

IN THIS CORNER



George Beahon

AN OPEN LETTER TO FRED HERMAN

Dear Bud:

I read with interest and admiration your announcement that as general manager of Western Regional Off Track Betting you want to pioneer in wagering on pro football.

The early success of a bush-league variety of legalized pro football betting in Delaware undoubtedly must have encouraged you. And you say you can structure the operation within your present computerized system.

Bud, you are on the threshold of a mother lode. There is, you must know, more money bet on pro football, illegally, on any Sunday than is bet on horse racing in an ENTIRE WEEK! So you are aimed at where the money is. The only places football bettors can satisfy their appetites legally are in Nevada and Montana. We all know how you can bet every way there is in Nevada. And nobody lives in Montana. So the closest you can come to doing it right is to emulate the Vegas system. Which is pretty close to the way it's handled by local bookmakers.

I started out to make a point, and it's this: If you are going to take as much as 25 per cent off the top, as you do in horse racing, forget it. You won't fool the football bettors. They know about the vigorish. They're not fooled by boxcar Daily Double and Exacta and Trifecta payoffs. They KNOW that if they bet into the point spread and win, they expect to get back \$1 for an investment of \$1.15, or at most, in a concession to legality, \$1.20, which is 6 to 5 and more than a bookmaker asks.

So the format is all-important. If you can't do it the professional (illegal) way, don't bother. You won't get the clientele. And one more thing about the format: You'd better be able to fluctuate the odds during the week, on all 14 games, or you may go broke. I might take the Bills with six points on a Tuesday night, and I should be stuck with it, even if you are giving nine points on Friday night. You have to keep that line balanced right up to shut-down time.

Otherwise, well, Bud, there are some hustlers around this town who could break your outfit in a few weeks. If your line doesn't balance, no matter how big the limit bet (\$500 tops?), a few of these cats with computers in their heads will send you down the road and flatten you with a few runners. We have some sports gambling hustlers who can speed-read a half-point flaw in a line. They could steal your contact lenses between blinks.

What I'm trying to say, Bud, is that if you're going to offer legalized football betting, then use the illegal format. All you'll get is instant rich. No charge for the free advice.

Best wishes,
George Beahon.

Cenacle Honors Founder

The Feast of St. Theresa Couderc, foundress of the Religious of the Cenacle, will be observed by the Rochester Cenacle on Sept. 26.

According to Evalyn Esch, spokeswoman for the Cenacle, the day's events will start with a Mass at 10:30 a.m. The public is invited and refreshments will be served following the liturgy.

St. Therese founded the congregation in 1826. She was canonized in 1970.

Also on that day, Sister Annette Mattie, provincial of the North East Province, will celebrate her silver jubilee.

**THE 50¢
BREAKFAST
IS COMING**

MORRIS LIGHTING

Anniversary Sale



Ginger Jar Lamps

14" 13.50
22" 25.00
26" 28.50

Quantities Limited

Large Assortment of lamps, swags & tiffanies

Lamp and Tiffany Repairs

Clearance Sale on Spanish Lamps
60% Off

Open Daily 9-9, Sat. 9-6
841-851 Fetzner Rd., Greece

Looking for Work? Your Army man has a lot of job openings. This week, he's looking for young men and women who can qualify to become:

- ARTILLERY SURVEYORS
- COMMUNICATIONS EQUIPMENT MAINTENANCE PERSONNEL
- MEDICAL SPECIALISTS

Or, if challenge and adventure is your thing, he also has openings in Combat Arms, Infantry, Armor and Artillery. Either way, you can secure your Army job today, and not leave until up to nine months from now under the Delayed Enlistment Program (DEP). And, if you're a recent veteran, you may be eligible for reenlistment.

So, if you're looking for a job, look to your Army man and call:

Roch... 232-7424
Greece... 227-0160
Henrietta... 244-1600

Join the People Who've Joined The Army

Oktoberfest Mass



Old St. Mary's Church

WASHINGTON SQUARE

(Near Xerox Tower)

Rochester, New York

Sunday, Sept. 26

Procession from Manhattan

Square Park at 2:30

Mass at 3:00

Mass to be in German

**Msgr. Charles V. Boyle to
concelebrate the Mass.**

**Father Winfried Kellner will
give the sermon.**

All Welcome!