

Vote *Yes!*

Special Election

June 20, 1939

<i>Reduce Taxes</i>	YES	X
<i>Help Business</i>		
<i>Create Jobs</i>	NO	

**The Pari-Mutuel Amendment—
What it Means:**

The Amendment to the Constitution of the State of New Jersey, to be voted upon Tuesday, June 20th, when approved by the people, provides that Pari-Mutuel wagering on Horse Races ONLY shall be legal in this State.

It provides that horse races must be conducted during the daytime.

That no other types of racing, except horses, will be permitted.

That no other form of wagering, except the Pari-Mutuel System on horse races only, supervised and taxed by the State, shall be legal in New Jersey.

That there shall be no horse racing on Sunday.

THE PEOPLE . . .

Already have approved, through their representatives in the Legislature, the principle of the Pari-Mutuel Amendment to the New Jersey Constitution—

SEVEN TIMES—

Three times by the State Senate.
Four times by House of Assembly.

NOW—

You have the opportunity of giving this practical method of bringing prosperity to New Jersey, your own personal approval . . . by your—

VOTE ON JUNE 20th

Save New Jersey from the racketeers—make gambling bear its share of taxation—bring it out into the open and have it regulated by the State. YOU CAN HELP by getting your friends to vote YES! on the Racing Amendment . . . and, by sending your contribution (\$1.00 or more) to Hugh Riddle, Treas., Box 623, Atlantic City, N. J., and receive your membership card.

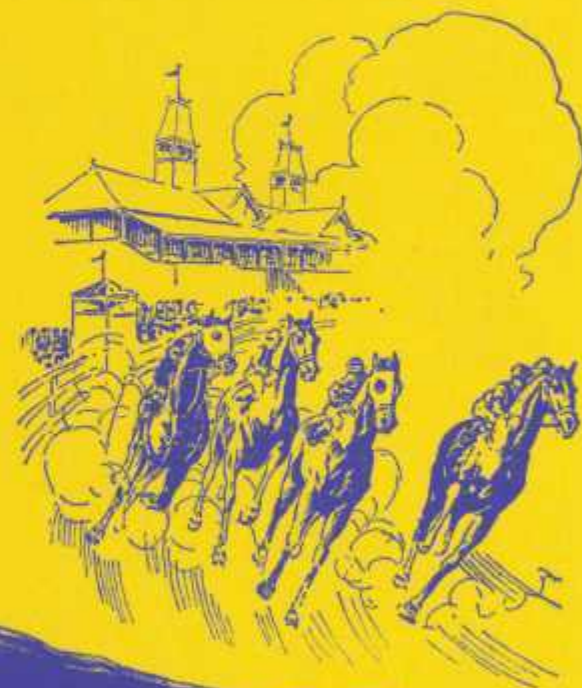


**HORSE RACING AMENDMENT ASSOCIATION
of NEW JERSEY, Inc.**

Hildebrecht Hotel, Trenton, N. J.

BENNETT E. TOUBLEY, PRES. HUGH RIDDLE, TREAS.
AMORY L. HASKELL, CHAIRMAN, EXECUTIVE COMMITTEE
GENERAL LEWIS P. BALLANTYNE
CHAIRMAN, FINANCE COMMITTEE

The
**RACING
AMENDMENT**



**CREATE JOBS
REDUCE TAXES
HELP BUSINESS**

IN

NEW JERSEY

Vote Yes!

Facts - Not Fallacies



About Horse Racing

IN NEW JERSEY AND ELSEWHERE
UNDER THE PARI-MUTUEL SYSTEM

ABOUT THE OPERATION, REVENUE AND
GENERAL EFFECTS OF HORSE RACING

When will the people of New Jersey vote on the racing Amendment?

Special Election—Tuesday, June 20, 1939.

Will any other question or candidate be voted upon at the Special Election, June 20th?

No—the pari-mutuel Amendment to the Constitution will be the sole issue to be voted upon June 20th.

Is the pari-mutuel Amendment a Republican or Democratic issue?

It is neither—being a non-partisan question that transcends party lines.

What is meant by pari-mutuel wagering?

Patrons wagering among themselves, make their own odds. The State and track are actually stake holders. For this service they deduct a percentage (approximately 3½% to the State and 6½% to the track). However, from the revenue received by the track must be paid all purses, taxes, wages and operating expenses. For example, for every dollar bet, 3½ cents goes to the State, 6½ cents goes to the track for the items enumerated, and 90 cents goes to the winning patrons.

Who are the sponsors of the horse racing Amendment?

The highest type citizens of New Jersey, representing finance, industry, business, labor, fraternal organizations, veterans' groups and outstanding sportsmen.

Who are the opponents?

Among the most active are the professional gamblers of this and surrounding States, whose illicit business would be ruined by legalized, out-in-the-open wagering under the pari-mutuel system.

Approximately how much would it cost to build and equip horse racing tracks in New Jersey?

Approximately \$6,000,000.00.

By whom would the tracks be built?

By representative groups of the highest type citizens of New Jersey—employing all union labor.

Would the material and supplies be purchased locally?

The Association advocates that New Jersey and local enterprises be given exclusive consideration.

How many men would receive employment during the New Jersey racing season?

Hundreds of men would be employed over a period of 100 racing days, making a total payroll in excess of \$1,000,000.

How much should the State of New Jersey receive in taxes from the operation of these tracks?

\$2,000,000.00 or more annually.

How is that figure arrived at?

By the experience of all of the racing States, particularly Massachusetts, Florida and California. California received over \$3,000,000.00 in 1938. New Jersey is located between the first and third largest centers of population in the United States, and should do equally well, or better.

Will the funds thus received be allocated to any special use by the State to reduce the tax rate?

The sponsors of the racing Amendment advocate dividing the money thus received among the twenty-one counties. That, however, is a legislative matter.

What other revenue will be derived by the State, aside from the tax on pari-mutuel wagering?

Moneys from occupational licenses of all employees at the tracks; extra revenue from increased sale of gasoline, etc.

Can the tax rate be reduced through the revenue from racing?

\$2,000,000.00 divided among 21 counties will definitely influence the tax rate downward.

About how many persons would attend races in New Jersey during a season?

More than 2,000,000.

Is it necessary to bet when attending races?

No—only about 50% of patrons wager on races—others enjoy the thrill of the competition.

What is the average per capita spent on betting on races?

About \$3.00 per person.

Will many people from outside New Jersey be attracted to the races?

Yes—hundreds of thousands will come here and spend their money with New Jersey business during the racing season. This has been the experience of all other States. Recently in California, at Santa Anita, the automobile license tags showed that every State in the Union, including the District of Columbia, was represented at the races.

What will thoroughbred racing do for Agriculture, for the Farmer and for the State?

Racing in New Jersey will do much to help farm interests and aid farmers in securing new and profitable markets. New Jersey milk and produce is sold in hotels, restaurants and boarding-houses throughout New Jersey. Such hotels, etc., will be definitely helped by racing, and this increase in their business will instantly reflect in the farmers' sales. 1,200 thoroughbred horses are quartered at each race track daily. The upkeep of the average thoroughbred, including handlers, is \$6.00 a day. A large part of this goes into feed. Acres of ground must be planted for grain suitable for conversion into proper feed for these horses. This market will increase with the natural development of the breeding of thoroughbred horses in this State. Several thousand men will be employed throughout the year, preparing horses for racing—creating more employment—prosperity for the farmer and the merchant—and revenue for the State.

How many States now have legalized wagering on horse racing?

Twenty-two States.

Who will determine the location of the tracks in New Jersey?

The members of the New Jersey State Racing Commission.

What type of Racing Commissioners will be named?

The Association will advocate the appointment of citizens of the highest type and standing in New Jersey for the Racing Commission, to assure the conduct of the sport on the highest possible plane.

How much money is now wagered in New Jersey annually, through illegal sources such as book-makers, policy operators, number games, etc.?

There is no definite figure. However, it undoubtedly runs into millions. The Gallup Poll, taken under the auspices of the American Institute of Public Opinion at Princeton, indicated that only 10% of wagering is done on horse races. Under the pari-mutuel wagering system, supervised by the State of New Jersey, the amount wagered on horse races will be definitely known, as the State and track management must keep an accurate record of those figures.

Would the disapproval of the racing Amendment, to be voted upon June 20th, stop or reduce betting in New Jersey?

Did the "Noble Experiment"—prohibition—stop drinking or the sale of liquor?

Reduce Taxes-Help Business-Create Jobs-Vote YES!