

# “MR. CHIPS” NEW ISSUES SERVICE

## ATLANTIC CITY

### e-NEWSLETTER

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

**PRICELESS!**

**APRIL, 2005**



**PROUD TO BE HONORARY  
LIFE MEMBER #001**

## KEITH URBAN \$5 & \$25 AT TAJ MAHAL

Most of you have received the \$5 chip in with your February package... but due to the timeliness of the release, I was unable to include a scan of these chips in my February e-Newsletter. For the sake of documentation, I'm including the images in this issue.



Just 500 of the \$5 chip was produced (which is a relatively small number for a \$5 chip) while only 100 of the quarters were made. Like the Apprentice chip that preceded this issue; I was forced to resort to offering eight of the Urban \$25 quarters at bid to my on-line subscribers with a March 15<sup>th</sup> deadline.

Meanwhile, the \$5 Keith Urban chip has really taken off. Here is a link to a

recent ebay offering for the \$5 chip which went for over \$40!!

<http://cgi.ebay.com/ws/eBayISAPI.dll?ViewItem&item=6165500713&rd=1&sspagenam e=STRK%3AMESE%3AIT&rd=1>

## \$25 BIDDING UPDATE

The bidding deadline on the Trump Marina \$25 Apprentice and \$25 Keith Urban chips resulted in the top bidders winning these chips at the 6<sup>th</sup> highest bid received of \$75 each. Higher bids that were received between \$85-\$100 were reduced to \$75. Price is now \$100@.

## TRUMP PLAZA ISSUED CONTROVERSIAL \$25 CHINESE NEW YEAR CHIP



I'm told that the Casino Control Commission notified Trump Plaza that

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

# “MR. CHIPS” NEW ISSUES SERVICE

the design of this chip was unacceptable prior to it's release because of the offensive Chinese characters on the reverse that said “Year of the C--k” instead of Year of The Rooster. Year of the “C—k” is perfectly acceptable in Asian culture, but evidently not in Atlantic City. \*\*The ruling was reversed.

just purchased in March, 2005 by a well-known Maryland collector at a substantial bid well over twice the original \$1800 purchase price. The \$1 Holiday Inn chip now resides in the same collection as the rare .50 cent Resorts chip of which only one is also known.



MAR-5ai

Tentatively to be released on May 1<sup>st</sup> ... 1000 issued.

**RARE \$1 HOLIDAY INN  
CHIP HAS A NEW OWNER!!**



HOL-1

The above chip has been offered for re-sale and sold after several years in hiding was originally purchased at a public auction in Bob Mera's Boardwalk store quite a few years ago for \$1800 (includes commission paid).

This unique rare chip has resided in a New York collection of \$1 Atlantic City chips ever since that early club auction and was

**MISS DECADENCE \$10 CHIP  
AT TRUMP MARINA**



LTD 1000

Todd Moyer says that this chip (dated 2004) will be released at Trump Marina on Memorial Day weekend.

**YO PHILLY BLOCK PARTY  
CHIP AT TRUMP MARINA**

**42<sup>nd</sup> STREET LE SLOT CARD  
AT TRUMP PLAZA**



Do you ever wonder why some casinos actively promote their properties with new chips and innovative slot cards while other properties seldom do?

Good promotions job Trump Plaza!

# “MR. CHIPS” NEW ISSUES SERVICE

## A.C. Trivia; EVER WONDER WHERE THE TERM “JITNEY” CAME FROM??

Those of you who are familiar with the Atlantic City landscape know exactly what I’m referring to regarding the popular “jitney’s” (or small busses) that run up and down Atlantic City’s public streets. They are a primary means of transportation in the city used by residents, hotel and casino workers and tourists alike. Fare is only \$1.50 anywhere in the city. The fleet has been upgraded over the past couple of years through a grant by the U.S. Transportation Department.

The term “jitney” has survived for almost a century when privately owned busses began operation in 1915 that eventually drove the trolley line to the brink of bankruptcy ... which is when the nickel fare at the time, used to be a slang term for a “jitney”.

## NEW APRIL FOOLS \$2.50 CHIP IS HERE!

We were told that 6 p.m. on April 1<sup>st</sup> was the release date and time. Todd Moyer wasn’t kidding! It happened exactly as he said it would. No April Fool’s joke! \*\*These chips will be mailed out as soon as the new Hilton rack is changed over. See story elsewhere.



MAR-2.5a

## SILVER STRIKES ANYONE?

I have quite an extensive listing of Nevada \$10 Silver Strikes available for anyone interested in purchasing same. Most are priced at only \$12.50 each. Over 400 strikes are listed.

## COLOR VARIATION ON \$5 HILTON CHIP

Check the \$5 Hilton chip in your collection and see if it is much lighter than the new darker color variation found. The newer chip is on the left, the original \$5 chip is on the right. With the completely new rack of chips scheduled to be changed over to “HILTON RESORTS DESTINATIONS” by the end of April, there was not much time left to pick up this color variation for those who collect varieties. Only those who responded to my earlier email last week will be getting these chips from me with the April mailing of the new Hilton rack chips.



HAC-5j

HAC-5

# “MR. CHIPS” NEW ISSUES SERVICE

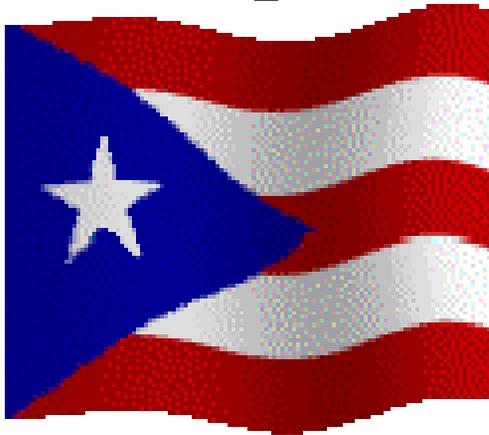
2005 EDITION “BLACK’S

## “BLACK’S CATALOG”

”

of

## *Puerto Rico* *Casino* *Chips*



By Archie A. Black, a.k.a.  
“Mr. Chips”

P.O. Box 63 Brick, NJ 08723-0063

### CATALOG OF PUERTO RICO CHIPS” IS NOW AVAILABLE

The long-awaited update of my 1999 Puerto Rico catalog is finally ready for distribution. Only 50 copies were produced. Email to reserve your copy. \$35.00 postpaid, via priority mail.

### 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

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

### ANYONE COLLECT CASINO PINBACK BUTTONS??

I began putting together a collection of these pinback buttons several months ago and I now have several hundred different. I’m looking to trade with other pinback button collectors. Please email me for my scans of duplicate pins.

# “MR. CHIPS” NEW ISSUES SERVICE



**A.C. COLLECTIBLES CLUB  
MEETING ... AND I WON'T  
BE THERE!**

New club officers will be taking over at the next meeting on Sunday, May 15<sup>th</sup> at The Sands. Doors open at 11:00 a.m.

Unfortunately, or fortunately..., depending upon how one views these things ... Brenda and I will be unable to attend this meeting as our brand new grandson will be christened that day. If you want to order an A.C. Catalog, or a PR Catalog ... you may do so by mail.

Visitors are always welcome!

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

**IF YOU ENJOY YOUR FREEDOM  
THANK A VET**

**2005 EDITION OF BLACK'S  
ATLANTIC CITY CATALOG  
AND MY 2005 PUERTO RICO  
CHIPS CATALOG ARE NOW  
READY FOR DISTRIBUTION**

**“Black’s Catalog”  
Of  
Atlantic City Casino Chips  
& Gaming Tokens  
2005 EDITION**



**Brighton opened August 31, 1980 -  
became Sands May, 1981**

**\$39.95, plus \$3.85 priority postage**

**BULLETIN!!  
NEW RACK AT HILTON IS  
DELAYED!**

Special report to my new issue subscribers;

Today's announced switchover to new chips at Hilton didn't happen as planned. Have no idea as to why..., but I drove to A.C. late last night (25<sup>th</sup>) in preparation of the previously announced midnight switchover. I found that half the gaming tables were closed and had

## “MR. CHIPS” NEW ISSUES SERVICE

their chip racks sealed on the lucite tray covering with tape marked “inventoried” and the padlock’s were sealed with adhesive tape as well. Dozens of rows of slot machines were closed off with yellow barricade tape for accounting purposes as well. When I asked when the actual changeover would take place, I was told “not for another week”. I can’t believe that all these currently sealed tables and slot aisles will not be open this weekend when Hilton usually gets pretty crowded.

When it happens, it happens ... and you can bet I’ll be there to pick up the new chips

### UPCOMING NEW ISSUES

**Trump Plaza** will be continuing their Broadway shows in the theater. **42<sup>nd</sup> Street** slot cards were issued for the show that just closed on April 17th and rumor has it that “**Cats**” will also be running in the Plaza’s theater this summer following the opening of “**Cabaret**” in early May.

Look for a \$10 **Mother’s Day** and a **Father’s Day** chip at Trump Plaza. I’ve gotten and advance preview of the proposed artwork for the Father’s Day issue. A Dad with a hooked fish on the end of his fishing pole, and the son netting the catch!

Another \$100 “**Run For The Roses**” chip will be issued at Trump Plaza on Derby Day, 2005.

**Showboat’s** next LE chip release won’t be until the **House Of Blues** opens around the 4<sup>th</sup> of July according to Chris Block, Games Supervisor.

A series of \$5, \$10, \$20, \$25, \$100 Grand Opening chips is being planned (possibly at staggered intervals) with quantities as follows;

\$5/500  
\$10/500  
\$20/200  
\$25/100  
\$100/60

### **ARE YOU A CC&GTCC 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*