

# “MR. CHIPS” NEW ISSUES SERVICE

## ATLANTIC CITY

### e-NEWSLETTER

Exclusively For Subscribers to  
“Black’s New Issues Service”

SEPTEMBER, 2003



**BRUCE LANDAU (1945 -2002)**  
CC&GTCC CH-#002  
*“GONE BUT NOT FORGOTTEN”*

### “BEACH BAR” \$5 CHIP ISSUED AT TRUMP PLAZA

If you haven’t walked the Atlantic City Boardwalk this past summer season, you’ve probably missed one of the more notable seasonal improvements that a few of the casinos along the wooden way have put out on the beach. Tiki bars on teakwood floors with palm trees and white tent cabanas were at the Hilton, Caesars and Trump Plaza beaches this summer. Coupled with live island music, and dramatic lighting, one would think that they were on a Caribbean Island rather than a beach in Atlantic City. Come to think of it, Atlantic City is an Island ... so why not?

Scanned at the right is a \$5 chip that Trump Plaza has issued in late August to commemorate their Island Beach Bar addition to Atlantic City’s famous playground.



**TPP-5z**  
(1000 issued)

ATLANTIC CITY CASINOS NEW ISSUE SERVICE

When the chips are down, you can bet "Mr Chips" will be there to pick'em up.

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## TROPICANA FLAP OVER CASTRO BILLBOARD

Can a LE Fidel Castro chip be in the works soon??



DON'T BET ON IT!

In what has to be a public relations nightmare, Tropicana has a large billboard advertisement on the Atlantic City Expressway and two more on incoming Route 40 and on Route 30, which has aroused the ire of the Cuban-American community.



Assembly Speaker Albio Sires from Hudson County is calling for a boycott

of the gaming hall, which has also angered many chip collectors with their chip distribution policy.

The billboard features a likeness of Fidel Castro smoking his trademark cigar and refers to “The Next Revolution” in connection with the casino’s anticipated grand opening of “The Quarter”, the casino’s \$245 Million expansion project now well underway which alludes to a Cuban theme. There was a Tropicana Casino in Havana before Castro came into power. One of the first things Castro did when he took over the country was close down every casino.

*“The point is, what we’re doing is revolutionary”* so stated Maureen Siman, Tropicana’s spokeswoman. *“What we are doing is going to change Atlantic City in a positive way ..., in a revolutionary way. We are not making a political statement”*... according to a recent front-page article that appeared in *The Press of Atlantic City*.

Tropicana’s recent Market Place chip series also was a “revolutionary way” to distribute chips ... intended for chip collectors, but who were discouraged

by casino management from purchasing more than five chips per person.

While New Jersey has a sizeable Cuban-American population, Mariela Ferretti, an official with the Cuban National American Foundation in Miami said that the foundation was receiving complaints from both Cuban Americans and non-Cuban Americans alike.

The Press article concluded with the following observation ... “the whole idea of Castro supporting a casino is rather ironic, especially given the message Castro and his forces were trying to send when they pillaged Havana’s casinos. “It was a statement they were making, that the revolution was against all of that”, she said. “ They saw it as a social evil”.

Update; Trop has since put a red circle with a diagonal line through Fidel’s picture on all three large highway billboards.

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TPP-5aa



TPP-5ac



This Humphrey Bogart chip above was issued on Monday, September 29<sup>th</sup>, and will be followed a week later with a James Dean nickel on October 6<sup>th</sup>. Marilyn Monroe won't be issued until Mid October.

This is the new shell design currently in use at Harrah's high-roller pit. It is on a single zero table ... which is usually a \$25 minimum table. Got lucky one Saturday night when the table was a \$15 minimum.



TPP-5aa-ac Common Reverse

No more blue ones left ... but I do have several other colors available if anyone is interested.



TPP-5ab

**“CHIPWORTHY” BORGATA  
NON-REDEEMABLE CHIP**

**NEW SHELL ROULETTE  
CHIP AT HARRAH'S**

I still have a limited number of these chips available at \$6 each; on a first-come, first served basis. It's the first, and perhaps only, Borgata non-redeemable chip from A.C.'s newest casino for some time to come.

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Email me at [ablack2@optonline.net](mailto:ablack2@optonline.net) for a quick confirmation reservation response if interested in putting one aside for you.



BOR-NR

## BORGATA TOKENS



\$1, \$2, \$5 Borgata slot tokens still continue to be extremely difficult to locate as the casino continues to maintain its “tokenless casino” policy.

## “BLACK’S ATLANTIC CITY CATALOG” SOLD OUT!!



**SORRY ... ALL GONE!!**



“Working on 2004 Edition”

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## TRUMP MARINA HEART-LISA PRESLEY 2003 CHIPS



MAR-10d



MAR-10e

Both chips were issued on October 6<sup>th</sup>  
.... A double-header!

## COMING TO TRUMP MARINA?

Todd Moyer posted this chip on thechipboard.com on Monday, September 15<sup>th</sup>. Actual release date is scheduled for November (Election Day?)



MAR-5ab??

## SUGAR RAY NCV CHIPS AT TRUMP MARINA

Posted By: Todd Moyer  
<[toddmoyer@excite.com](mailto:toddmoyer@excite.com)>  
(141.150.185.162)  
Date: 9/16/03 12:49 p.m.

These NCV chips were used for a special promotional BJ game where radio station winners could play blackjack with the guys from Sugar Ray. The event was a GIANT success, everyone had a blast. The Band loved the chips. In fact, Mark McGrath (lead singer)

wanted some of the chips to show his mother! He was very humble - we gave a lot of the chips to the band and the radio stations (and the winners). The rest of the chips were just sent over to our gift shop and they are available while they last for \$5, plus (6% NJ sales tax.)



I've only purchased 100 chips and some of them have been promised to a few of my in-line helpers at previous chip releases. I've sent emails to those subscribers who have furnished me with an email address advising them not to bid on these chips on ebay at unreasonable prices being asked as I will be making them available to most of my New Issues Service customers

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who have indicated they want one. Will then be sending these chips to my \$5 subscribers by lowest club membership number until quantities run out. Of course anyone may return this LE chip for any reason if unwanted.

## NEW ROULETTES AT BORGATA

You say there is nothing left to collect in Atlantic City? Have you considered roulette chips? Much scarcer than any value chip as far as numbers produced yet priced the same as an ordinary \$1 regular table chip.



Email me if you have any interest.



There are seven different colors at each table #number. Table's 11 & 12 were just introduced in September. #11 used to be in the high-roller area and is now on the main casino floor.

## NEXT ATLANTIC CITY CHAPTER MEETING

The next Atlantic City Chapter meeting will be held at Sands Casino Hotel on Sunday, November 16<sup>th</sup>. Doors open at 11:30 a.m. Auction around 1:00 p.m. Over 100 chippers

are usually in attendance at this very popular, well-attended gathering.

## INVOICE REMINDER...

PLEASE ... don't forget to return your invoices with payment. It makes it so much easier on my end to figure out what month payment you are sending. If you wish to keep the invoice for your personal records, that's o.k., but at least write on your check in the memo portion, what chips you are paying for.

## ARE YOU A CC&GTCC MEMBER??

If not, I would be pleased to sponsor you. Please email me for a membership application.

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NO, I'M NOT RUNNING FOR ANYTHING!  
HAPPY COLLECTING ...

*Archie*



Proud to be ..  
Honorary Life Member #001