol is the first priority and mail is the second. If we are going backwards, ammunition is the first priority and mail is the second." Everybody knew in that army that whichever way he was going, whatever conditions he was fighting under or living under he would certainly get a letter from his girl friend or his family before he got the food for his stomach, and they accepted that. I think that was a marvelous exercise in public relations, and I am convinced myself that the high morale of that army in Normandy was very largely due to this public relations exercise.

Now what are we going to do about this world problem? Where do we stand? We're all in the same boat. In many cases, we have the same four passengers. One or two of us have one or two more but we all have four passengers, or what I call the four p's—problems, personalities, politics and punters. The extraordinary thing is they all complain about the racing in their respective countries but when you ask them to come ashore and help get out of the boat they either can't swim or they haven't brought their water wings.

What have we got to face in the future? All of us, wherever we live in the world, have to face higher wages, shorter hours, longer holidays and more leisure, and I reckon the sport which can cash in on that is the one that is going to win. Another public relations exercise.

Now I can only speak for our country, England, but there we have taken from us in betting tax, seventy million pounds a year. No industry or sport can stand that. That all goes to roads or whatever the politicians may decide, and we only get six million back through the levy to help with racing. Now the situation has changed with us tremendously in the last few years, it may be the same here. Seven or eight years ago in our provincial towns, the husbands used to say to the wife, "I'm going to slip off down to the racecourse this afternoon." Now when he says that the wife says, "No you're not, you're going to take the family out in the car." You've got to cater for the families. Motorways have done away with local interests.

People used to be very interested in their local racecourse, golf course, everything; now they've all got motorcars they want to go further. The essence of the whole thing is you've got to cater for the families. Another public relations exercise.

Now I personally think that America, England, France and Ireland have gone a very long way toward establishing the springboard for this public relations exercise. Over the last few years, we've had conferences of respective Stewards of these countries.

We now have a committee of all the secretaries who meet regularly once a quarter in alternate countries. They study the problems, they keep their Stewards informed, we know what each other's problems are, we understand each other. Surely there is a springboard for this public relations exercise that has to get the public interested in racing, has to get the public back to racing.

I read in the paper this morning that there is to be a conference in France in October, a world conference, and I hope this problem can be put on the agenda.

I think that that committee and those meetings have done a mammoth task to help racing on the public relations side.

Now if my memory is right there is an old Tuscan proverb which says, "When buying a horse or taking a wife shut your eyes tightly and commend yourself to God." We'll know if we're not careful and we shall only have ourselves to blame. We shall be adding to that proverb those bureaucrats, tax hungry, who think they can administer racing. We shall only have ourselves to blame if we don't take action now.

I maintain that the paramount duty of everybody who administers racing today, and particularly the members of every single Jockey Club in the world, is to insure that racing remains fun. If racing ceases to be fun then in my view you've had it, and the Jockey Club of that country that loses that attraction, of racing being fun, will be in trouble and probably racing too.

Now Mr. Chairman, might I end on a personal note to you personally and the members of your Club who in 1965 did me the great honor of making me an honorary member of the Club. All I could do then was to write to you and express my deep appreciation. Today I would like to personally thank each one of them who are present today who were members of the Club in 1965 not only for the honor that you conferred on me but the pleasure it has given me.

Lastly, can I thank you all from all of us from England who are here today for the kindness and hospitality you have shown to us. I would like to particularly thank Mr. Gerard Smith who's been more kind than the kindest father in doing everything he could to make my visit happy.

Mr. Chairman, when all is said and done and you add up, what is Saratoga? Saratoga is GREAT FUN and I hope it remains so.

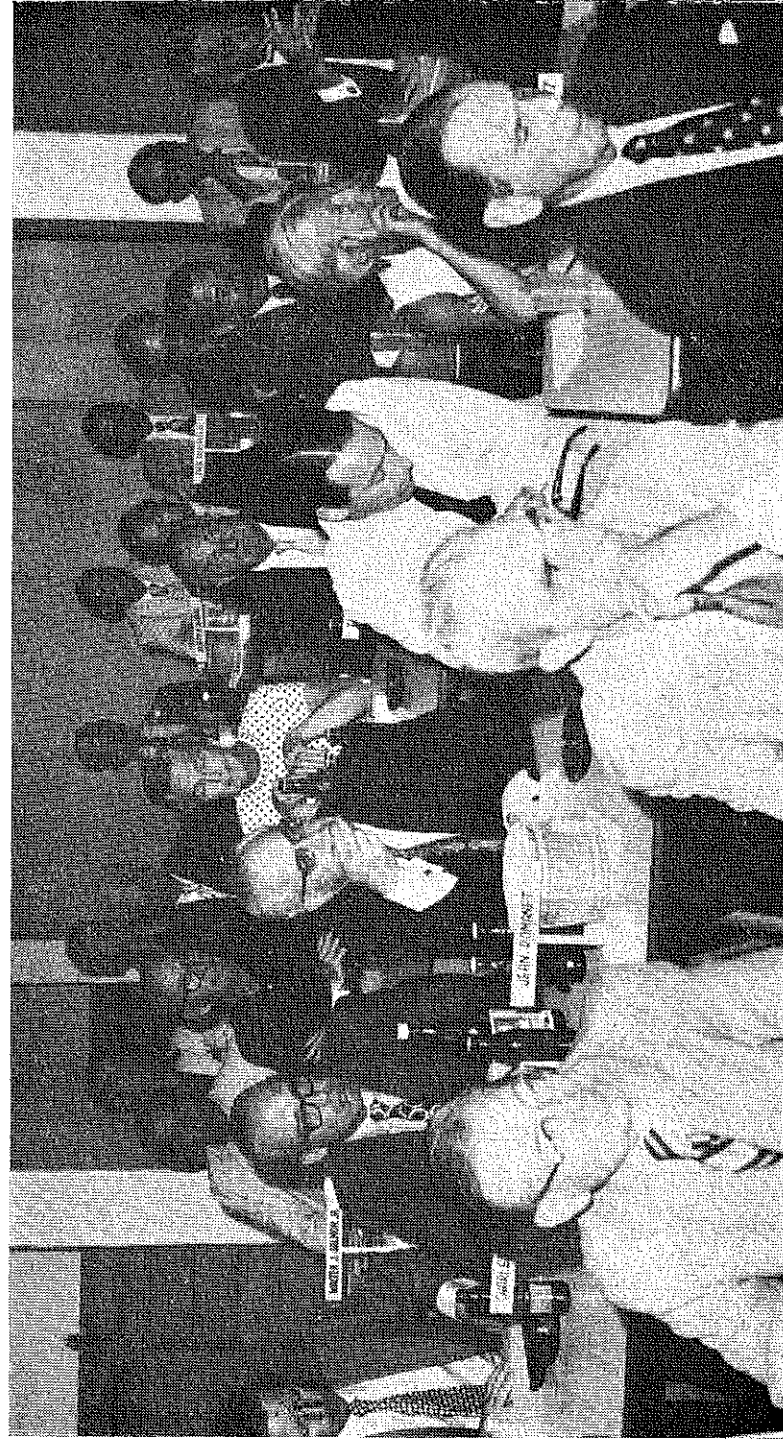
MR. PHIPPS: Thank you very much. You've given us fun and we've had a winner in having you here. This concludes our meeting. Thank you all for coming and my special thanks to the panelists. There are cocktails and drinks here and the New York Racing Association has invited you all for lunch in the Club House at the track.



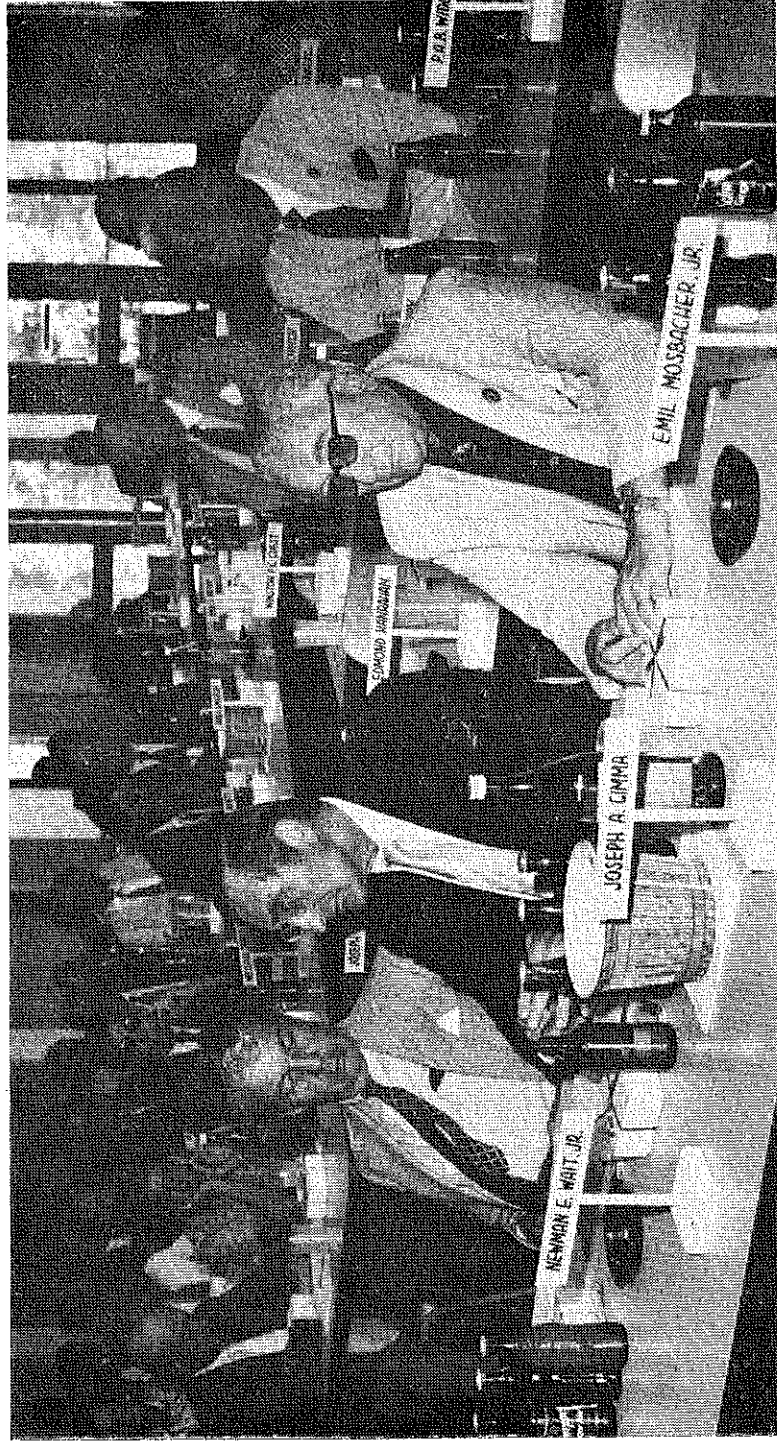
*A view of the Conference in session*



*A view of the Conference in session*



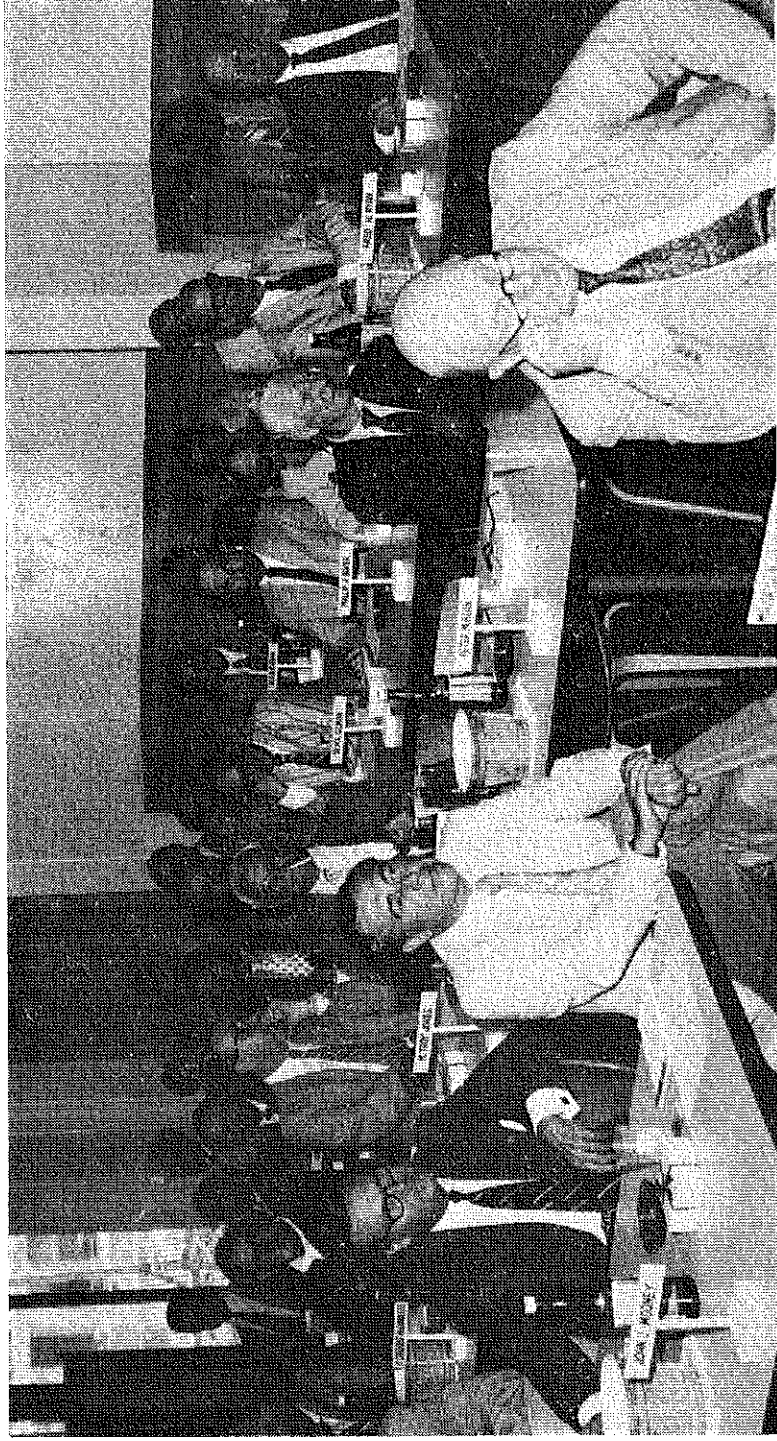
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*A view of the Conference in session*

(photographs by Bob Coghlanese)