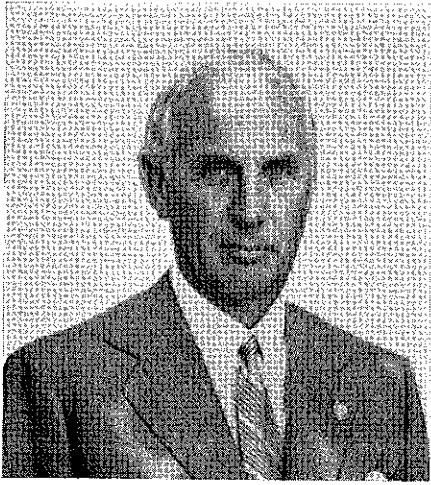




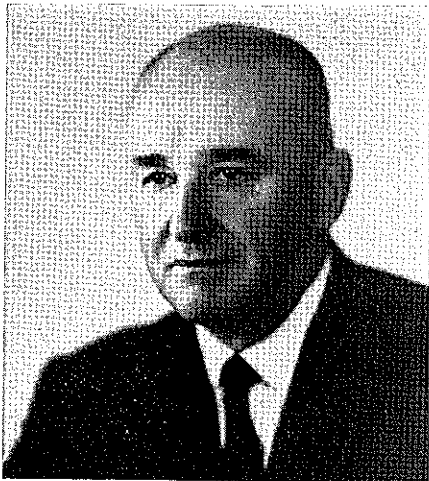
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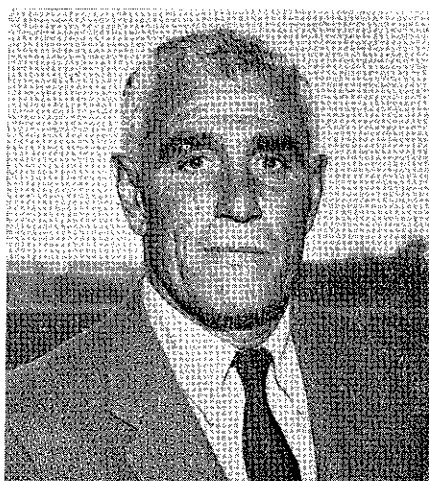
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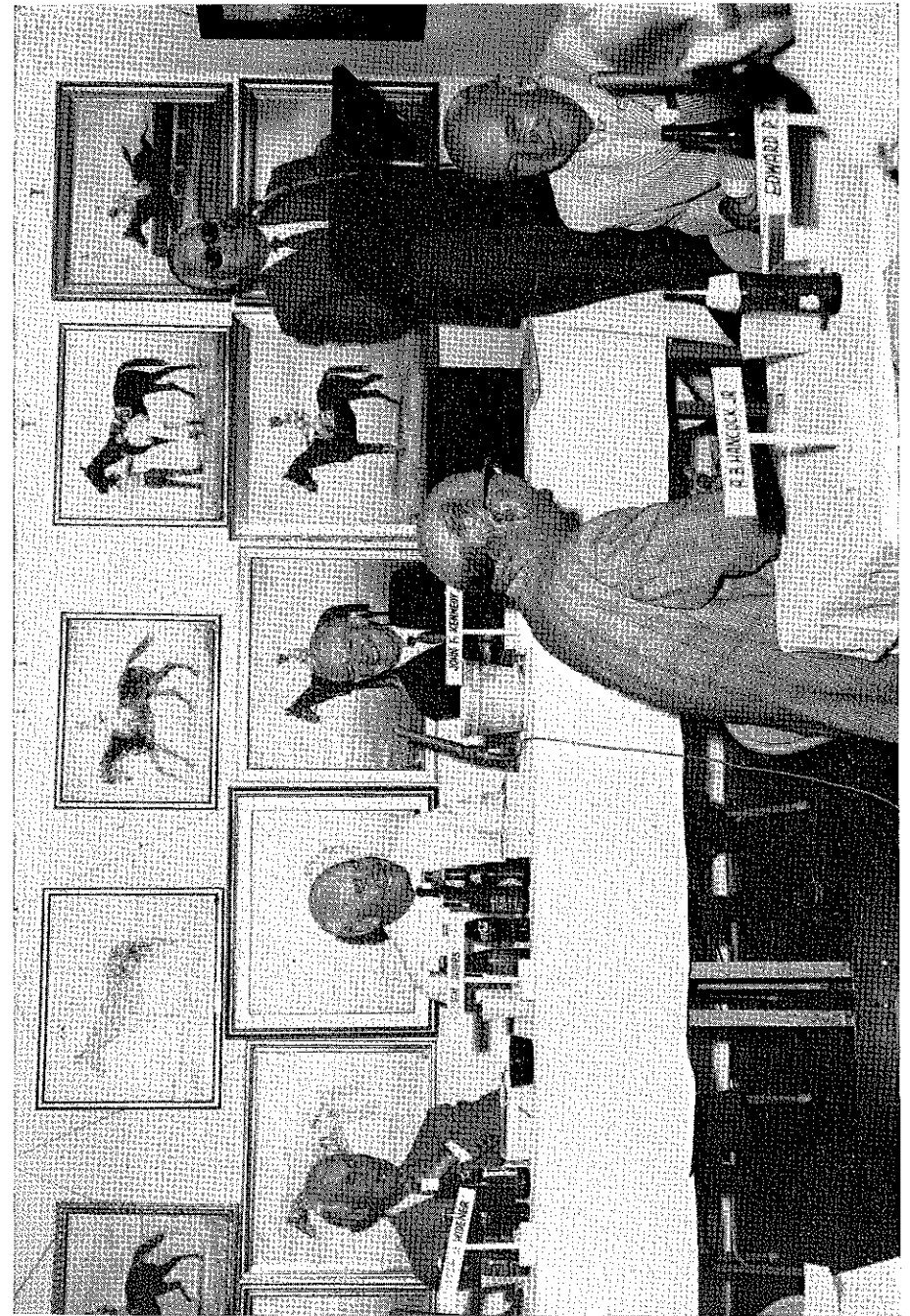
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Mervyn LeRoy, President of Hollywood Park, addressing the Conference

SIXTEENTH ANNUAL ROUND TABLE DISCUSSION
ON
MATTERS PERTAINING TO RACING
HELD BY
THE JOCKEY CLUB
IN THE
NATIONAL MUSEUM OF RACING
SARATOGA SPRINGS, NEW YORK
SUNDAY, AUGUST 11, 1968

PARTICIPANTS:

Moderator — John F. Kennedy, Executive Secretary of The Jockey Club

Frank M. Basil, Vice President and Treasurer, The New York Racing Association Inc.

James E. Bassett III, Assistant to the President, Keeneland Association, Inc.

John A. Bell III, Cromwell Bloodstock Agency

Alex Bower, Publisher, The Blood-Horse

*James Cox Brady, Vice Chairman of The Jockey Club; Chairman of the Board of Trustees of The New York Racing Association Inc.

*Baird C. Brittingham, President, Delaware Racing Association

J. Elliott Burch, Trainer

Joseph F. Carlino, Attorney and former Speaker of the New York State Assembly

Tony Chamblin, Editor, The Horsemen's Journal

Everett A. Clay, Director of Public Relations, Hialeah Race Course

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L. P. Doherty, President, Grayson Foundation

Walter H. Donovan, Chairman, Racing Research Fund, Inc., Vice President Garden State Park and Hialeah Race Course

Spencer J. Drayton, President, Thoroughbred Racing Protective Bureau; Executive Vice President, Thoroughbred Racing Associations

Francis P. Dunne, Steward

John E. Elder, President, National Association of State Racing Commissioners

William S. Evans, Director of Sales, Keeneland Sales

Humphrey S. Finney, President, Thoroughbred Club of America

John M. S. Finney, President, Fasig-Tipton Company, Inc.

George J. Fritz, Secretary, The New York Racing Association Inc.

John R. Gaines, Breeder, Owner

*John W. Galbreath, Steward of The Jockey Club; Trustee, The New York Racing Association Inc.



A. B. Hancock, Jr.

Moderator of Breeders Panel



E. P. Taylor

Guest Speaker



Thomas J. Deegan, Jr.

Moderator of Public Relations Panel



Commissioner Leo C. Shirley

Guest Speaker

Dr. M. A. Gilman, Chief Examining Veterinarian, The New York Racing Association Inc.
Joseph A. Gimma, Chairman, New York State Racing Commission
M. Faulconer Glass, Director of Public Relations, Thoroughbred Breeders of Kentucky, Inc.
Robert L. Green, General Manager, Greentree Stud
Fred D. Grossman, Assistant to the Editor, The Morning Telegraph
*A. B. Hancock, Jr., Breeder, Owner
*John W. Hanes, Steward of The Jockey Club; Trustee, The New York Racing Association Inc.
Charles Hatton, Columnist, The Morning Telegraph
Victor Heerman, Jr., Caldwell-Heerman Sales Company, Inc.
Kent Hollingsworth, President, National Turf Writers Association; Editor, The Blood-Horse
Stewart Hooker, Publisher, The Morning Telegraph
Hirsch Jacobs, Trainer
Howard Jacobson, President, New York Division of the Horsemen's Benevolent & Protective Association
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Frank Jennings, Director, Record Publishing Company, Inc.
H. A. Jones, Director of Racing, Monmouth Park
Robert F. Kelley, Public Relations; Vice President, National Museum of Racing
Frank E. Kilroe, Vice President and Racing Secretary, Santa Anita Park
Haden Kirkpatrick, Chairman of the Board, Record Publishing Company, Inc.
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Mervyn LeRoy, President, Hollywood Turf Club
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Dr. John E. Peters, Chief Veterinarian, Hollywood Park and Santa Anita Park
Harry Peterson, Secretary-Treasurer, Association of Official Racing Chemists
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*Ogden Mills Phipps, Breeder, Owner
John P. Pons, Breeder, Country Life Farm
Joseph P. Pons, Breeder, Country Life Farm
George T. Poole, President, American Trainers Association
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Leo C. Shirley, Michigan State Racing Commissioner
*Gerard S. Smith, Trustee, The New York Racing Association Inc.
Harold Snowden, Manager, The Stallion Station
*E. P. Taylor, Chairman of the Board, The Jockey Club Limited, Ontario
*Joseph A. Thomas, Owner
Whitney Tower, Turf Editor, Sports Illustrated
Thomas E. Trotter, Racing Secretary, The New York Racing Association Inc.
*Daniel G. Van Clief, Breeder, Owner
Don Voorhees, Public Relations Director, Hollywood Park
David A. Werblin, Secretary, Monmouth Park
*George D. Widener, Honorary Chairman of The Jockey Club and The New York Racing Association Inc.
Roy Wilkinson, Jr., Chairman, Pennsylvania State Horse Racing Commission

GUESTS:

Thomas J. Deegan III, Public Relations
John P. Kelly, Executive Administrator, Kentucky State Racing Commission
J. Leshner, Attorney
Orlo Robertson, Monmouth Park
Harry Schreiber, Schreiber Transportation Company
*Member of The Jockey Club

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MR. PHIPPS: Will the meeting please come to order. First I would like to welcome all of you to our Sixteenth Annual Meeting. I am glad to see so many of you here today.

As you all know, the pioneer of these meetings was Marshall Cassidy. He has had a very unfortunate accident and is in the hospital. I would like to be able to send him a telegram wishing him a speedy recovery in the name of all of us here. I hope that meets with your approval.

(Applause)

Jack Kennedy has arranged what I think you will find to be a very interesting meeting and I am now going to turn it over to him.

MR. KENNEDY: Thank you all for coming. Again it is a very wonderfully representative group. I would like everyone here to feel free to participate from the floor at any time in our discussions today which I hope will be stimulating.

First on the agenda, Mr. Hancock will chair a panel of real professional breeders from around the country. Bull, if you will, I would like you to start off and see if we can get it going.

MR. HANCOCK: Well, the breeding farm starts, I guess, at the breeding shed. I have seen many of them, the octagonal one at Newmarket, and others with pine trees and apple trees growing. Joe, how do you handle the breeding shed at your place?

MR. O'FARRELL: I think the main thing we all have to watch out for in the breeding shed is doing a good, thorough, clean job. I would think that the size of the breeding shed and the ability to handle the mares and studs properly, to have enough room in which to operate is one of the greatest assets. In my particular breeding shed we have a stall built in for working on the mares, tail bandaging, etc., especially the work as we lead the mare out to reinforce-breed her, or anything of that nature. In one corner of the breeding shed we have our laboratory equipment which is presided over by the veterinarian. I'm a believer in having a hill or spot for the mare to work with the breeding operation. My particular hill is built so that we can match up practically any size stud with any mare. Other than that, a spot to wash off the stud before proceeding with the breeding is always an asset. I can't really see much difference in breeding sheds as long as we have the facilities and the room to get the job done.

MR. HANCOCK: How big is your shed?

MR. O'FARRELL: Mine is about 60 by 60 indoors.

MR. HANCOCK: That's about the size of yours, isn't it, Bob?

MR. GREEN: I think ours is a little bit smaller, it is about 15 yards by 20. As far as the size is concerned, I think they ought to be big enough, but if you get a tough mare in there and she gets loose, why none of them are big enough. This year we put in Tartan material and it is really good-looking and resilient.

MR. HANCOCK: Keeps clean?

MR. GREEN: Yes, we hose it down. We've got it on a slant and it goes down to a drain in the far-off corner. There's one thing about this stuff, and I've recommended it to two or three people, but when a stallion goes up to cover a mare, once in a while one of his legs will slip. They can't hold like on clay or tanbark. It is kind of a flat surface, like it is over in the sales ring. I think we'd be better off if we had shoes on the stallion.

MR. HANCOCK: Do you always keep your stallions barefoot behind?

MR. GREEN: Yes.

MR. HANCOCK: How about you, Joe?

MR. O'FARRELL: I keep mine barefoot all around actually. And I agree with Bob on this, I use tanbark and keep it wet down well and the horse gets a

good hold. If he makes just one slip, as you know, that's it. I don't believe that Tartan has the answer for the breeding shed.

MR. HANCOCK: We tried tanbark at home and I had some trouble. One horse wrenched his back when he slipped once, and I took it out of there and have been using clay ever since. When you back your horse in to wash him, do you wash him with clear water then?

MR. O'FARRELL: Yes.

MR. HANCOCK: How about you, Bob?

MR. GREEN: Oh, yes.

MR. HANCOCK: And then afterwards do you use a wash on him?

MR. O'FARRELL: Then I wash him with a disinfectant.

MR. HANCOCK: What do you use?

MR. O'FARRELL: I use a tame iodine.

MR. HANCOCK: What about you, Bob?

MR. GREEN: When it's over we first use soap and water to clean him off again and then we use Theraphogen.

MR. HANCOCK: That's about the best that we've found.

Do you use a hobble, Mr. Pons?

MR. PONS: No, never.

MR. HANCOCK: A strap?

MR. PONS: A strap, if necessary. If the mare is in properly you don't have to use anything, especially if you have her tranquilized.

MR. HANCOCK: You use hobbles, don't you, Bob?

MR. GREEN: Not usually, although once in a great while we will use a hobble. I think as far as those tranquilizers, we had an experience this spring when a mare came in the shed, just as quiet as she could be and we washed her and got her ready to breed. We brought the horse in and he came over and nudged her and she about keeled over. Her eyes looked as though she was under tranquilizers. I raised hell with that guy. If they do bring mares into the shed that are under tranquilizers I think they ought to say something about it.

MR. HANCOCK: You should be notified, certainly, because they can do anything.

MR. O'FARRELL: Bull, it looks like I use a different method in the breeding shed. I use a leg rope, and it is very satisfactory. I just use it on every mare until the horse mounts and as soon as I see there is no problem I drop it.

MR. HANCOCK: That's about the same thing I do. I use a strap, though, and don't have any tongue in the buckle. I've got a good strong boy to hold it and if she starts something you've got a little control, and if she's all right you can drop it and she can relax.

Maiden mares, how do you handle them?

MR. O'FARRELL: I handle them the same way. First I see that they are all right and get them over that kicking and raising Cain.

MR. HANCOCK: We always found at our place if we bring a mare in there even after she has been given something, if we strap her foot up, turn her around a couple of times and she learns she hasn't got all the purchase in the world, she'll be a little bit easier to handle.

Has anybody got anything to add to the breeding shed? If not, I guess the next thing is weaning, but you have to get the foal born first. How is that handled at your place, Mr. Pons?

MR. PONS: When they are delivered we use combiotics on them immediately, and glycerine, and check for jaundice, things like that.

MR. HANCOCK: Do you have them foaled all in the same place? Do you bring them to a foaling barn?

MR. PONS: We have an area where all immediately foaling mares are quartered and we keep moving them. We don't have as many as you have, but we keep it going and my brother and myself are constantly in attendance.

MR. HANCOCK: You move everything in, don't you Bob, to a foaling barn?

MR. GREEN: Yes, we rotate. We have 32 stalls in the foaling barn and as one group foals, we try to move them out and bring another group in. I do think, and I am sure everybody does, it is essential to have enough men there when the mare actually foals in case they need help in getting the foal out. Most of the time you don't need it, but once in a great while you have a foal that's pretty hard to get out. People who foal mares and actually know when a mare is about to foal have an edge. They know what's going on and when under stress they don't wear out so quickly in pulling the foal out. So the foaling man calls the foreman, he calls me and then there's still the second night watchman, four of us always there when the mare foals, at least four people.

MR. HANCOCK: I remember very well, a full brother to Round Table was to come one night, and he was so big we couldn't pull him. There were eight of us there, and we couldn't pull him. They took chains, hooked it to him and pulled him out by backing up a car. Of course he died, and we never got the mare back in foal, either.

MR. O'FARRELL: Many times I think with a big foal, if you're pulling on the mare you actually foal the mare.

MR. HANCOCK: That's right, you speed it right along.

MR. O'FARRELL: There's no doubt about it, you need the help. People don't realize this until they run into one of these things. Have any of you fellows gone into weighing the afterbirth religiously? I've gone into it in the last couple of years. Formerly I didn't worry too much about the afterbirth but this year, anything over 14 pounds we've been passing up and not breeding, as well as the sutured mares, naturally.

MR. HANCOCK: Have you had any experience in keeping a stock pile of colostrum for when a mare dies, or comes without milk, or one thing and another?

MR. O'FARRELL: I have kept colostrum and used it many times although usually I steal it off another mare.

MR. HANCOCK: You can't steal the colostrum unless you have two at one time. We had pretty good luck recently by stock-piling a little colostrum from the very first foal, keep it frozen and then if a mare foals and has no milk at all and we cannot get that first milk for a foal, it is most important, we can give it to them and it has worked out very well for us.

MR. GREEN: We don't weigh the placenta, Joe, but we take the placenta from every mare to the experiment station and have it examined to make sure it's all there. We used to examine it ourselves before. Once in a while they pick up a fungus disease or something from the placenta and we relay that back to the vet.

MR. O'FARRELL: Have you found that most of the overweight ones do have something?

MR. GREEN: Yes, you're in trouble on the big ones.

MR. O'FARRELL: Anything that weighs 15, 18 or 20 pounds. I had one this year that weighed 23 pounds.

MR. GREEN: Generally when they are big like that the foals are little.

MR. HANCOCK: The smallest foal we had this year probably wasn't supposed to come here. It was a pigmy almost. I think the afterbirth weighed 23½ pounds. It was very thick and there was no way to pull it out. If a mare foals and has

normal parturition and the afterbirth weighs 14½ pounds or less we consider her a candidate to be bred on the ninth day, otherwise we sure have to pass.

After you get your foals born, do you move them out of your foaling barn the next day?

MR. O'FARRELL: I move them out of the foaling stall within an hour or two after foaling and bring in a steam jenny with disinfectant and disinfect the foaling stall. In my particular barn I have 6 or 8 stalls with outside paddocks. In our country you can put them out the next morning and I move them to those stalls that have the outside paddocks. Then after three or four days, if that gets jammed up I can move them to another barn.

MR. GREEN: He talks like everybody else has 20 feet of snow.

(Laughter)

MR. O'FARRELL: Well, sometimes you do, Robert.

MR. HANCOCK: Mr. Pons brought up the question of the retention of the placenta. That's a real serious problem and you have to have a vet. I know I can't take care of it. I've got one man there at the farm who has been there ever since I can remember. He had a heart attack and he's not got much force when it comes to pulling them. He's seen 5,000 mares foal and he can get a placenta quicker than anyone I've seen. Most everybody has a vet but you have to get him there pretty quick, though.

MR. O'FARRELL: A real easy way of doing it, and it works a lot of times, is to take a burlap bag, dip it in water to get a little weight on it, and tie it to the placenta.

MR. HANCOCK: That's if it is going to come.

MR. O'FARRELL: That's right, if it is going to come itself it helps it to come that much quicker.

MR. PONS: Remember the days when everything was removed manually? I don't like that anymore. I think you can give them a shot like they do in the cow business, you know, and they'll throw it out pretty fast.

MR. HANCOCK: Sometimes.

MR. PONS: I've checked up on this treatment. It's five shots, six hours apart, and we finally got it. But if you remove it manually, one out of three is going to have a hemorrhage. That's what I don't like.

MR. O'FARRELL: John, I've never had a hemorrhage in my life and I've delivered two or three thousand of them.

MR. PONS: Well, I've done it, but I'm talking about removing it whole. It's tricky and I'll go along with the hormones.

MR. O'FARRELL: Well with a mare that hangs on to the placenta you definitely would not breed her back on the ninth day.

MR. PONS: No sir. I don't like nine-day breeding unless it is necessary.

MR. HANCOCK: We kept a record of that at the farm one time and of all our twins and all our slips a far bigger percentage of them were from nine-day breeding. I can't give you the figures but it was rather marked.

Then when you move your mare away from the foaling barn, Bob, how long before you turn her with another mare.

MR. GREEN: We have a routine, if we breed on the ninth day and even if we don't breed on the ninth day, they are eligible to go with another mare and foal or maybe two other mares and foals to begin with. We base it on that ninth day heat, after that period.

MR. HANCOCK: Is that the way you do it, Joe?

MR. O'FARRELL: Yes, after the ninth day.

MR. HANCOCK: That's the way we've always done it. I've tried, after a week, putting one mare with another mare who foaled at approximately the same time in a bigger paddock, just let them get used to a little company, if they're bred on the ninth day or not. Then they go in the big field and generally take pretty good care of themselves.

MR. GREEN: Once in a while a mare will be awfully nervous with a first foal, it runs quite a bit, sometimes it is because there is everybody in the field there.

MR. HANCOCK: Then with your mares and foals, Joe, your problem is different from ours. If they are early mares and foals we get them out in the day, in the morning as soon as they're fed and get them up about four o'clock in the afternoon. What time do you all have to start turning them out at night down in Florida?

MR. O'FARRELL: I don't leave my mares and foals out at night until about May. From that time on they are out day and night. They come in in the morning at six to eat. I've got a bad habit of brushing the mares out in the morning, which I know isn't necessary but I still do it. That came from the old days of the screw-worm and you checked the mares all over to make sure they didn't have any nicks on them, because if you didn't, the next day you'd have a hole eaten in where the nick came from. We get them in then and feed them and they go out and come back in the afternoon about three o'clock and are in until the following morning.

MR. HANCOCK: Bob, when do you start turning them out at night?

MR. GREEN: We start at what we call fly time, and it comes usually around early June. We turn them out at night and have them up at ten o'clock. We feed them then and we feed again around two or two-thirty. They're in about 4½ hours during the day. This summer I think was the worst year in Kentucky for face flies.

MR. HANCOCK: Have you done anything about them?

MR. GREEN: About the only thing I know that kills flies is a fly-swatter. But I do know when we put them in the stall the face flies leave them. I don't know why they do. They are terrible things and these chemical people sell all kinds of stuff.

MR. HANCOCK: I've tried them all.

MR. GREEN: Everybody has got something that will work but it never does work. And some blister the face. They might work for 5 minutes or an hour or something like that, but if it is real good it will blister them.

MR. HANCOCK: There's a new thing out, I forget what it is called. I thought it was the greatest thing I ever found in my life. It worked for two days and then quit working entirely. The flies got to like it, I do believe. But they are a real serious problem.

MR. GREEN: Well we actually use fly-swatters around that circle barn, not on the horses themselves, and the more we kill the more there are.

MR. HANCOCK: We've got some things we put in the barns that are electric. You can pick up a bottle of flies that high underneath the thing every morning but there seem to be more the next day.

MR. O'FARRELL: Have any of you tried the automatic spray?

MR. HANCOCK: I've tried it but it didn't work.

MR. O'FARRELL: I've got a couple in two different barns. Of course you can change them to go off every 7 minutes or any length of time you want. I've had a lot of success, especially in the stud barn, and I've had them go off every 5 or 6 minutes. It does keep the flies down, at least it has for about three years.

MR. GREEN: I'll tell you what happened to us about five or six years ago which may be of interest. We had those Army worms, and boy, they are really something. They strip all your fields. So we used a DuPont product called Seven-5-Aqua, and we sprayed all the fields, because they stripped everything there. All that summer, though, we had hardly any flies at all. Killed the Army worms too.

MR. HANCOCK: It didn't kill any horses, did it?

(Laughter)

I can remember we had those things at home one time and we tried everything, putting in this stuff you told me about then. We dug a trench and put a lot of casing oil in it, took a tractor and put a locust post behind it and dragged it through there, it just lifted the Army worms right into the oil and killed them.

After you've got your foals out and they're settled for the summer, when do you start your worming procedure?

MR. PONS: We take the older foals, naturally, first, at three months, and we tube them. Of course an awful lot of people don't like that, but it is still the best way of handling it, and then we use the powder later to supplement it. They are wormed twice before we wean them.

MR. HANCOCK: You wean at what age?

MR. PONS: We wean them in two groups, in September and October.

MR. HANCOCK: How do you handle your worming, Bob?

MR. GREEN: We start worming at about eight weeks with piperazine and we gradually work that phenothiazine in. We take those worm cans over to the veterinary laboratory to make sure we have all of it. We don't have any problem about that and I think this stuff might not be too bad on them. But some of the preparations would pretty near kill a horse.

MR. HANCOCK: If you get them on you, your hand burns too.

MR. GREEN: We don't give it to them in their feed, though. We use a syringe.

MR. HANCOCK: What do you use, Joe?

MR. O'FARRELL: Being in a temperate climate we worm everything on the place monthly, including the foals. In other words, we start out with the foals a month old and we tube them all. As I say, in a temperate climate, if you don't, you'll let your worms get out of control.

MR. HANCOCK: What do you use?

MR. O'FARRELL: We use piperazine and we don't use the disulphide until they are older. We use disulphide about twice a year, spring and fall, but we don't give it to the young foals.

MR. HANCOCK: We found at home we use the carbon in January. We seem to have reduced our bots a lot. I don't see near as many bot flies as we did ten years ago. We use it one time on the mares. We don't use it on the yearlings at all. What we are trying to do now is hire a girl who is a technician, and we pick up the droppings once a month and take the count. If any animal shows three or better, then we worm him. We don't consider two. But three or better, we go ahead and worm him. I'm saving a good deal of money on worm medicine. I believe my horses are a little better off with it. I am sure piperazine has helped us a lot. It is not near as hard on an animal as the old carbon tetrachloride and disulphide were.

MR. GREEN: Your foaling mares, say they are going to foal February 15 and February 1 is worming time.

MR. HANCOCK: I'm not going to worm them.

When weaning time comes, Joe do you wean all at once?

MR. O'FARRELL: No I wean them in about four different sets. I try to get them as close to six months as I can, and with the numbers involved I have to start weaning about September and keep on weaning up to November.

MR. HANCOCK: Maybe I'm the only one with this problem, I don't know, but everytime I wean, within two weeks I'm going to get a runny nose.

MR. O'FARRELL: I think everybody has that problem. Everybody I've ever run into.

MR. HANCOCK: I've always weaned at one time. For some reason when I've tried to wean on a date, when they got to be six months old, or five and one-half months old, whatever we figured out, those first ones got it, then they got over it and the next ones got it and gave it to them. Everytime I weaned I just kept reinfesting the whole bunch and I had it all along.

MR. O'FARRELL: I haven't done this myself, but I have heard it worked. Frankly, I am afraid of it, but some of my neighbors will wean and put the foal right in the field with the mares and other foals, one at a time, or two or three at a time. It scared the devil out of me, and I'm afraid of it, but people are doing it and getting away with it. The foal does not get near as excited and does not do all that running and carrying on.

MR. HANCOCK: What do they do, do they take the mare away?

MR. O'FARRELL: They take the mare away and they turn the foal right out with the other mares and foals. I'd always be afraid he'd go out and get hold of the wrong mare and the first thing you know, he'd get killed.

MR. HANCOCK: I saw them do it in France and it just scared the hell out of me.

MR. GREEN: Bull, you were talking about the snots and it reminds me of one thing. You know those respiratory diseases which cause the snots, I heard down in Kentucky that there were 28 known viruses which cause these respiratory ailments. I know there has been some research done on it and now they have a serum which they can give to a horse that will protect him from two different known viruses. Well, what about those other 26? I don't see how it's going to work, it's just a waste of time.

MR. HANCOCK: Just as soon as they find how to prevent the common cold, then we'll be able to do something about it.

MR. KENNEDY: Bull, I certainly want to thank you and your group for a real professional discussion. It could go so much longer I wish we had more time. I want to thank you Bull, Mr. Pons from Maryland, Bob Green from Kentucky, and the gentleman who was giving the climatic plugs for Florida, Mr. Joe O'Farrell. Is there any question from the floor or any comment? We did have a California participant, Dr. Jack Robbins, who was a late scratch but we hope to be able to revive this discussion at some time. Dr. John Peters, would you like to contribute anything?

DR. PETERS: I would like to mention just one thing. I don't think there can be too much emphasis put on the breeding barn. I think that is a very important place to prevent your accidents. You get a stallion hurt or crippled, immediately you are out of business with him, so I know if you go right back to your dirt, or clay, like Bull says, probably it is the number one choice of everyone. But I do believe too from the Tartans and other surfaces maybe something will come that will be a safer surface. I do believe that shoes on the stallion behind would probably be of some assistance. There's one ranch in California now that is experimenting with a cork-type floor. It is a soft type, it is not a hard type pressed cork, but it is a surface which you can scratch. As the stud moves around it, he sets his foot in it and it will dig up just a little bit of a mark in there so that he does have a hold. They come in sections about four or five feet that are plastered down some way so that if one section should become worn it could be replaced easily.

MR. FINNEY: Jack, might I say that at Spendthrift this Tartan was put in this year and probably there have been thirty or thirty-five different stallions using it. Now the opinion is that it is not the final answer, but it is so much cleaner and so much healthier that it is the lesser of two evils to use the Tartan and we are all sold on it.

MR. KENNEDY: Thank you, Mr. Finney. Bob?

MR. GREEN: Humphrey, this year I heard that at Spendthrift they had one stud that fell over backwards. I know we had one at Greentree that fell over backwards. I think what happens, these horses get a real good hold on that and they get up on the mare better with it than if they were on tanbark or on clay. They get up a little bit higher perch and before you know it, they move a little bit, and the mare may have, and they've lost one of the peaks there. I don't know whether that outweighs the cleanliness or not.

MR. HANCOCK: We can wash that clay down every day with disinfectant to keep the dirt and dust down pretty well. I'm scared to try anything else right now because we've been a little lucky with this.

MR. PONS: You can't prevent a little water from spilling, and with that clay, just in that particular spot where there is a little moisture, isn't the horse likely to slip?

MR. HANCOCK: If we get water or urine in a spot, we just move to the next spot. And we always carry sand, we have a sandpile in the corner just to shovel on, put a little sand on top of it and that makes it all right. I've never had any trouble with that.

MR. GREEN: Also, you can do that same thing on Tartan. I think it is real good stuff, but there are some faults to it and I think water is one of them. It gets slippery when that water gets on it.

MR. SALMON: We have three stalls that have sunlight in them all winter, those lights that warm up, and give the foals the benefit of sunlight when it's snowy or things like that. We find it very successful.

MR. HANCOCK: In three of our barns we have those lights that we get from that doctor over in Cincinnati. I don't know whether they are any good or not but I notice in cold weather when it is snowy like we have sometimes, I'll see those little foals lie right up under that light. I know it's doing some good there.

MR. KENNEDY: Again, gentlemen, I must comment that it is stimulating and wonderful to listen to a real bunch of professionals. Thank you very much.

Something which is not unusual, Canada has pioneered with the idea of Sunday racing. Mr. Edward P. Taylor is here today and I would like him, if he will, to make a few comments on what the experience has been in operating in this new phase. Would you come up Eddie?

MR. TAYLOR: Well, we have only experienced it for two Sundays so that is not a long period. By the end of the year we shall have a better idea of the pattern. Our federal laws really control the number of days we race—we are allowed six days a week. Apparently when they passed the law originally they did not put the word "Sunday" in. They just said "six days a week," so we had no problem with the federal government. This time it was the state or provincial government which had to amend what they call the Lord's Day Act. They started to permit spectator sports on Sundays a few years ago, but they put in brackets, unknown to us at the time "except at racetracks". So we had to get that removed, which we did this summer. We had only these two Sundays and it is too early to jump to conclusions.

Briefly, it certainly is going to help us in the total amount of the handle in the six days we will race. There is no racing on Tuesday. The extent of it we don't know yet. A good guess, I think, would be that our six day total for attendance and betting will at least be up 5%, possibly more. There is one very good feature on these two Sundays we have had it. The young people are coming out in tremendous quantities. Sunday is taking something away from Saturday, it appears. There is 10% or 15% off Saturday handle, and there's something off the Monday handle. But the Sunday total is more than twice what Tuesday was. So we are going to be ahead this 5% plus, I think.

I don't think there is much more I could say at this time except perhaps to enlarge a little bit on the attendance of the young. We have all been worried—those of us who are charged with operating tracks—with the increase in the average age of the patron. You just have to look around and you'd realize it. The survey the TRA made indicated that there were too many diversions and the young were not coming out these days as much as they did in the past. We found that with this Sunday racing the whole family comes out. We let babies in, and so on and so forth. We don't let the young people bet until a certain age but it is a great feature that the whole family will come out on a Sunday, where they may not do so on Saturday. Thank you very much.

MR. PHIPPS: Eddie, have you had any opposition from any church groups, etc.?

MR. TAYLOR: Practically none. We found that everything we get to liberalize our laws in respect to racing, the politicians are always a way behind the public. It's a very minor percentage and certainly we have had no trouble at all.

(Applause)

MR. KENNEDY: Thank you, Mr. Taylor. I think this is a subject we have all thought of and it will be very interesting to follow its developments.

The next gentleman I am going to ask to address you is the Honorable Leo C. Shirley, Racing Commissioner in the State of Michigan. Mr. Shirley brought to his job twenty-two years of experience with the Federal Bureau of Investigation, many years as an industrial engineer, consultant and now he has given his services to the state. He has made quite an extensive study of the problems of handling fires in the stable area or at the race track generally which is of great concern to all of us. I shall ask Mr. Shirley if he will come up, please.

MR. SHIRLEY: Mr. Chairman and Gentlemen:

I assure you that it is a pleasure to be here for this conference as a representative of the State of Michigan and racing in Michigan. Some time ago when a call was received from Jack Kennedy to speak at this conference it was no surprise when he suggested that Race Track Fires be the topic. Needless to say, during my brief experience I have been subjected to more fires in the backstretch than many commissioner will experience in a lifetime and they can be very fortunate. This is an experience which no one can cherish. When I was approached by Governor Romney's representative with regard to the Racing Commission office no doubt my experience in law enforcement business and education were the qualifications considered, but another requirement possibly should have been considered in selecting a commissioner and that is experience in fire prevention and control. There is no more important an area than this field. There is nothing more horrible or drastic at a race track than a backstretch fire during a race meet. Possibly, I should be adjusted to fires after our experience in Detroit during the riots of 1967, but no one, including militants or rioters, should ever condone fires that destroy helpless animals. Fortunately, this area is receiving more attention than ever before; but, there is no limit to this work. During the conventions of the National Association of State Racing Commissioners since 1960 this topic has received considerable attention but this is not sufficient. There is no substitute for action. Race track landlords, tenants and everyone involved should stress this matter. Backstretch fires are everybody's business. We must remember that horses do not set fires. Some unit or official of racing must assume the responsibility of emphasizing, regulating or correlating this problem. Each state probably has their own ideas but maybe it should be a representative of the state. After all, horse racing is an enactment of state legislatures. Personally, I am assuming the responsibility in Michigan, particularly after what was observed at our fine track at Hazel Park on April 12th and June 5th of this year where 25 Thoroughbreds and 1 pony were burned and approximately 50 fine Thoroughbred horses were injured as a result

of being turned loose erroneously by irresponsible, untrained and uneducated people in the backstretch. The loss was approximately \$500,000.00. These fires no doubt had an effect on this meeting. Of course, Michigan is distinct in that there is only one commissioner. I like to refer to the statement that a person in my situation has a great deal of power and authority with very little pay.

Personally I dread barn and farm fires. On our farm in Minnesota where I was born and raised, I experienced a fire in our home where my pretty little, curly auburn-haired sister lost her life in 1924 at the age of 7. During those years, many barns in the area were observed burning which were set by fresh hay known as natural fires and incendiary fires which were set by pyromaniacs who were mentally ill and known as either sexual and alcoholic maniacs. Helpless animals were observed burning because of the lack of knowledge pertaining to fire prevention handling of animals and fire control. Usually the main object was to save the remaining buildings. This same set of circumstances exist in the backstretch fires today. It is unusual that more progress has not been made in this area.

Many of us feel that it will not happen to us; or, if it does happen once it will not happen again. This is a false, complacent attitude of people. We go on thinking that lightning will not strike again in the same place. Just to illustrate how wrong we can be, I would like to cite that after the April 12th fire at Hazel Park, an extensive program of fire prevention was instituted on the morning of June 12th by Frank Liddy, Vice-President of Detroit Race Course and a former TRPB officer, and officials of Detroit Race Course and the TRPB. They held a conference at the Detroit Race Course with regard to this matter in preparation for their meet. Representatives of racing interests in Michigan were in attendance, including our commission investigator who is a retired arson investigator of the Michigan State Police. When I received a call at 10:30 P.M. of the same night advising that there was another barn fire at Hazel Park, I couldn't believe it.

An alarming feature of backstretch fires is the failure to specifically identify the cause; and, if a natural fire ascertain and eliminate the problem and more so, if incendiary, identify, arrest and prosecute the culprit. In view of my law enforcement background, I may be more conscious of this fact. There is no substitute for law and order in the backstretch and only the strictest security can produce this theory. J. Edgar Hoover has stated many times that the greatest deterrent to crime is the certainty of arrest and punishment of the persons or people responsible for the crime. Militants and rioters must be kept out of the backstretch. In this day of permissiveness, lack of respect for authority, and social change this thinking is more significant than ever before.

All local law enforcement agencies in their intelligence divisions now have lists of known militants or persons who might start riots. The TRPB has information regarding these people. These records are available to all tracks and should be used in their security.

To accomplish this objective and solve these crimes, it is absolutely necessary that all law enforcement agencies in the jurisdiction involved be called in on the investigation and receive the fullest cooperation from track security. Extensive investigation by all law enforcement agencies immediately after the fire is imperative. Delay is costly and usually results in failure to solve the crime, particularly if the fire occurs near the close of the meet at which time potential witness and informants leave the area. Records of the NASRC disclosed that between 1959 and 1967, 115 backstretch fires occurred in the United States and Canada in which 857 horses were destroyed. Only the cause of 30 of these fires has been determined for an average of 26%. This is unbelievable.

The four big fires in Michigan racing history occurring in 1944, 1954 and the 2 in 1968, the causes were ascertained and in all fires the subjects were identified

and prosecuted or committed. The three suspects of the June 5, 1968 fire have not been identified as of this date. This was a torch job and difficult to solve. In 1944, 32 Thoroughbreds and 1 groom lost their lives. In 1954, 41 horses were destroyed.

In view of our experience this year in Detroit, we have endeavored to do something about the problem which exists during a fire. Considerable study and research has been done; but time will not permit an extensive discussion on this matter. Fire officials advise that people panic more than horses which caused the horses to become more frightened than if only the fire existed. One trainer advised that his groom on duty became so frightened that he proceeded to turn the stable of horses loose. To prevent this, it was necessary for the trainer to lock him in the tack room. The horses were left in the stalls. Both the barn and these horses in the stable adjacent to the fire were saved by the fire fighters. One frightened groom went to a stable of 20 Thoroughbreds a safe distance from the fire, turned them loose unnecessarily, consequently many were injured. Many of the firemen reported the horses running loose hampered their work, endangered their lives and damaged the fire equipment. It is unbelievable of the pandemonium that exists by horses running loose.

The chief of the fire department upon arriving at the scene got out of his car and put on his rain coat. As he was doing these things he heard what sounded like a stampede of horses and immediately noticed that a number of horses were running toward his car. He immediately jumped into his car and laid on the floor. A fire captain and two other men stated they ran for their lives when a group of horses ran toward them.

It is the consensus that efforts be made to remove only the horses from the barn on fire by using a rope shank hanging on a hook at the same place in every barn where it can be found with no delay. Halters should be kept on all horses during the night. The horses should be taken by trained persons to a designated area to prevent them from returning to the stall, whether it is on fire or not, and eliminate the possibility of injury to them. Firemen and trainers advise that horses in adjacent barns should be kept behind the closed doors. This will enable the firemen to concentrate on saving these barns and prevent the loss of the horses. The firemen can usually advise the trainer, owner or groom placed in charge when the horses should be moved. One groom asked a fireman if he should turn his horses loose. The fireman said "no". The barn and horses were saved. The effects a fire tragedy has on horses lasts for many days, particularly those mishandled. Many of those slightly or permanently injured laid in state of shock for 3 or 4 days. Two weeks after the fire a severe thunder storm occurred. Trainers stated that their horses which had been exposed to the fire reacted unusually more than at any other time. The day following the fire the veterinarians were the busiest people in the backstretch treating the injured horses. Approximately 30 valuable Thoroughbreds had to be destroyed. Others will never race again.

The question is, "How can these problems be corrected?" The answer is simple and that is by instituting now at the tracks, and not after a fire where it is already not in effect, a compulsory training program organized and sponsored by the racing association through its track security. It has been found that fire officials in the area of the track will gladly respond and assist with this training to the extent of even using their equipment. These schools are now in effect at Detroit Race Course, and are well received by the backstretch help. One great contribution is that this training conditions these people to fires and teaches them what to do and how to do a job during a fire. In the event any of the states would like information concerning this school, I am sure Frank Liddy, Spencer Drayton or any TRPB official will be glad to furnish it to you. Our office will also assist wherever possible.

The third phase which I would like to discuss very briefly is fire prevention. My first suggestion is to act immediately. Don't wait until after the fire. There should be close liaison and cooperation with local and state fire officials and marshals. The fire codes should be followed and enforced. If there appears to be a payoff to local fire officials, which occurs, immediately go to the state fire authorities. Personally I feel racing commissioners or racing boards should make this their business and, if necessary, establish their own standards such as the recent rules and standards set up by the California Horse Racing Board. We have the leverage to accomplish this with that precious license which we control. I am sure racing associations will be agreeable because after all a new barn of 50 stalls made of durable and fire resistant materials costs from \$100,000 and up; and, if a sprinkling system is included, our study indicates an increased cost of \$900 per stall. Our study also indicates that frequently fire officials will recommend stand pipes in barns with 1½" hoses placed in glass cabinets to prevent the occupants from using them to wash their horses.

Many small stall and tack room fires occur. Many are not reported. Fire officials contend that race tracks should maintain a medium size pumper (to us a fire truck) and should be capable of pumping 750 gallons a minute and have a 400 gallon tank. These units should be operated by a trained person who can work the first minute of the fire, which according to fire officials is the vital period of fighting barn fires. An untrained operator may park in the wrong place and lose the truck. Off duty or retired firemen are recommended for this duty. Recommendations have been to use a tower such as those used by forest rangers to detect fires. T.V. patrol has been suggested. Most fire officials are insistent on immediate and adequate fire notifications to expedite their run.

No doubt everyone in the racing business is aware of the report of the National Fire Protective Association disclosing that a horse subjected to a fire within a stall has only 30 seconds in which to escape if it is to survive. Studies have revealed that a straw fire may produce more heat energy for spreading a blaze than gasoline and has 3 times the burning rate of gasoline. The Michigan State Arson Investigators at the Hazel Park Fire were amazed to discover the many high volatile liquids in the barn area such as rubbing alcohol, linaments and particularly a fly spray which is principally kerosene. These materials cause a barn to burn completely in 30 minutes and sometimes 15 minutes. What chance does a helpless horse have under these conditions.

The NASRC for the past 8 years has focused its attention on backstretch fires. Your organization appears to have a comparable interest. Our time here today prevents us to go into the work and program of fire prevention as advocated by the NASRC; but, your attention should be referred to the ten rules recommended for fire prevention in 1968. There is no doubt that if rules were followed by everybody in the backstretch, fires which never take a holiday and are ever present could be reduced considerably and make this area safer for these valuable animals.

In 1960 NASRC records disclosed that fire fatalities among humans occur at the rate of 1 death per 15,000 per year, whereas the horse rate is 1 of every 387 per year.

The NASRC report disclosed that in 1962 fire statistics prove we as humans are for the most part sadly lacking in foresight and common sense and stressed the fact that we must appeal to the intelligence of the human mind. It was reported in 1961, 91 horses were lost and in 1951, 99 horses were lost.

In 1963 the NASRC convention set forth elaborate and complete requirements for fire prevention at the tracks with emphasis on equipment and screening of all personnel through NASRC, FBI, and TRPB agencies before a track can open and a

written clearance must and should be obtained from the local fire marshal and the racing commission.

In 1965 the convention solicited suggestions and emphasized the enforcement of regulations and submission of fire reports for dissemination to facilitate preventive measures.

In 1966 the convention directed the attention to the six rules prepared by TRPB and emphasized procedures for fire prevention.

In 1967 the safety committee initiated steps to draw up a code of standards for fire prevention to be enforced at all tracks and to have all licensees at the track to receive them.

In 1968 the NASRC committee on Public Safety and Security in cooperation with the American Humane Association and the Society for the Prevention of Cruelty to Animals set forth the 10 rules which are very commendable. A small manual will be put out by the NASRC. This manual has implemented a sound approach to our backstretch fire safety.

In conclusion I wish to reiterate that it has been a pleasure to appear at your conference. I do hope the experience we went through in Detroit never happens to any of you, wherever you may be or whatever you are doing. Thank you very much.

(Applause)

MR. KENNEDY: Thank you, Leo.

The Commissioner has found the formula for getting federal funds of the anti-poverty set-up to establish a school for stable help, which is now in operation. I know this is a very critical thing and anyone who is interested can write to the Commissioner in Michigan.

Our next speaker is one well known to all of us. He is President of Hollywood Park, has been in the business a long time, and I think he has been in another business for a long time. I would ask Mr. Mervyn LeRoy if he would come up.

(Applause)

MR. LeROY: Mr. Widener, Mr. Phipps, Mr. Brady, and my old friend, Mr. Kennedy: I was going to have a much longer speech than I have right now, but I know the speeches have been running long. First I was going to speak on breeding, but these four men here took every word out of my mouth.

(Laughter)

I noticed these signs around here, "Positively no smoking". I saw a sign yesterday up at the Turf Terrace, while we were having lunch. It said, "Fire exit", and right under it it said, "For waiters only".

(Laughter)

I think it is very nice that you take care of the waiters.

(Laughter)

Another thing, though, I think is nice. I finally found out from Bull and these wonderful gentlemen here why my nose has been running all my life.

(Laughter)

I never knew that before, my mother weaned me wrong.

Anyhow, gentlemen of The Jockey Club, I cannot tell you how highly honored I am to speak at your Round Table meeting. When Mr. John Kennedy called me, and Mr. Ed Dickinson wrote me, I first said "No" because I am working very hard on two movies I am trying to get started, and I felt that I could not get away. But after thinking it over, because so much of my heart and my family have been in racing, I just had to say "Yes". So here I am amongst all of you kings of sports,

and a few queens I am sure too—not the men, I don't mean the men when I say queens.

(Laughter)

I have been asked to speak on entertainment and how it parallels my business, which is the motion picture business. As you know I have been in it for quite a few years. Show business and race track business, believe me, are the same. The object is to get the people in—and to have a good man who knows how to run a fire engine.

(Laughter)

By the way, I would like to mention something to the Commissioner that we found out about at Hollywood Park. This is no joke, I am serious about this. We have a rule that no bottles are around and no mirrors because sometimes you see mirrors that grooms hang up, and broken bottles. We found out that fires can start from a broken bottle in the sun, and also from mirrors that hang sometimes on the posts outside the barns.

The object is to get people in and keep them interested after you get them in. We at Hollywood Park, and I am sure at Santa Anita too—I see my pal Fred Ryan is here—do everything we can to increase the patronage and give a lift to racing, which I know all of you tracks are trying to do. I am sorry that the boss of Hollywood Park is not here today, Jim Stewart, but he is on his way to Greece. He is going to open a restaurant over there or something.

(Laughter)

And he could too, because there is nothing that Jim Stewart can't do. I think he is one of the great, great men of racing and I want you to know that he worships all of you men sitting up here at the head table. He is quite a man. He works 24 hours a day to help racing and to help every bit of it. I have worked with him for many, many years. I have been President of Hollywood Park, this is my seventeenth year, and I have never met a man as honest, as hard working as James Stewart. I think you all agree, don't you, on Jim Stewart?

(Applause)

We also at Hollywood Park think that our Park is very beautiful. After all, our architect, Arthur Froehlich, was called on by you gentlemen to help you plan Belmont and Aqueduct, and what a beautiful job he did for you all. We are very proud of him.

I believe you would be interested in hearing what we do at Hollywood Park. First of all we have meetings and consider our production, the over-all. Is it entertaining, is it exciting, is it emotional, is it moving, does it have heart? Would it appeal to the large majority of people, especially the \$2 bettor in whom we are very interested?

Secondly, we consider the set. Is it comfortable, is it commodious, easy to reach? Are the parking and traffic easy and convenient? This is the most important. Get them in, get them in comfortably, and get them out comfortably. I know this is no secret and I am not telling you anything great that Hollywood Park does. I am just saying what we think of and how we think at Hollywood Park.

Third, showmanship. Does the track provide other things besides a lovely setting? Something which will keep the patrons interested between races?—if they are not confirmed handicappers they are not busy at their racing forms. Besides our lovely gardens we have a beautiful statue of Swaps, a bronze statue that was made in Rome. I think it is one of the finest running statues in the world, with Shoemaker up. I know a lot of you have seen the statue. It has been photographed I think more than any racing horse or statue has ever been photographed. And our infield of lakes and flowers, the waterfalls, the swans and the geese. We also have a

beauty contest winner who is named the Goose Girl for the racing season, who strolls around the infield to add to the scenery, mostly for the gentlemen.

For the comfort and relaxation of our grandstand patrons, we provide additional seats on the lawn, comfortable seats. We also provide 1,500 folding seats near the railing for those people who really prefer to see the races from that vantage point. It is right down in front on the cement. The seats are like old bar stools, they fold over so that people who have bad hearts or anything can sit right at the rail. I am talking about the \$2 bettors down in front. They can sit right at the rail and we find this is very interesting for a lot of the old people who can't stand all day.

As you know, we have our paddock in front of the stands. It is like a theatre. You have it at Aqueduct too now, but we have had ours for a long time. I believe the patrons enjoy watching the saddling procedure, seeing the trainers, the owners and watching the jockeys get on their horses and ride out. We consider this a very interesting part of the show and it should not be done in the background. When I speak of this I don't speak of Saratoga, because if you changed this wonderful monument here, Saratoga, I think you would really hurt racing because Saratoga has done so much to build racing. It is a real, great track. I just love it, even though the fire exits are just for the waiters.

(Laughter)

But it is a wonderful track and don't change Saratoga ever.

Another thing we do at Hollywood Park, and we have done this for fifteen years now, in every stakes race we invite the owners and the trainers up for lunch and it has turned out to be very nice. They all appreciate having lunch in our directors' room and feel that they are part of our track.

As often as possible we try to have celebrities in the winner's circle to present the trophy. I hate to tell you this, but the public does not enjoy looking at the same track officials making the trophy presentation time after time. They would much prefer seeing one of their favorite television, motion picture or sporting figures. We try to get visiting celebrities in any of these mediums and they are very happy to do it, believe me. Of course I realize that it is much tougher to get celebrities around some of the tracks than it is in California because we have a lot of them out there. During our meeting that just closed we had giving our awards such people as Jackie Gleason, Cary Grant, Donna Reed, Greer Garson, Elke Sommer, Barbara Rush, Gregory Peck, Tony Curtis, Lana Turner, Jimmy Durante, and from the music world we had Stan Kenton, the famous orchestra leader, Al Hirt, Lerner and Loewe, the famous song writers, and that great five-star General, Omar Bradley. It is all showmanship and it all counts up, I know that. Such people add glamor and give something to the winner's circle. It is part of the whole show.

At our Gold Cup race this year we had black saddle cloths with gold numbers. It doesn't sound like much but it just adds to everything that has a little showmanship in it.

Race tracks must learn to really produce their own television shows of feature races. The ordinary crews sent out really do not know what to do. In a half hour television show built around one race there are only about two minutes of action. The program therefore has to be divided into small segments such as interviews concerning famous races and other phases of racing which would interest those viewers who are not regular racegoers and whom we could reach and interest in racing.

Another thing that we do at Hollywood park, we have a flag-raising before the first race. It wasn't our idea. I stole it from Del Mar. But we do it and the public likes it. It is a very short flag-raising ceremony but it makes racing American and I think it is well worthwhile.

We have been working on a new tote board now for two years. It is very hard to get a tote board the way we want it. We want to have a big message board so that we could teach people all about racing, who won the Triple Crown, who did this, who did that, and we could even put lost babies on the tote board. I know it is important, I know it would help racing, and it will fill in a lot of things during the post parade.

After the race we have a re-run on closed circuit television with the track announcer whereby the patrons can see close-ups of some of the action they were not able to see during the race. I must say that the best I have seen of this is at Monmouth Park. They have a wonderful set-up there and we are working on a similar one right now. We have color, but Monmouth Park has I think the best I have seen. It must be all in color because black and white now is like the old *passé* movies. Everything should be in color.

Also on race days when the big events are run at the eastern tracks, we show them on our closed circuit and have the announcer call the race as it is going on for the people who are not near the television sets. I know this all adds up.

We need more boys like Eddie Arcaro and other great little jockeys. We just hired a boy named Kenny Church who was a fine jockey and is doing a wonderful job. He speaks well, he is a gentleman. He's well-groomed and I know he helps racing in California.

If there is an accident on the track to one of our jockeys, which we all hate to see, one of our publicity men follows him right to the hospital and gives the word back to the track just how he is. That helps.

Another thing we do at Hollywood Park — as you know we x-ray all of the yearlings and the two-year-olds' legs, if the stable wants it done. It is up to them and is voluntary. We have only had one person at Hollywood Park who has never had any of his two-year-olds' legs x-rayed. I don't know why.

Most of what I have said is not new to many of you. Practically all of our great American tracks put on fine racing in beautiful settings. Racing is entertainment. It is a show and it is a challenge to all of us, obviously. I was asked to come here to talk about showmanship in racing, and I could go on and on. But every day changes. We have to look ahead and really create something new. You talk about showmanship in racing—I think that the greatest showmanship in racing is where we are right now, this Museum. I think everybody should see it. I wish there were newsreels of it and I wish some of these wonderful paintings and silks and things could be loaned out to many tracks in America once in a while to show what your wonderful Museum is doing. I think that you men deserve a lot of credit back here and also Elaine Mann does one fine job.

We at Hollywood Park, as you know, buried a horse that won three Gold Cups in a row, Native Diver. He is buried in front of the Club House lawn and Millard Sheets is now getting ready to build a big statue in honor of Native Diver which will be a beautiful thing when you all come out to see it.

I must say that Spencer Drayton has done a wonderful job for us in the TRA and we are very thankful to him.

Don Voorhees, who handles the Railbird Club at Hollywood Park, is here, but I want to say two things about it. Every Saturday and Sunday morning now we put on races and give the kids food, doughnuts and coffee. Before Hollywood Park opens every season we have two days of previews for the families and children. This year we had 40,000 people each day and this really educates them. We run movies for them, show them the breeding of horses and everything that you gentlemen could possibly think of. That's all I have to say. I can't tell you how happy I am to have

been invited here. And don't forget, Hollywood Park opens April 12th next year. Do come out and see us.

(Applause)

MR. KENNEDY: I would like to express my personal thanks to Mervyn for changing his busy schedule at the last moment to keep his promise to come here. Thank you very much.

Our closing panel today on the subject of public relations will be chaired by Tom Deegan and the participants are Everett Clay of Hialeah, David "Sonny" Werblin of Monmouth Park and Don Voorhees of Hollywood Park. Tom, will you take over.

MR. DEEGAN: Thank you, Jack. Mr. Phipps, Mr. Widener, Mr. Brady, Gentlemen: The appearance of this seminar this morning is really a continuation of The Jockey Club Round Table meeting three years ago. It was my privilege at that time to be one of your speakers and I tried to develop the thesis that whatever affects Thoroughbred racing, good or bad, small or large, big city, small tracks, affects all of Thoroughbred racing. There is no vacuum in either good news, or more importantly, bad news.

At the same time I suggested to the group that it might be advisable that our total sport have a purely Advisory Committee or Council on the public aspects of racing, not only the sports aspects but all the others which concern us so greatly—threatened increase of taxes, declining attendance, community affairs, legislative relations and the rest. In those three years, separately and collectively, many of us in this room have met together to chat about this and exchange ideas and implement a few things.

This morning we have three men known to all of us who have enormous influence in their respective areas on the sport and specifically in the public relations phases of it. The format we would like to follow in the interest of keeping this lively, constructive and brief—because I am aware of the time and out of the years of attending this Round Table I know we try to end as near to twelve o'clock as possible—I am going to ask each of my colleagues here if he would express himself briefly to an area which we have already caucused on yesterday. And then ideally I would like to get this to open a dialogue and get some real exchange of ideas and thoughts. I'd like to have this be an audience participation show. The style I would like to follow is to have our three fellows talk first and then open up questions. So I am going to ask Everett Clay from Hialeah to be our first speaker.

MR. CLAY: Thank you, Tom. Three years ago in this room Chairman Deegan threw out to this very distinguished group the idea of a national Public Relations Advisory Committee for racing. Definitely this should be done. We all agree that racing's number one problem is declining attendance. It is more serious than that. Racing's number one problem is the failure of racing to accelerate its attendance at least in proportion to the national growth. Instead of going back we should be going forward in our attendance. I believe that such a Committee could make a lot of progress toward this.

I believe that our failure to grow is based largely upon lack of public education. One of the strongest emotional factors in man is the factor where he does not want to be embarrassed, he does not want to lose face, he does not want to be thought ignorant. The American public as a whole does not understand racing and is staying away from racing because of lack of education. It is surprising, and I have talked to people at the gate, the patrons who come in who do not know enough even to buy a program. There are many tracks that are doing a fine individual job but what we need is an over-all total national program. And I believe that such a Committee could go a long way toward that.

You ask what would be the purpose of this Committee: to evaluate and interpret public attitudes and recommend—that word is very important—recommend policies and action. Second, the purpose of this Committee would be to examine and study racing's public relations problems, marketing problems which Mr. Werblin will get into, and once again recommend solutions. This Committee would arrange for a survey and study of the American attitude toward racing, and on the basis of this survey and other surveys that have been made by individual tracks, NYRA and TRA, it would set up a program.

This Committee would not implement the program. You need trained, paid professionals for this national over-all educational effort. But this Committee could recommend a plan to set up a program and guide the racing industry toward the achievement of these goals.

We certainly have the talent in racing for this national Advisory Committee. There are at least three men in racing who are nationally recognized in the field of public relations. When the public relations textbooks are rewritten five or ten years from now you are going to find Tom Deegan, you are going to find Jim Selvage right there with Dr. Edward Bernays, Ivy Lee, Hamilton Wright, Sr. and Carl Byoir. Tom, Jim and I are all accredited public relations counsellors by the Public Relations Society of America. As far as I know we are the only three in racing.

There are others in racing who, through experience, through native ability and background, have had considerable experience in public relations and communication. I would like to throw out the names of a few for your consideration—Jim Stewart, John C. Clark, Walter Donovan, Fred Ryan, Bill Miller, Sonny Werblin, Don Voorhees. We have dozens who could do a tremendous job on this Committee. This being the national political convention season and the nominating season, I would like to propose a chairman for this Committee. This is a man who has national acceptance and is one of America's leading communicators. He is a member of The Jockey Club and I do think The Jockey Club is the proper banner for this Committee—possibly the Thoroughbred Owners and Breeders Association—but I really believe this is a duty and obligation of The Jockey Club. In the spirit of nominating the man who would do the best job of chairman and the man who has had considerable public relations experience I would like to offer as chairman of this Committee Mr. John S. Knight. Thank you.

MR. DEEGAN: Thank you, Everett. The second speaker on the panel is going to be Don Voorhees. In our caucusing we discussed not only the problems but also the potentials; not only the negatives but the positives, so Don is going to report on some of the things they are doing so well at Hollywood Park.

MR. VOORHEES: Thank you, Tom. We realize in our public relations program at Hollywood Park the thing that Tom and Everett both mentioned, that we need to educate people. The average person that goes to the races wants to know what it is all about and does not want to be embarrassed, so we feel we need to educate them. We've got to attract them first by some means and then give them some education. One of the things that we felt would be the background for an educational program is the Railbird Handbook, a supply of which is over here on the table if any of you are interested in them. I know many of you have seen them, but it is a little primer on racing that gives in very brief form enough background so that the patron would have some idea of what racing is about.

The second means that we have used is our public relations film program and we have been making these about every other year for the last 12 or 14 years. In our latest one we have departed a little bit from the standard staying away from the gambling aspect idea and have gotten into it with both feet. We have called it "Win, Place and Show". We show some races. We also show how the tickets

work; what win, place and show tickets are; what combination tickets are; when they are good, when they aren't good; what the daily double is. We have used this a lot with groups of people who come to the races on a special day at the races. Many of them come not knowing much about racing and this gives them a little background. We are able to show the film to the group and of course we have shown it to service clubs and many other type groups like this. It is a way of educating people very painlessly.

One of the big things that has been good for us, and Mr. LeRoy mentioned it, is our preview-days program. We have done this for about six years. The weekend before the track opens we have just a giant open house and some of the rest of you at your tracks have been doing this as well. The public are invited in free, we put on some training races, we have bus tours through the stable area and we put on horse-type entertainment on the track. Mr. LeRoy concentrated on the showmanship part and he has advised us on this program. We have gotten some interesting horse acts, some amateur, some professional, and we have filled the stands two times a day with this show on the track. We have had the whole plant open and people stationed in the various parts of the track where the public normally doesn't get, like the jockeys' room, stewards' room and places of this type. The people there explain what goes on. This has been a very successful thing for us. We are fortunate to have in our area a man who is a collector of antique horse-drawn vehicles and who restores them. He has brought his whole collection over for each of these open house days. We even have had pony carts and have given the kids pony cart rides around the plant. It is amazing, if you get the kids out you get their parents and you get a chance of showing them your racing films and they have a chance to pick up these Railbird Handbooks and read something about the sport.

Mr. LeRoy also mentioned the morning work-out program of the Railbird Club. We have run this on a daily basis from 7 to 10. This past year we just ran weekends until school was out and then we went on to a daily basis. We have an announcer who tells just what horses are on the track. This is easy for us because we have horse identifiers out in California and they identify the horses coming on to the track. We announce what distance they will work and then the work time is given to the public. Also in between horses working a man will give some background on how to train a horse and other colorful information about racing. Incidentally, with all that we have bus tours through the stable area and we show our public relations films in the little theatre, so we get a shot at a lot of people. We get them out because their interest may be in seeing horses or seeing the rural atmosphere of the stable area, and while they are there we get a chance to tell them our story.

The day-at-the-races program is another very important thing where we bring groups to the track. We get a chance to break them in to racing as they come out in groups as well. I think that briefly covers what we are doing.

MR. DEEGAN: Thank you, Don. Jack Kennedy introduced Sonny Werblin as being from Monmouth but that is the understatement of this day. Sonny is Monmouth and points north, south, east and west. We are very fortunate to have him share with us this approach to improving the relations of the public with Thoroughbred racing.

MR. WERBLIN: I am also unemployed at the moment, too.

(Laughter)

It is very difficult to discuss what I am going to talk about—promotion in television—without being critical and I hope that you will take what I say in the sense of being constructive and not critical because, like Oscar Wilde, I've never seen a monument erected to a critic. But I think we in racing are not fully aware of the competition that we have for the leisure dollar today, and that is the field we are in.

For example, in this little handbook that Don has it will show you that there are as many people who go to stock car races in the United States as go to horse racing, flat racing. Stock car racing did not exist twenty years ago. It will also be brought out that the outboard motor business, which was a \$200,000,000 business at the end of the war in 1946 is a \$4,000,000,000 business today, including marinas. We don't attract any of these people at all. There is a very, very fine distinction between advertising and promotion. Advertising is when you push the product toward the consumer. Promotion is when you push the consumer to the product. And that is where we fail.

Several years ago Ed Taylor asked me to talk to the TRA and I did. I advocated then, and I advocate it now, that we sell just about like General Motors and Ford and Coca Cola sell. We should have exhibits at every fair in the United States. They are simple, they are traveling exhibits, they would be on trucks. You could have a model paddock, model corral, have a jockey, take a mare that is well known in the area—she's not doing anything anyhow when she is in foal. There are four or five hundred thousand people go to the Michigan State Fair each year, go to the Trenton State Fair, go to every one of them. In Florida—and Everett, you know this—at every shopping center every weekend there are traveling exhibits. We should have this done. Anything we do would have to be done in concert. You can't do it alone. This should be paid for by all of the member tracks.

We also should have, in concert again, television. You cannot sell television as it is today because we really don't have a television show. So what you have got to do—and Wathen Knebelkamp doesn't like this—you've got to take again the Preakness, the Belmont and the Kentucky Derby and wrap them up as a package, in which event you probably would be able to get at least a thirteen-week national program. This is what is done in baseball. The networks—NBC has it at the moment—lose money on their baseball but they do it in order to get the World Series. They make money on the World Series, so that they have the game of the week at a loss and the World Series at a profit.

These two things I believe have to be done. If they are not we have no way of getting to the youth. We do nothing at the track really except have the people come there. We try to provide some comfort, but many people who come to the track don't even get a view of the Thoroughbred. We have so many ponies on the track right now. In the east at least—in the west they do it differently—the ponies parade on the grandstand side and a lot of people who come for the first time admire the white pony rather than look at the Thoroughbred. But it is possible in the fairs that are around to have a corral, take a well-known boy like Eddie Arcaro or Ted Atkinson or some of the jockeys and have them put on four or five shows just as the General Motors people do or as the Ford people do, as I say, who sell so well. I think these two things really have to be done if we want to get national coverage and try to get the youth audience or recapture the youth audience. Thank you.

MR. DEEGAN: Thanks, Sonny. Apropos the television comment I had hoped to have Bill McPhail here this morning—he's head of CBS sports who for many years has had the Triple Crown. Bill is negotiating the football contract this weekend but he gave me some notes and I am just going to paraphrase one or two points that he makes here from his letter to me:

He says that, other than the Triple Crown, the difficulty about television in Thoroughbred racing is that in many states the whole educational process is lost because it is not conducted at all. It is prohibited in certain states. This number of states of course is decreasing. From a network sponsor's standpoint this naturally affects the sponsorship. He points out the obvious, the time factor from east to

west in live network broadcasting and he points out what Sonny has said and which we all know so well. It is a two minute show and you have to do some awfully good padding to make it an interesting show so that the viewer does not twist the dial.

He points out another thing that Sonny knows very well—the weekend programming is now saturated with sports coverage, so the competition for the time is all the keener. Then he says, let's face it, the main attraction of the sport to those who pay admission is the betting. This is not available to TV viewers. He points out also in summary the exposure of racing on television and many of us separately have done this as an educational process. In fact, at one time New York racing paid its way just to have the educational value of it ten or eleven years ago. But he points out the value of television exposure to Thoroughbred racing, acquainting the viewer with the excitement, the dignity and the color of the event is probably racing's greatest public relations asset. That's consonant with what Sonny as an expert has just expressed.

Now it is five minutes after twelve and I was hoping we would have a lot of questions. Jack, do you want to handle the questions from the podium? I hope we have the answers for you.

MR. KENNEDY: Would anyone like to direct a question to Tom? I see Pat Lynch back there. This is your field, Pat, would you like to say something?

MR. LYNCH: In the context of Mr. Werblin's remarks I think we in racing must be realistic about the return that we ask for this promotion that we want so badly. Tom Deegan attended a meeting with me not so long ago in which the Ford Mustang people expressed a great deal of interest in the Triple Crown. At the time they told us that the Triple Crown package sportswise was the most expensive one in the sports world, even exceeding that of the National Football League and the World Series. So the realistic money problem here, I think, is something that is overlooked. Should you make a lot of money on your promotion? What do you think about that, Sonny?

MR. WERBLIN: It's not really the most expensive. The most expensive sports package is the National Football League at the moment, but I do have some costs per thousands here, just to give you a rough idea. The good advertiser in television tries to keep his cost per thousand down under \$3.00, and the Derby has averaged about \$5.50 for the last five years, the Preakness has averaged about \$9.00 and the Belmont has averaged about \$9.00. So it is really about three times as expensive to put on racing as it is to put on almost any other entertainment medium, and of course television is the entertainment medium.

MR. DEEGAN: Sonny, do you think that with a continuing educational process these figures will adjust favorably in the foreseeable future?

MR. WERBLIN: I think the main thing you get out of television is again that you reach the home. We come back again to the youth and the woman. I think we can take any campaign that any of the companies I have mentioned have done and take exactly the same procedure and do exactly the same thing, because they are designed for the youth market. They are trying to get customers for the future. They are not putting it in the shopping centers in order to sell automobiles that day, they are just trying to make people aware of that particular brand. That's what we have got to do.

MR. DEEGAN: The educational process once again.

MR. WERBLIN: Absolutely.

MR. DEEGAN: Everett, did you want to say something?

MR. CLAY: Elaborating on what somebody said, generally racing's image—and Tom pointed this out three years ago—is the Damon Runyon characters. In

my professional opinion, racing should strive to have an image, a wholesome family image, which would fit in with an appeal to all ages and groups and capitalize on everybody's interest in animals, particularly horses. I think we should shoot for that family image.

MR. DEEGAN: Thank you, Everett. Mervyn LeRoy.

MR. LeROY: We have that every Friday night in California. Our time slot out there is 8:30 to 9, in color. We teach the children, we teach everybody about racing every Friday night.

MR. DEEGAN: Is it sponsored?

MR. VOORHEES: It has had a number of sponsors.

MR. HANES: I wanted to ask Mr. Voorhees, do you have any rules against age limits for children?

MR. VOORHEES: No sir. In California, any age child can come as long as he is with his parents, if he is under 21. We have no problem as some states do have.

MR. HANES: Does the parent have to be with the child?

MR. VOORHEES: The law says that they do, but we know they aren't always with them. The kids run faster than the parents. But it has not been a real serious problem.

MR. KENNEDY: I think the main thing there, Mr. Hanes, is to keep them out of the betting ring.

MR. HANES: Tom, do you remember the disturbance we had in New York at old Aqueduct? We tried to open it up to families. You remember the violent criticism at that time about opening it to families. We were trying to do something for the image of racing Sonny Werblin was talking about to capture the youth.

MR. WERBLIN: We don't allow any betting.

MR. HANES: That is obvious, the law is against that here also. But I don't believe they have a law against children attending because Saratoga is full of them.

MR. DEEGAN: Are there some more questions?

MR. KENNEDY: I see Buddy Jacobson back there with his hand up.

MR. JACOBSON: For about \$10,000 or less than \$10,000 a film short can be produced and distributed to the high schools throughout the nation free of charge. I would think it would be a good idea if this industry would do such a thing. Of course they wouldn't describe the betting or go into the betting aspect of the business too much, but possibly show job opportunities for the kids in school. There are so many different professions in this industry which most people are not even aware of. It would also serve two purposes: it would create a labor force for us and also introduce racing to the youth that is growing up. It is such an inexpensive way, if everybody contributed, and I don't see any more direct way that you could get the message to the children.

MR. DEEGAN: Very good. I am going to ask Ed Dickinson if he would comment on that because I happen to know that New York has done a superior job of its film library. So much of the raw material at least is available and properly edited we might have that film in hand.

MR. VOORHEES: We brought three films here to leave at the Museum. The newest one, "Win, Place and Show" which I just mentioned, "See You at the Races," which was narrated by Gil Stratton, and "There They Go".

MR. DEEGAN: Ed, would you like to comment?

MR. DICKINSON: Over the years, as I believe most of the members of this panel know, we have had motion pictures produced on various phases of racing and have distributed them through the State of New York. They have a service in this state through the Commerce Department which circulates films by mail, paying only the cost of mailing, and we supply the State of New York with every

one of those films and keep track of the number of showings. These showings are in the schools, to youth groups, and in addition to that, the local Kiwanis Clubs, Lions, etc. That is one phase that I think is working fairly well here. But the betting film I think is something we would all like to see when you have it at the Museum.

I would like to mention something that is working very well, and this is Mr. Brady's idea. That's the racing aides. You may have seen these young ladies at the track. At Saratoga we put them in the grandstand area and it has worked out so successfully there as compared to having them only in the Club House at Aqueduct and Belmont, we will probably extend them into the grandstand areas. We used them recently at Breakfast at Belmont which in a way is a lot like the Railbird Club. We found it very well received. The people take our literature, and take it home. It is a marvelous way of educating people. They go up to these attractive girls, ask them questions. Even the children do it, and it is amazing how friendly everyone feels toward the racing aides, the rapport that develops.

MR. VAN CLIEF: I would just like to comment on something that was brought out about gambling. The gambler's image is a tough nut in a lot of areas in this country and one we have got to crack. Just as a rather amusing example of how people think about racing, I walked into the General Assembly in Virginia in the legislature to take my seat one morning and I had a suit on that looked like Bull Hancock's coat, a mild check, and I guess I had a striped shirt on. Somebody immediately said, "That's Mr. Van Clief. He has his gambling clothes on and he is going to fly up to Laurel this afternoon as soon as we adjourn." That's a real problem.

MR. KENNEDY: Well, weren't you?

(Laughter)

Do we have any other comments from the floor?

MR. DEEGAN: Jack, if there are no other questions I want to thank Everett Clay, Sonny Werblin and Don Voorhees for coming and preparing themselves and giving some real thought to this. I would hope that we could have a continuation of this form. Thanks, Jack.

MR. KENNEDY: Thank you, everyone, for participating. Please do not forget your memento of the occasion which is at your seat. I would like to ask Mr. Phipps if he will close the meeting.

MR. PHIPPS: I would like to thank you all for coming. There are cocktails on the terrace and then the New York Racing Association is going to be our host at the race track for luncheon. Thank you.