

“MR. CHIPS” NEW ISSUES SERVICE

ATLANTIC CITY

e-NEWSLETTER

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

PRICELESS!



DECEMBER, 2004



PROUD TO BE HONORARY
LIFE MEMBER #001

IF YOU ENJOY YOUR FREEDOM
THANK A VET

“FOOTLOOSE” AT TRUMP PLAZA

Well, the show has ended, but that doesn’t mean the chips left the building with the cast members.



TPP-5ah

TRUMP PLAZA’S LONG AWAITED \$25 HALLOWEEN



TPP-251 (300 issued)

Another sold-out issue that was released long after the holiday event had passed, but it was well worth the wait. The lenticular (hologram effect) center inlay is quite dramatic.

TURKEY BOWL CHIP AT TRUMP MARINA



MAR-5ag

That’s right, “Turkey Bowl” ... literally. Contestants were chosen at random every two hours. A frozen turkey is rolled down the “alley” and cash prizes are awarded for each bowling pin knocked over.

“WHEN THE CHIPS ARE DOWN, YOU CAN BET MR. CHIPS WILL BE THERE TO PICK THEM UP!”

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TRUMP MARINA'S ATLANTIC CITY 150TH ANNIVERSARY CHIPS

Only a potential 150 complete sets of these chips can possibly exist on the entire face of the earth ... but highly improbable.

Reason why? \$5 chip collectors make up the backbone of the chip-collecting hobby ... and many of them who couldn't be in attendance at Trump Marina's extremely limited release are furious. Trump Marina only made 150 sets of this 150th Anniversary tribute to the city of Atlantic City. Many \$5 chip collectors from all over the country were shut out from obtaining this set that was strictly rationed to one-set-per-person. Other chip collectors, who were fortunate in obtaining a set or two, had little or no interest in the higher denominations, and they simply broke out the \$5 chip and sold the remaining chips in the set that they didn't need/want in their collection(s) in order to pay for the initial offering \$150 face value price tag.

I am unable to supply ANYBODY with a set of these scarce sets. I only hope

that Todd Moyer and his staff at Trump Marina have not set into motion a new precedent in town that other casino properties may want to emulate. One major mistake is enough. The chip collecting community isn't looking for more of the same low-mintage quantities, which prevents lots of A.C. collectors from maintaining their up-to-date collections.

FOLLOWING IS THE ACTUAL PROCEDURE FOR MARINA'S CHIP RELEASE DISTRIBUTION

First off, let me say there are no complaints from me on this end as to how the chip release was handled since I was one of the early birds ... but just to follow-up on Bob Touts' and Joe Fiore's posted exchanges on www.thechipboard.com ... true; Jerry Birl arrived at 10:30 p.m. the night before but Jerry didn't stand in line all night ... which may have been the false impression given. In fact, many chippers were there at 6 p.m. on the same Saturday when the Turkey Bowl chips were distributed, well before Jerry arrived later that same evening. I'm told that Jerry indeed was the first in line at 7:30 a.m. on the morning of the release.

On Saturday morning, as we do virtually every Saturday morning when we are in A.C., ... Brenda and I were headed to a yard sale in Brigantine around 9 a.m. as I wasn't planning to get to Trump Marina until closer to 11:30 a.m. for the announced 2 p.m. 150th Anniversary chip release

On the way past Trump Marina I said to Brenda, *"let me just run in for a minute to see if anyone is in line for the 150th Anniversary chips set at this early hour"*

I left Brenda sitting in the car parked at the curb at Trump Marina and went inside to look around. I was astonished to find over 20 chip collectors already assembled and they all had little yellow post-it notes with a number. I asked, "Where are the numbers being given out?" and was directed to a security guard. I was issued #37 and immediately went out to the car to tell Brenda to forget about the Brigantine yard sale; that she needed to quickly go inside and obtain a number while I park the car in the casino garage.

When Brenda arrived and asked the same security guard for a number, she

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received #26. NO, this isn't a typo ... you read it right, I got #37, Brenda got #26 from the same guard, maybe ten minutes after I got my number.

I later discovered, that initially some of the early arrivals had taken it upon themselves to distribute the small yellow post-it-note numbers to chippers as they arrived with the intentions of beginning some semblance of order of anticipated crowd-control since nobody else seemed to be in charge and no advance preparations were made for the bulging line that was forming. A security guard came over and said that he was the one supposed to be in charge of giving out the numbers and that any future distributed numbers would not be official ... unless he gave them out.

(You've read the message board account by Bob Touts when the cage supervisor found out about the numbers being distributed by the guard).

Later on, the cage supervisor addressed the assembled group and said that the numbers that had been given out earlier would be replaced with a new computer printed slip of paper which were now being printed in the office and which

would be available at the cage in about 15 minutes.

Meanwhile, other chippers were arriving and no numbers were being distributed to them and it was more like 45 minutes, than the 15 minutes the cage supervisor had initially indicated. After the "official" numbers were printed, all those who had been assigned a number on the yellow post-it-notes were instructed to form a separate line from those who had no number at all.

When the actual time came to distribute the new set of computer printed numbers, those who had yellow post-it note numbers were called in numerical order to the cage window. When #21, #22, #23, #24, #25 was called there was no response.... then Brenda's #26 was called. #27 to around #31 got their replacement number, but when #32-#36 was called ... again, no response until #37 was called, which was me. Additionally, nobody claimed having #38-#40, until Dick Brach's #41 was called.

Each person with the temporary number approached the cage window where they were given an "official"

number that matched their "temporary" number and had to provide name, city & state and photo id. This new ticket had the recipient's name handwritten on it.

Anyone who showed up to register before 2 p.m. was able to get a number, which assured them of purchasing ONE set of chips.

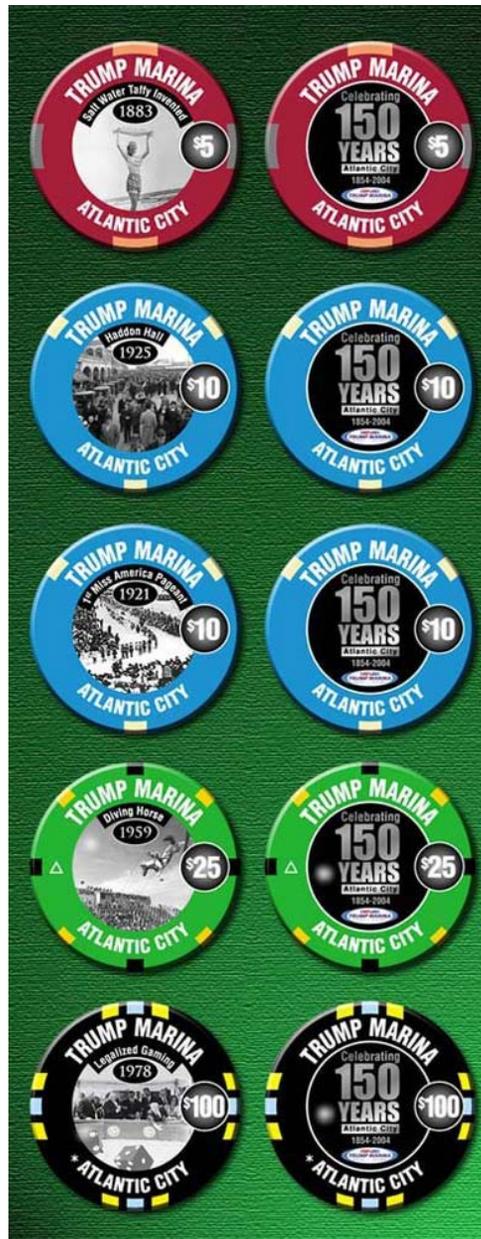
Promptly at 2 p.m. the distribution process began. Chip purchasers were called in numerical order to the cage window to purchase their set for \$150 when presenting their numbered ticket and valid ID. Again, as before, when #21 was called there was no response. #22, #23, #24, #25; same no response. Brenda was #26. No response to #31 through #36 either, until my #37 was called. No response to a few numbers after #37 until Dick Brach's #41 was called. Unsubstantiated rumors began circulating that perhaps these several unclaimed numbers were being held back for someone?

The cage supervisor announced that after those who were holding numbers before the 2 p.m. deadline were accommodated, any remaining sets after 2 p.m. would be offered to anybody who wanted to purchase a

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second set for \$150, could get back in line in the same numerical order of numbers issued until all sets were sold beginning at 3 p.m.. I believe there were something like 30 sets remaining after the first wave went through.

In retrospect, I think the distribution was handled as fairly it could be under the circumstances. It became evident that perhaps Todd Moyer was correct when he told me privately that he didn't believe there were 150 \$5 chip collectors who would show up for this release. He was right; it was about 60 actual chip collectors who showed up ... along with non-collector husbands, wives, and friends in tow. And even at that, there was at least one set of chips available for purchase for everyone who was in line ... and about 30 buyers wound up being able to purchase two sets each, including yours truly and Brenda.



You say that you only need one or two chips from this set? No problem ... Bids are now being accepted for single chips in this set ... or for a whole set. Send me your best offer.

MISSED THE COMPLETE VALUE SET?

I do have some of the No Cash Value 150th Anniversary chips left in stock that were issued by Trump Marina. Price on these is only \$10 each.



MAR-NCVg

SPEAKING OF NCV'S

Trump Marina has issued their 2004 version No Cash Value chip for their annual VH1 “Save The Music Foundation” charity auction. This year's LTD (500) chip features rock group “Collective Soul”. The no cash value chips were sold at Trump Marina

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for \$10 to benefit attendees on November 27th. My NIS price to subscribers is \$14.



MAR-NCVh

Trump Marina held another annual fund-raising VH1 Auction after releasing this year's No Cash Value chip on Saturday, November 27th. A \$25 Alice Cooper chip, which was autographed sold for \$425.00!

ANOTHER TOUGH NCV TO OBTAIN

These admission chips were sent to 1500 invitees to a Borgata “Thank You” appreciation party held in New York City's posh Capitale Restaurant on December 9th, 2004.



A COUPLE OF NEW ROULETTES



Tropicana has added a new small pit of table games near the entrance to “The Quarter”. There is only one roulette table among a half-dozen BJ tables in this small pit, and the chips are of the 5 bar design.

Trump Plaza has pulled all of their numbered roulettes and has reverted back to their old Paulson designs, but with new condition chips. The original Star design shown above was only in play for a very short period of time

years ago, but is now back in play full-time again. Thanks to an unidentified roulette harvester for supplying the scans.

UPCOMING NEW ISSUES

Tropicana will be issuing a \$25 **Grand Opening** lenticular chip for their Havana-themed expansion project, “The Quarter” shortly as the new tower approaches completion. No release date or numbers to be issued have been announced ... although indications are that the Official Grand Opening won't be until early December. Possibly a \$25 G.O. token is in the works as well.

Apprentice chip at **Taj Mahal** is back on track. Also \$5 & \$25 **Star Bar** chips. Have not heard of any issue date or numbers.

Trump Plaza's \$5 Jekyll & Hyde is in the works followed up with a “**New Year**” issue. Joe Gontowski reported that the original text on the chip (“Happy New Years”) was grammatically incorrect and has been revised to read “Happy New Year”.

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Trump Marina; \$10 Ms. Deckadence; Hooters set to be issued “soon”. Todd Moyer says to look for a \$2.50 L.E. to be issued on or about April 1st.

New Years; Chinese New Years; and Mardi Gras chips are being planned by **Showboat**.

TRIVIA QUESTION; How much play money is in a set of the official Monopoly game?

That was a question posed by Todd Moyer from Trump Marina on the Atlantic City Casino Collectibles Club message board ... and was answered correctly by “yours truly” for a \$50 food comp at the beautiful Harbor View Restaurant. Thanks Todd, and Dave Roberts, Director of Marketing Operations, for the nice prize! Brenda and I enjoyed the outstanding fine dining for a change from the usual 2-1 buffets.

BTW: The correct answer is \$15,140 that was mentioned in one of Todd’s earlier message board posts.

CHIP DESTRUCTION CONDUCTED AT SANDS

According to a reputable source at Sands, 18,321 assorted chips, totaling \$136,241.50 in face value rack chips were destroyed on November 16th at Sands.

Here are the actual numbers of individual chips, which were reported to have been destroyed:

(3) \$5000	\$15,000
(39) \$1000	\$39,000
(152) \$100	\$152,000
(1188) \$25	\$29,700
(4600) \$5	\$23,000
(11,004) \$1	\$11,004

Total: 18321 pieces \$136,241.50

PULLEEZE RETURN INVOICES WITH YOUR PAYMENT!!

Also, while I’ve got your attention ... if you are behind in payment(s), I will not be mailing out the current chips in

the future until payment is received for the previous shipment. This could result in some subscribers not receiving a few of the short issues. It’s not fair to those who are current with their monthly payments who do not receive a chip in short supply ... when those who may be in arrears do get one. Please help me out with my bookkeeping by staying up to date with invoices.

SPEAKING OF INVOICES

There must be an epidemic going around of “*the lost invoice syndrome*.” I can’t begin to tell you the number of notes and emails I receive after each mailing regarding “lost or misplaced invoices”.

Folks; PLEASE, take care of business as soon as you receive your package(s) ... or put your invoices in a safe place until you can write out the check.

With over 100 mailings each month, it’s very cumbersome trying to

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reconstruct what chips I've sent out to whom when not all subscribers receive the same items.

A.C. CHAPTER MEETING

No date for January meeting has been set yet. Look for announcement on A.C. message board.

Visitors are always welcome!

\$25 ESTEFAN & CROW CHIPS ON EBAY ...

I received a surprise return of my unopened chip package that contained these two extremely tough chips to obtain from one of my New Issue Subscribers (Marvin Covitz). The chips that Marvin passed on, was placed for sale on ebay a few days later.

Click link(s) below to discover how much the top bidders were willing to pay for chips that more than thirty of my New Issue Service subscribers only paid \$30 for :

Gloria Estefan \$25 chip;

<http://cgi.ebay.com/ws/eBayISAP.L.dll?ViewItem&item=6134291259&ssPageName=ADME:B:LC:US:1>

Sheryl Crow \$25 chip:

<http://cgi.ebay.com/ws/eBayISAP.L.dll?ViewItem&item=6134290720&ssPageName=ADME:B:LC:US:1>

BTW: The winning bidder emailed me the day after the ebay auction closed to tell me that he was offered \$200@ privately for these two chips.

Where else do you get all this good information for free?

ARE YOU A CC>CC MEMBER??

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



“NO, I’M NOT RUNNING FOR ANYTHING!”

Archie