

Casino Chip And Token News

A Publication of The Casino Chip and Gaming Token Collectors Club, Inc.
Spring Issue
April, May, June 2004

EXTCO

Miami
Volume 17 • Number 2 • \$6.95



PROPIO OF CANOER
OF MEXICO

GAMING
IN CUBA

Plekle Bank

Little Cayman Cayman Bra



Imagine cruising through the warm waters of the Carribean with a Bahama Mama in your hand while listening to exotic music along side fellow chip collectors, dealers & authors!

Announcing the Inaugural Chipppers Cruise

When: Friday, October 1st through Monday, October 4th, 2004.

(with an opportunity to extend your vacation through Friday, October 8th)

Where: Port of Miami, FL bound for Nassau, Bahamas. We'll be cruising on Carnival Cruise Lines beautiful ship "Fascination".

Who'll be there: Here's a partial list of the esteemed chippers that will be joining us: Archie & Brenda Black, James Campiglia, Belinda Hixon, Jim Kruse, Allan & Diane Myers, Joe Shaw, Greg Susong, Gene Trimble and many more. This will be a great chance for you to vacation with our hobby's leaders & experts.

What's included: The best available ocean view stateroom with a large picture window. All your meals including three networking dinners with round robin seating & all the onboard entertainment and fun a cruise ship has to offer. Four scheduled trading sessions in a reserved meeting room, a private open bar party and a "goodie bag" from your hosts. Also included is the incredible Camp Carnival. Free supervised play is available for the kids from 9 AM till 10 PM with paid babysitting available from 10 till 3 AM. Finally, a chipping event for the whole family or a get away just for you!

How much: The all inclusive price of \$377* per person (based on double occupancy) covers the cruise, all taxes, port charges, customs fees, destination fees, all the chip related events and prepaid tips to your room steward, waiter, bus boy and matre'd. (* price subject to change June 15th, 2004)

Won't you join us? Be sure to reserve your cabin soon as our finalized group list is due on August 1st. Don't miss the boat!

Your hosts: Dave & Debbie Harber (R-2283) and Mike & Corni Quinlivan (#LM-3194-54)

Get all the details at our website: www.ChippersCruise.com



CASINO CHIP & TOKEN NEWS

A publication of

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A member of the American Numismatic Association (C-140538)

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**AMERICAN NUMISMATIC ASSOCIATION
MEMBERSHIP APPLICATION**

Our club, CC>CC, is founded under the ANA, maybe you would like to join it too. It is the largest organization of coin collectors in the world.

Regular Student Junior Senior Associate
Present or former ANA number, if any _____

Mr. Mrs Ms.

Name, please print

Street

City

State Zip

Country Date of Birth

ANA bylaws require the publication of each applicant's name and state.

Please check here ___ if you DO NOT want your name and address forwarded to the ANA representative in your area. Please check here ___ if you would like your name provided to companies with offers we feel may interest you. I herewith make application for membership in the American Numismatic association, subject to the Bylaws of said Association. I also agree to abide by the Code of Ethics adopted by the Association.

Signature of Applicant Date

Proposer

The Casino Chip & Gaming Token Collectors Club, Inc.

Check Money Order Credit Card Type _____

Credit Card all Numbers Expiration Date

Signature of Cardholder (Required)

Dues

- Regular (age 23-64) \$29* outside US \$36*
- Student (age 18-22) \$11 Junior (age 17 or younger) \$11
- Senior Citizen (age 65 older) \$25* outside US \$32*
- Associate (child or spouse of regular or life member living at member's address) \$4

*plus \$6 application fee, first year only

Forward completed application to:

ANA
818 Cascade Ave.
Colorado Springs, CO 80903-3279

SCHEDULE OF PUBLICATION DATES

1st Quarter January, February, March
Mailing Date: January

2nd Quarter April, May, June
Mailing Date: April

3rd Quarter July, August, September
Mailing Date: July

4th Quarter October, November, December
Mailing Date: October

PLEASE NOTE

- Do not send in ads that are folded. May we recommend that you send in your ads by Priority Mail in a flat pack marked "DO NOT BEND", this will only cost you about \$3.85 and we will receive them in about two to three days.
- When you place a one inch or two inch ad for more than one issue, you may make changes in that ad for each issue. Once again try to get the changes to us well before the deadline of each issue.
- When ordering items from one of our advertiser let them know what issue of the magazine you noticed their ad in.

NEXT DEADLINE

3rd Quarter Issue 2004
is June 1st 2004

Publication and Ad Deadline Dates

1 st Quarter: Jan-Feb-Mar	Deadline for Ads: Dec 1 st
2 nd Quarter: Apr-May-Jun	Deadline for Ads: Mar 1 st
3 rd Quarter: Jul-Aug-Sep	Deadline for Ads: Jun 1 st
4 th Quarter: Oct-Nov-Dec	Deadline for Ads: Sep 1 st

MOVING?

Don't forget to let our Membership Director know your new address. Contact:

Ralph Myers
P.O. Box 35769
Las Vegas, NV 89133-5769

ADVERTISING RATES
THE CASINO CHIP AND GAMING TOKEN
COLLECTORS CLUB, INC.
A QUARTERLY PUBLICATION

“Camera Ready” advertising deadline is the 1st of the month prior to the mailing date. These rates are for camera ready display ads only. Need help with your ad? See next the column over. Please allow 3-4 weeks delivery for 3rd class mail.

DISPLAY AD RATES

1/8 Page	(Business Card) Standard size 2" x 3.5"	\$20.00
1/4 Page	(Camera Ready) Width: 3.50" x Height: 4.75"	\$35.00
1/2 Page	(Camera Ready) Width: 7.50" x Height: 4.75"	\$60.00
Full Page	(Camera Ready) Width: 7.50" x Height: 9.50"	\$100.00
Back Cover with Full Color		\$500.00
Inside Covers with Full Color	Width: 7.50" x Height: 10.00"	\$325.00
Inside Facing Pages	Width: 7.50' x Height: 10.00"	\$150.00

Note a business card is a business card not a two inch ad worked up for this space.

CLASSIFIED AD RATES

These rates are for ads per column inch that are up to 3 1/2" in width and \$7.50 per inch in Height (about 6 lines). Additional overrun copy will be billed at the rate of \$1.50 per line for less than full inches, or fraction of an inch.

All ad copy must be accompanied by payment made out to “The Casino Chip & Gaming Token Collectors Club, Inc.” or CC>CC. No ad will be run without payment.

Publisher assumes no responsibility for statements made by advertisers and reserves the right to reject any advertisement.

CONTRACT DISCOUNT ADVERTISING RATES

Sign up for a full year of advertising and save up to 25% on some ads. Take a look at the table below and see how much you will save.
 Full payment must be sent in with your contract ad request

Ad Size	One Issue	Full Year	You Save
1"	\$10.00	\$35.00	\$5.00
2"	\$22.00	\$80.00	\$8.00
Business Card	\$20.00	\$70.00	\$10.00
1/4 Page	\$35.00	\$130.00	\$10.00
1/2 Page	\$60.00	\$220.00	\$20.00
Full Page	\$100.00	\$360.00	\$40.00

Just check off the type of ad you would like. You make changes in any of these ads in each quarter of issue. Full payment must be sent in with your contract ad request.

Yes, I Would Like	Ad Size	Requirements
<input type="checkbox"/>	1"	\$35.00 with placement of ad
<input type="checkbox"/>	2"	\$80.00 with placement of ad
<input type="checkbox"/>	Business Card	\$70.00 with placement of ad
<input type="checkbox"/>	1/4 Page	\$130.00 with placement of ad
<input type="checkbox"/>	1/2 Page	\$220.00 with placement of ad
<input type="checkbox"/>	Full Page	\$360.00 with placement of ad

Name _____
 Address _____
 City _____
 State _____ Zip _____
 CC>CC# _____

Need help in working up your ad? Just give us a call at 562-408-2463 and ask for C.T. Rodgers
 Fax - 562-634-8107
 E-Mail - ctcoins@aol.com

Send full payment payable to “CC>CC” with your advertisement to:

Charles T. Rodgers
 Advertising Manager, CC>CC
 P. O. Box 4572 Lakewood CA 90711

CC>CC MEMBERSHIP APPLICATION

Name _____

Address _____

City _____

State _____ Zip _____ Country _____

Phone Number _____

My collection interests are:

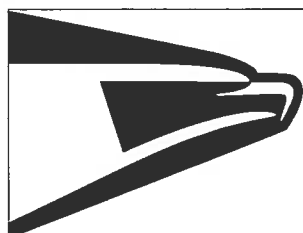
- Chips Tokens
 U.S. Foreign

I would like you to publish my . . .

- Name and address
 Phone
 Do not publish my name and address

I have enclosed my annual dues for:

- One year \$20.00 U.S.
 Associate \$5.00 U.S.
 Foreign \$35.00*
* postal money order or U.S. funds



First Class Mail

- Check here
for First Class Postage
Just \$12 more a year

Foreign mailings are at the First Class rate. All other mailings are via 3rd class mail.

Annual dues will be renewable in the same quarter in which the membership application was processed. Check our address labels for your membership expiration dates. Mail your completed application with your check made payable to CC>CC to:

CC>CC Membership Officer
Ralph Myers
P.O. Box 35769
Las Vegas, NV 89133-5769

Sponsored by:



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*A publication of
The Casino Chip and Gaming Token Collectors Club, Inc.*

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Original articles are encouraged and are welcomed by the Editor. However, no assurance is implied that such material will be used or returned to the author. Opinions expressed in articles are those of the authors and do not represent those of The Casino Chip and Token News or the Editorial staff.

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A publication of the Casino Chip and Gaming Token Collectors Club, Inc.



April · May · June 2004 Volume 17 Number 2



Cover Story
Gaming in Cuba

Photo Courtesy
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of Old Cuba
Miami, Florida
<http://www.oldcubaart.com>

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Letters to the Editor

Please convey to John Moore how much I enjoyed his article on the Town House and Lew Hymers. It was such an interesting work of writing that I couldn't stop reading until the very end.

Too many times people such as John go to great lengths to prepare such a story and are never properly acknowledged! Certainly Howard Herz and Larry Hollibaugh should also be thanked for their help.

All you guys are doing a fantastic job with the magazine.

Sincerely
Scott Fawcett
CH-0049

THE LAST FRONTIER

Classic first issue \$1 chip
in the Crest and Seal mold.

\$180.⁰⁰ pp

Die-cut \$100 chip from the high-roller
21 Club area at the Last Frontier

\$90.⁰⁰ pp

Send check or money order to:

Steve Piccolo

P.O. Box 1937

Bayonne, NJ 07002-6937

or visit

www.casinochips.net



From the Editor's Desk



Allan Anderson

It's convention time again, time to see old friends and meet new ones. A huge thank you to Jim Steffner and all the volunteers who make the convention a big a success, year after year. A lot of time and hard work goes into this to make it all happen. I would also like to thank all the contributors to the magazine who make this publication the success it is.

The decision by the board about dissolving the chapters was a hard decision to make. Hopefully the former chapters will carry on as clubs and will continue to contribute to the magazine. Our readers are always interested to see what's going on in other parts of the country.

Looking ahead to future issues of the magazine, I'm looking for articles on illegals, cruise ships, indian casinos and other areas of the country we don't get to cover much. If you're not comfortable writing, send us what you can and we'll edit it for you, and don't forget to send lots of pictures.

Looking forward to seeing everyone at the convention.

SUBSCRIBE NOW TO THE ALL NEW
R.I.C.H. ROULETTE REVIEW
The three "R's" of Roulette collecting

This Quarterly Newsletter is devoted exclusively to the collecting and the study of Roulette and other related non-denominational Chips. This newsletter features detailed listings of all new Roulette issues from Casinos throughout the United States and Canada and selected areas Worldwide; in-depth studies of Classic Roulette Chips, including Roulette Chips from illegal Clubs; articles on Roulette "Harvesting"; Auctions and Roulette Chips for sale.

This Newsletter is a must for all Roulette Collectors. The First Issue of this Quarterly Newsletter will be available to subscribers in February 2004. Subsequent issues will be mailed in May, August and November.

Subscription price is \$4.00 per issue or \$20.00 for six issues. To subscribe, please send a check or money order to:

R.I.C.H
P.O Box 1261
Millsboro, DE 19966.

I am sure you will enjoy this totally new and unique newsletter.

Thanks for your support, *Jerry Birl* - "Mr. Roulette"
ROULETTE INTERNATIONAL CHIP HUNTERS

President's Letter



Mike Skelton

Once again, change is the theme. During the most recent meeting of the Board of Directors, it was decided that the best course of action concerning mandatory Club membership for Chapter members was to revoke the charter of each Chapter. There are no more "Club Chapters". This decision was made after much consultation and research on the part of the Board. For the protection of the Club, our members and our 501(c)(3) tax exempt status this was the best possible solution. Some folks will not agree with this action and that's understandable. But this Board did what we felt was in the long term best interest of The Casino Chip and Gaming Token Collectors Club, Inc. and will we continue to make decisions based on that premise. A detailed explanation of this decision appears in this issue of the magazine.

The Board also voted to move the Building Project along with a transfer of funds to bring the balance of the Building Fund account to over \$50,000.00. An additional committee will have been formed by time you read this and it will be known as the "Feasibility and Vision Committee". The members of this committee will be announced shortly and their progress will be reported to you periodically. A detailed explanation of this decision and the work of the new committee appears in this issue of the magazine.

This will be the last issue of the magazine before the Convention, so there are many Convention related articles and notes in this issue. Our first year at the Riviera is shaping up to be our best Convention to date. The Wednesday night Banquet speaker will none other than Mr. Robert Maheu, who worked for Howard Hughes from 1954-1970 and instrumental in so many things that Hughes did in Las Vegas and the casino business. This promises to be a fascinating evening with Mr. Maheu! Please see the announcement about Mr. Maheu elsewhere in this issue.

The Bourse tables are once again sold out and the list of Educational Seminars is outstanding. The annual Bruce Landau Memorial Auction will be better than ever. We have again arranged for several tours of the Neon Bone yard (see announcement on how to sign up) with Ms. Sandra Harris, Director of the Neon Museum in Las Vegas. Ms. Harris will also be conducting a presentation as part of our Educational Seminar series this year during the Convention. The annual Bruce Landau Memorial Auction will be better than ever. Barry Weintraub and the Auction Gang have put a tremendous amount of time and effort into this year's presentation. Don't miss it!

There are many of activities planned for the week, so be sure and join us in Las Vegas the week of June 14th at the Riviera Hotel and Casino! We look forward to seeing everyone at the Convention.

C.C.&G.T.C.C. LAS VEGAS CONVENTION ATTENDEES

Anthony Curtis' LAS VEGAS ADVISOR

Las Vegas' best coupon book is even bigger and better for 2004

148 EXCLUSIVE COUPONS YOU CAN'T FIND ANYWHERE ELSE

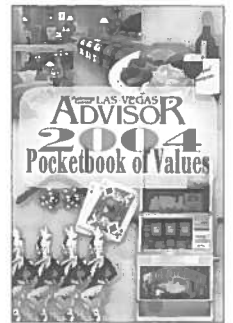
- 16 Buy-1-Get-1-Free Buffets • 35 Dining Deals • 42 Gambling Bonuses
- 14 Buy-1-Get-1-Free Show Tickets • 4 Hard-to-Get Funbooks

There's even one "\$50 comp" coupon at the Palms Casino-Hotel (good for room, food, beverage, or spa), recoups the entire price of your membership. Plus 36 more coupons for car rental discounts, free drinks, attraction passes, and more, including four 2-for-1 show ticket coupons from the Riviera Hotel Casino, the site of this year's convention. Sound too good to be true? It's not! Saving gamblers money is what Anthony

Curtis has been doing for over 20 years by finding Las Vegas'

best deals, discounts, and offers. Along with the best coupon book in Las Vegas, you also get:

- 12 monthly issues of *Anthony Curtis' Las Vegas Advisor* newsletter. Each issue contains everything you need to know about Las Vegas from gambling, entertainment, dining, promotions, slot clubs, and, of course, great deals.
- Membership-only privileges at www.lasvegasadvisor.com. Includes exclusive forums and access to "Daily Deals"—additional money-saving coupons throughout the year.
- Major discounts on our best gambling books and products.



FULL MEMBERSHIP—Includes 12 monthly issues of the *Las Vegas Advisor* newsletter, mailed first-class; the *LVA* Pocketbook of Values; *LVA* Reference Guide; Members Only discounts through the Great Stuff 4 Gamblers catalog; plus 365 days of complete access to our Web site.

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ONLINE MEMBERSHIP—Includes 365 days of complete access to www.lasvegasadvisor.com, the *LVA* Pocketbook of Values, and Members Only discounts through the Great Stuff 4 Gamblers catalog. \$37US*

Join at www.lasvegasadvisor.com, or call 1-800-244-2224

You can also log on to our Web site at www.lasvegasadvisor.com to see the complete list of coupons. And remember, we guarantee you'll love *Anthony Curtis' Las Vegas Advisor* or we'll gladly refund your money, no questions asked.

100% MONEY-BACK GUARANTEE

Treasurer's Report



Mike Quinlivan

As of February 29, 2004, the cash balance in the Club's accounts is \$195,371. For the first two months of 2004, the Club treasury increased its cash position by \$36,976 (excluding Building Fund donations of \$2,317). The majority of this increase is related to the 2004 Convention table fees. This does not include the expenditure for the 2004 winter issue of the Club magazine. The Board of Directors has agreed to provide the Membership Officer with an advance of \$500 in order to minimize the amount of out-of-pocket expenses required for year-round postage and printing requirements. Please see the accompanying financial statements for more detail related to income, expenditures, and the breakdown of the cash accounts.

Highlights for 2004:

1. 3 members became Life Members during the first two months of 2004. The Club now has 77 Life Members and 5 Honorary Life Members.
2. As of the end of February, the following 2004 convention functions have been registered.
 - a. 63 members have pre-registered for the convention
 - b. 64 members have paid to attend the banquet
 - c. 28 poker and 13 blackjack tournament seats have been sold
3. As of March 4, 2004, the balance in the Building Fund reached \$50,400.00. This includes the generous donation from the members in Southern Nevada from the Palms Chip Show, the donations from the Palms Hotel and Casino, recent fund-raisers from the Building Fund Committee and \$16,063.98 transferred from the Club's General Fund.

Respectfully submitted,
Mike Quinlivan - Treasurer
March 26, 2004

Income & Expense/Equity Statement (cash basis)

January 1 through February 29, 2004

Income

Membership Dues (includes 1st class postage)		\$7,131
Convention 2004:		
Table Fees	\$25,420	
Banquet	\$2,240	
Poker Tournament	\$1,540	
Blackjack Tournament	\$975	
Registration	\$630	
Convention 2004 Total		\$30,805
Building Fund Donations		\$2,317
Magazine Advertising		\$500
Promotion		\$418
Interest Income		\$343
Directory Sales		\$30
		<hr/>
Total Income		\$41,544

Expenditures

Miscellaneous		\$568
Bank Charges		\$300
Convention Expenses (2004)		\$264
Postage (Other than Magazine)		\$252
Printing (Other than Magazine)		\$184
Supplies		\$103
Advertising		\$55
Telephone		\$25
		<hr/>
Total Expenditures		\$1,751

Net Income - 1/1/04 to 02/29/04 \$39,793

Beginning Equity Balance - 1/1/2004	\$177,912
Net Income - 1/1/04 to 2/29/04	\$39,793
Ending Equity Balance - 2/29/04	<u>\$217,705</u>

Detail of Equity Balance - 2/29/04

Certificate of Deposit	\$75,341	
General Fund	\$63,023	
Building Fund	\$34,216	
Life Membership Fund	\$22,791	
Total Cash Available		<u>\$195,371</u>
Inventory		\$21,834
Advance (Membership Officer)		\$500
Ending Equity Balance - 2/29/04		<u>\$217,705</u>

Respectfully submitted by Mike Quinlivan, Treasurer
March 26, 2004

Membership Officers Report



Ralph Myers

This time around, I'm not going to say "Well another three months have gone by." Instead I'm going to say HEY... We're three months closer to the convention at the Riviera in June.

Be sure to preregister early for the poker and blackjack tournaments, as well as the banquet. We have a speaker for the banquet this year that could very well be the best speaker we've ever had. I'm sure the banquet will be a sell out.

We have added over one hundred and twenty-five new members to our ranks for the first quarter of 2004. as well as, are you ready? Twelve new Life Members. That's right twelve new Life Members. That's the most new Life Members in any one quarter since I've been Membership Officer, almost three years now.

I have a couple of favors to ask of you.

First, when you receive your membership renewal reminders at the beginning of June, (for those of you who's membership expires on June 30) please send it back by mail, or renew on line with your Visa or MasterCard at www.ccgccc.com. The convention is hectic for me at best, and if I had less memberships to renew at the convention, I could spend more time on new memberships, and maybe a little time enjoying the convention as well.

And secondly. If you renew by mail, PLEASE don't use a new member application to renew, unless you write at the top in big letters, RENEWAL. When I get a new member application, that's what I treat it as. I've had a few occasions where I've assigned a new membership number to someone who is already a member, because they renewed on a new member application.

As you can see by the picture on page 15, we are finally using the new card printing machine and new membership cards. I started using them at the end of March when we finally got it all together. A special thanks goes out to James Follis who went above and beyond the call of duty in helping me get on the new membership card program.

As always, feel free to call me, email me, or snail mail me with any problems, concerns, questions or suggestions.

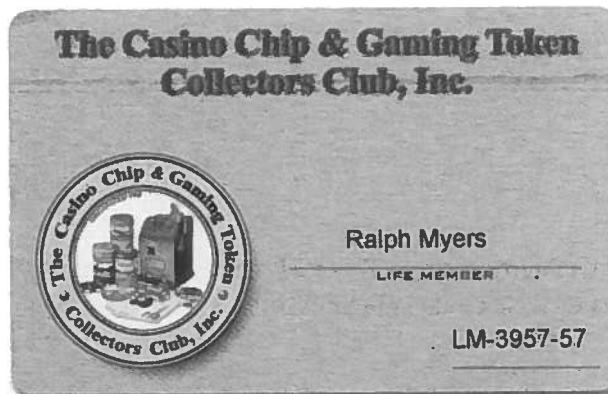
Best regards,
Ralph Myers
Membership Officer

New Members Since Last Issue

Member	Last	First	State	City	Reference
6366	King	Tim	NV	Las Vegas	club web site
6367	Magliaro	Richard	MA	Weymouth	club web site
6368	Taylor-Lash	Thomas	ME	Orland	
6369	Lewis	David	FL	Clearwater	
6370	Adams Jr.	John	VA	Arlington	
6370-A	Adams Jr.	John	VA	Arlington	
6371	Zeller	William	MI	Albion	
6373	Shillair	Kenneth	MI	Sterling Heights	
6374	Pangborn	John	NJ	Jersey City	
6375	Kearney	William	OR	Oregon City	
6376	Arnold	Earl	NY	Fredonia	America Chip Enterprises
6377	McCune	Joe	MO	Kansas City	club web site
6379	Fischer	Terry	NM	Albuquerque	Kuska, Steve
6381	Birkinbine	Mandi	ID	Meredian	Bailey, Kevin
6382	Vollenweider	Boris	FL	Sarasota	Knight, Will
6383	Ahler	Jack	CA	Redondo Beach	Bitner, Jill
6384	Emilio	Anthony	OH	Broadview Hts	hoop, Dennis
6385	Holgrem	Pam	IL	Algonquin	Buckner, Jeff
6387	Foss	Virgil	AZ	Tempe	Susong, Greg
6388	Stoddard	Brian	WI	Spring Green	club web site
6389	Pusateri	Dino	TX	Plano	club web site
6390	Hartz	Linda	MA	Duxbury	club web site
6391	Gould	teve	OH	University Heights	club web site
6392	Thomas	Jason	IL	Dekalb	ebay
6393	Payne	Karen	FL	Hudson	Fowler, Rick
6394	Jannisch	Douglas	WI	Janesville	silver striker chapter
6396	Martin	Mark	VA	Abingdon	club web site
6397	Martin	James	FL	Winter Garden	CC&TN
6397-A	Martin	Pamela	FL	Winter Garden	CC&TN
6399	Osborne	Carl	NV	Las Vegas	Rogders, Charles
6400	Rountree	Stephen	NM	Albuquerque	club web site
6401	Sutera	Mike	VA	Quinton	club web site
6402	Forsman	Ed	WA	Bothell	Forsman, Jim
6403	Ebert	Doug	CA	Woodside	Silver Strikers chapter
6405	Levine	Richard	AL	Birmingham	American Chip Enterprises
6406	Hildebrant	Glen	IL	Aurora	Thompson, Wayne
6407	Rankin	Josh	NV	Las Vegas	
6410	Bohen	Jim	NY	Altmar	
6411	Becvar	Robert	FL	Longwood	
6412	Stott	Thomas	UK	Scotland	
6413	Williams	Gregory	IL	Chicago	Pavlik, Joe
6414	Johnson	David	MI	Livonia	American Chip enterprises
6415	Cruz	Robert	FL	Margate	Buckner, Jeff
6416	Perry	Steven	NV	Reno	American Chip enterprises
6416-A	Perry	Andrea	NV	Reno	American Chip enterprises
6417	Lombardo	Joe	NY	Southampton	club web site
6418	Baranske	Mike	WA	Vancouver	Steffner, Jim
6419	Mead	Carol	AZ	Tucson	Hoadley, Robert
6419-A	Mead	Kenneth	AZ	Tucson	Hoadley, Robert

Member	Last	First	State	City	Reference
6420	Ferrell	Tim	GA	Dallas	club web site
6421	Herman	David P	A	Southampton	club web site
6422	Rubino	Brian	CA	Santa Cruz	club web site
6423	Wallace	Bobby	AZ	Prescott	Silver Striker Chapter
6424	Bourne	Brock	NV	Las Vegas	club web site
6425	Wallace	Megan	AZ	Prescott	Silver Striker Chapter
6426	St. Cyr	Jeffrey	NH	East Hampstead	club web site
6427	Craig	Ronnie	AR	Paragould	club web site
6428	Sorrells	Everett	MS	Laurel	DSCCC
6428-A	Sorrells	Rosie	MS	Laurel	DSCCC
6430	Reida	Clark	WA	Vancouver	
6431	Frydell	Robert	IN	Indianapolis	club web site
6432	Cobb	Ron	WV	Poca	Hughes, Andy
6433	Malaney	Pamela	L	Brandon	
6434	Karr	Gentry	CA	Lone Pine	Silver Striker Chapter
6435	Elmer	David	WA	Tacoma	American Chip Enterprises
6436	Mawdsley	Tom	CT	Willington	club web site
6437	Spiegel	Larry	PA	Philadelphia	
6438	Skinner	John	LA	Shreveport	club web site
6440	Pingatore	Dick	OK	Broken Arrow	Rizzo, Pete
6440-A	Pingatore	Patty	OK	Broken Arrow	Rizzo, Pete
6441	Netzeband	Max	MO	Wildwood	Shore, Josh
6441-A	Conreux	Candice	MO	Wildwood	Shore, Josh
6443	Giese	Les	NJ	Lebanon	former member
6444	Celeste	Michael	CA	San Diego	club web site
6445	Doyle	Glynn	GA	Martinez	Rodgers, C. T.
6446	Carpenter	Gary	AZ	Phoenix	club web site
6447	Walkowiak	Don	MI	Berkley	club web site
6447-A	Walkowiak	Jo	MI	Berkley	club web site
6448	Veronski Jr.	George	NY	Buffalo	club web site
6448	Howard	Steve	IL	Crete	club web site
6449	Hager	James	MO	Kansas City	club web site
6450	Maxwell	Jennifer	AZ	Tempe	Maxwell, Roger
6451	Sibrel	John	MS	Gulfport	Hughes, Andy
6452	Chapen	Judy	OR	Central Point	Mederith, L.C.
6453	Bliss	Lori	TX	Abilene	Mapes, Bill
6454	Metten	Bill	DE	Hockessin	Silver Strikers
6454-A	Metten	Nancy	DE	Hockessin	Silver Strikers
6456	Petrizzo	Thomas	NY	Brooklyn	Montelrello, A&R
6457	Gamrat	Andy	MI	Alger	club web site
6458	Nelson	Richard	CA	Tarzana	Steffner, Jim
6459	Nelson	Marion	CA	Tarzana	Steffner, Jim
6460	Johnson	George	OR	Aloha	club web site
6460-A	Johnson	Paulette	OR	Aloha	club web site
6462	Larsen	Jim	FL	Bradenton	club web site
6465	Honeyman	Michael	SC	Florence	club web site
6466	Payne	George	MI	Oxford	Cundiff, Doug
6467	LaBrie	Michael	NH	Nashua	club web site
6468	Rosentreter	Gregg	NV	Las Vegas	Hughes, Andy
6470	Parr	Samuel	TX	Irving	club web site
6471	Pekoske	Richard	D	Sioux Falls	Lawrence, Les
6473	Grehl	David	OH	Mason	Auterson, Mike

Member	Last	First	State	City	Reference
6474	Wells	William	FL	Orlando	club web site
6476	Wheeler	Don	TX	Fort Worth	club web site
6478	Grush	Glenn	CA	Calabasas	Campiglia, James
6479	Jones	Kevin	FL	Punta Gorda	former member
6480	Brandelli	Elio	Canada	Alberta	club web site
6481	Young	Mike	NV	No. Las Vegas	club web site
6483	Ostrom	Dan	OR	Coos Bay	ebay
6484	Kaplan	Alan	CA	Thousand Oaks	google
6485	Sortino	Fred	NJ	Paramus	club web site
6486	Parigian	Chuck	NV	Las Vegas	Parigian, George
6487	Berube	Joanna	MA	Billerica	Web site
6488	LaManna	Richard	NY	Highland Mills	former member
6489	Tokita	Ken	HI	Honolulu	Inouye, John
6490	Schleis	John	MN	Eagan	club web site
6491	Evans	John	NV	North Las vegas	club web site
6493	Slivinski	William	NH	Nashua	club web site
6494	Pittman	Dennis	AZ	Buckeye	club web site
6496	Villandry	Pete	FL	Pineallas Park	casino rarities
6498	Tomko	Patricia	OH	Westlake	
6499	Davis	Kevin	NJ	Cranbury	club web site
6500	Borgel	Keith	WV	Hurricane	club web site



Renew Your Membership Online



2004 Convention Update

Riviera Hotel
Las Vegas NV

June 16th – June 19th, 2004

by Jim Steffner

June is just around the corner. The club's 12th Annual Convention is only a few weeks away. Many of the activities are being finalized and the program for the 2004 show is great.

The convention will have something for everyone... chips, tokens, casino memorabilia, ashtrays, dice, slot cards, silver strikes, educational exhibits, seminars, trading sessions, and best of all – great people. Some very exciting seminars are already scheduled and should not be missed.

The Riviera Hotel & Casino will be our site for the 2004 convention and the staff of the hotel is anxious to assist the club in presenting a first class convention. A larger show floor, beautiful banquet facilities with a spectacular view of the strip, close parking, and many other exciting events await. We look forward to seeing everyone.

Pre-Registration

Many, many members have already signed up for the pre-registration. The postmark deadline is May 10th and you may only have a short time to still sign up. You can also sign up on line until this time also using your Mastercard or Visa. Pre-registering will save you time on Thursday morning by not having to stand in the registration line.

For those picking up their pre-registration envelopes, which include the banquet tickets if applicable, the reg-

istration desk will ONLY be open until 4PM. You WILL need to pick up your envelope in person by that time.

Hotel Reservations

Hotel room rates are \$70 per night, weekdays AND weekend nights. These rates are good for Friday, June 11 through Monday, June 21, 2004 for those who wish to arrive early or stay over a day or two. The club uses the number of booked room nights to negotiate our next years contract. Support your club and enjoy the convenience of staying in the host hotel. Members booking rooms at the host hotel provide the club with the low cost convention facilities and make our group a welcome convention in Las Vegas. If we do not generate enough hotel room nights the cost of the show floor and meeting rooms could rise and cost the club a lot of extra dollars. Plan on staying at the host hotel and ensure a continued fun filled convention. The room elevators are only a short distance from the showroom, banquet, exhibits and meetings.

This year we will not be utilizing a mail in room reservation form. To reserve your room, please PHONE the Riviera at 1-800-634-6753. Mention you are with the Casino Chip & Gaming Token Collector Club. Be sure to get your reservation confirmation. Deadline for reservations is May 15th, 2004 or until our block of rooms have been filled.

Exhibits

The exhibits will be of both competitive and non-competitive nature and there is no charge for entering an exhibit, but you must contact Joe Shaw, Exhibit Chairman to reserve a space. Showcases are provided free of charge for those who need one for their exhibit. This is a highlight of the convention and many members commented how much they enjoyed last years exhibits. We look forward to having some excellent presentations. If you have any questions regarding the exhibits, or wish to reserve a space, contact Joe Shaw, databzr@casino-chip.com

Educational Seminars

Dick Covington has some great presentations lined up that will outdo last years great educational seminars. Check out the convention schedule and plan to attend Thursday, Friday, and Saturday morning before the show opens. Also on Saturday morning, we are trying to schedule two tours of the Neon Museum Bone Yard. Limited to 40 people on each tour at 8:00AM and at 8:30AM. Watch for additional details on these tours.

Bruce Landau Memorial Auction

For the second year, Barry Weintraub will be organizing the Bruce Landau Memorial Auction. Everyone made Bruce proud last year by not only dedicating the club auction to Bruce, but by participating

to make the auction the best the club has ever had. Auction lots are in and Barry is busy coordinating the auction catalog. If you forgot to order your auction catalog, check at the club table or the auction table at the show for any available copies. The auction will be Friday evening, June 18th.

Early Bird Banquet and Trade Session

The banquet is scheduled for Wednesday June 16th, 2004. This is one of the most popular events during the convention and seats fill up fast. The registration form is in this issue of the magazine. One form covers pre-registration, banquet, and poker, and blackjack tournaments. You can sign up for individual seats or full tables of 10 if you would like to be sure to be seated with friends. With the full table reservations your payment MUST accompany the form with all ten names and member numbers listed.

The cost for the event will be \$35 per person, or a full table of 10 at \$350.00. We are planning on having several serving lines, plenty of food available, fabulous desserts, and more seating than last year. The "Top of the Riv" is a large spectacular banquet facility that will provide plenty of spacious seating and a great view of the strip at night. Don't wait, send in your reservations and check today using the form in this issue of the magazine, or register on line with your VISA or MasterCard at www.ccgfcc.com

Remember, all attendees must be club members, so if you are bringing a spouse or friend who is not a member be sure they join ahead of time. Associate membership is only \$5.00. There will be no chance to join on Wednesday. Banquet tickets will be

included in your pre-registration envelope or can be picked up at the pre-registration desk. Please note that the Pre-Registration desk will only be open from 9AM to 4PM on Wednesday. Make plans to pick up your banquet tickets during those hours. Each person must pick up their own ticket with proper ID, as above. There will be NO tickets sold at the door. You MUST reserve your seats in advance. Don't delay, once all seats are filled, checks will be returned. **DEADLINE TO SUBMIT FORM OR ON-LINE REGISTRATION IS MAY 10, 2004 or until all seats have been sold, whichever comes first.**

Another interesting and entertaining speaker is planned and one that you won't want to miss. We are also planning on some additional entertainment that will enhance your dining pleasure.

When the banquet ends at about 8pm, the room will be opened to all members for the trade session until midnight. The banquet and trade session is a member's only event.

If you have any questions about the banquet please contact Wayne Thompson, wayne@casinocheques.com, 859-252-5626.

Poker Challenge and Blackjack Tournament

The poker and blackjack tournaments will again be held again at the Palms, same as last year, where it ran very smoothly. The Palms and Gene Trimble have gone out of their way to make sure we have a nice facility for both tournaments. The action starts Wednesday, June 16th at Noon with the blackjack tournament. The start time has been moved up to allow dealers more time to participate.

Dealer setup will also be moved up to start at 10AM on Wednesday so the dealers have extra time to participate in the tournaments. Another special set of tournament chips is planned. Watch for details.

Advance signups are available by using the Pre-Registration Form found in this issue of the magazine. Cost for the poker tournament is \$55 per player (regular member or associate), which includes \$25 buy-in + \$20 fee to Palms + \$10 for 1 set of the 2004 Tournament chips. Tournament will have optional 1 time \$20 rebuy at the tournament. The blackjack tournament will be \$75.00, same as last year. Players can also sign up at the convention for the poker tournament, if seats are still available. Table and seat assignments will be randomly assigned as the forms are received.

Additional sets of chips (maximum 5 per person) are available for \$15 per set, pre-paid or at the convention. Direct any questions to Bob Pardue, pardue@home.com

Meeting Rooms

Rooms are still available for meetings throughout the convention. If any member in good standing would like to make use of this space for a meeting or presentation please contact Jim Steffner to reserve a time. Call 440-647-4335 or e-mail convention@ccgtcc.com

Trading Sessions

Several evening trade sessions are planned as well as the Early Bird session on Wednesday night. Check the schedule at the show for exact times and locations. **REMEMBER** – these are trade sessions. **NO OUTRIGHT SELLING**. If you are caught, you will be asked to leave the room and

not to participate in future trade sessions for the remainder of the convention. If these infractions continue, trade sessions may have to be reduced or eliminated. Bring a few binders, don't monopolize the whole table, and have fun. Trade rooms will

only be available during posted trade session times.

Last Dance Swap Meet

On Saturday, June 19th, after the conclusion of the convention, the

club will sponsor another swap session for any interested members. The session will begin at 7pm and lasts until midnight or until all traders throw in the towel, whichever comes first. Limited refreshments will be provided.

Another Las Vegas Legend to Speak at Banquet



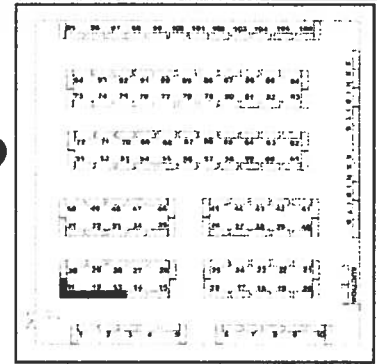
The Board is proud to announce that Mr. Robert A. Maheu has graciously agreed to be our keynote speaker at this year's Convention Banquet on Wednesday evening.

Mr. Maheu worked with Howard R. Hughes from 1954 until 1970. During this time, he was Hughes' "alter-ego", his closest advisor, and his only link to the outside world. While in Las Vegas, Mr. Maheu orchestrated the purchase of seven casinos (some of which were the Desert Inn, the Sands, the Landmark and the Silver Slipper), a television station (KLAS), a small charter airline, the North Las Vegas airport, and thousands of acres of vacant land using Hughes' unlimited funds. A large portion of that land today makes up the master planned community of Summerlin. Mr. Hughes was the first "corporate" licensee in the state of Nevada. It is said that Hughes broke the Mafia's stranglehold on the city.

Mr. Maheu will take questions from those in attendance that evening, after sharing some of his most interesting stories. If you have made plans for the banquet, you are in for a true history lesson from a man that saw it all first hand. If you haven't yet reserved your seats for the banquet, we would urge you to do so as soon as possible. You don't want to miss this evening!

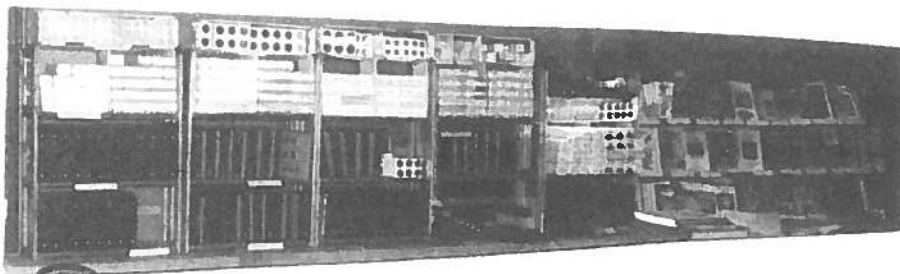
The Board, on behalf of the membership, would like to extend our thanks to Tyrus Mulkey for arranging to have Mr. Maheu come and speak at our banquet. Tyrus was solely responsible for making this evening with another Vegas legend possible!

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2004 Convention Schedule

WEDNESDAY – JUNE 16th, 2004

9:00 AM	REGISTRATION OPENS – LOBBY REGISTRATION DESK Dealers and Members
9:00 AM	GENERAL TRADE SESSION Room 102
9AM to 4PM	TRADE SESSION – NO SALES
10:00 AM	DEALER SET UP BEGINS DEALER CREDENTIALS REQUIRED FOR ENTRY
12:00 NOON	BLACKJACK TOURNAMENT - PALMS CASINO
2:00 PM	CASHOUT TICKET COLLECTORS MEETING Room - 109
4:00 PM	GENERAL TRADE SESSION CLOSES PRE-REGISTRATION AND BANQUET TICKET PICK UP CLOSES
5:30 PM	EARLY BIRD BANQUET TICKETED EVENT – ADVANCE PURCHASE ONLY TOP OF THE RIV
8:00 PM	MEMBER TRADE SESSION OPENS TOP OF THE RIV
11:00 PM	DEALER SETUP CLOSES

THURSDAY – JUNE 17th, 2004

7:00 AM	DEALER SETUP CONTINUES DEALER CREDENTIALS REQUIRED FOR ENTRY
8:30 AM	EDUCATIONAL FORUM - DOUG SAITO, Room H
9:00 AM 10:00 AM	REGISTRATION OPENS OPENING CEREMONIES 2004 SHOW BEGINS Grand Ballroom E, F, & G
4:00 PM	SILVER STRIKE FORUM Room H – Until 5:30 PM

5:30 PM SHOW FLOOR ENTRANCE CLOSED – EXIT ONLY

6:00 PM SHOW IN RECESS
Until 10:00 AM FRIDAY

8:00 PM GENERAL TRADE SESSION
Room 102

SILVER STRIKE MEETING
Room H

5th ANNUAL POKER CHALLENGE
PALMS CASINO

SHOW FLOOR SECURED

FRIDAY – JUNE 18th, 2004

8:00 AM DEALERS WITH CREDENTIALS MAY ENTER SHOWROOM

8:30 AM EDUCATIONAL SEMINAR - NEON SIGN MUSEUM
HISTORY OF LAS VEGAS
Room H

9:00 AM REGISTRATION OPENS

10:00 AM SHOW FLOOR OPENS TO MEMBERS

1:00 PM ANNUAL CC>CC BUSINESS MEETING
Room H

3:00 PM COLORADO COLLECTORS CLUB MEETING
Room 102

4:30 PM SHOW FLOOR ENTRANCE CLOSED – EXIT ONLY

5:00 PM SHOW IN RECESS UNTIL 10:00 AM SATURDAY

6:00 PM GENERAL TRADE SESSION
Room 102
Until 9:00 PM

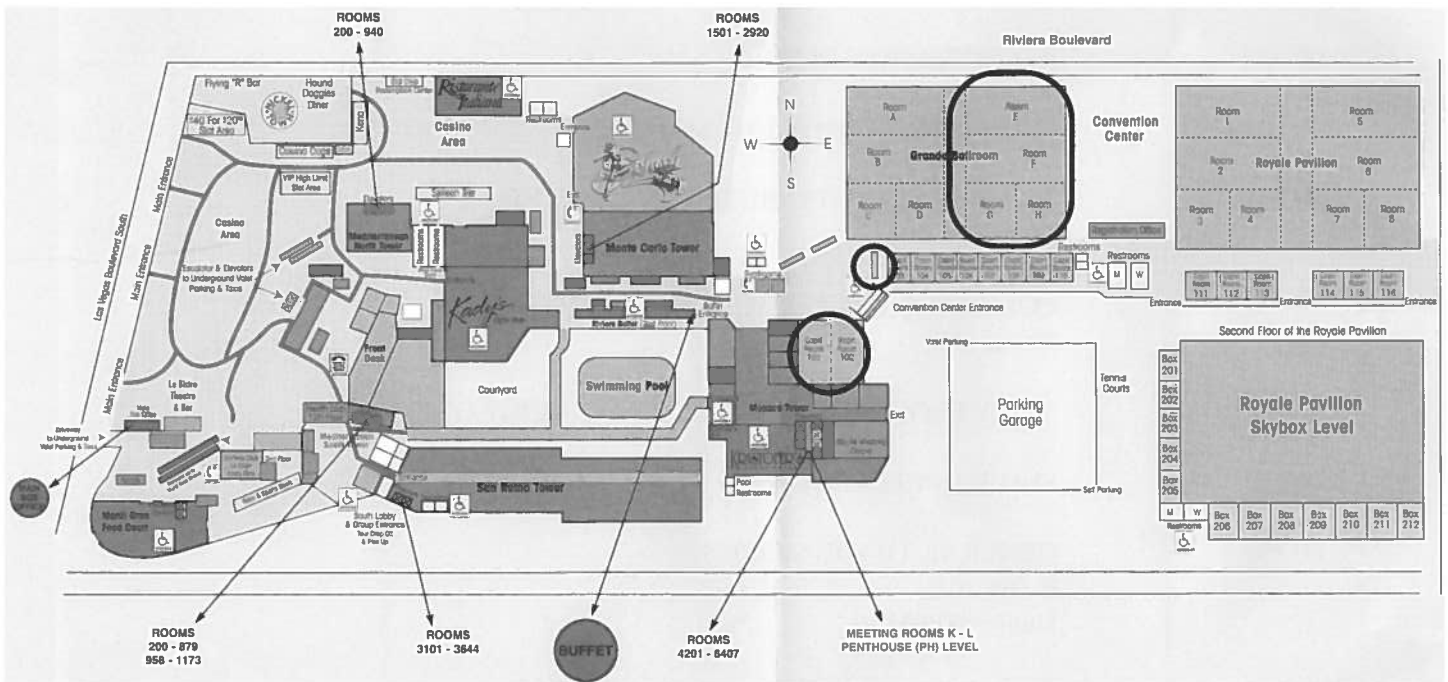
6:30 PM “BRUCE LANDAU MEMORIAL AUCTION”
Room H

SHOW FLOOR SECURED

SATURDAY – JUNE 19th, 2004

- 8:00 AM DEALERS WITH CREDENTIALS MAY ENTER SHOW FLOOR
- 8:30 AM EDUCATIONAL SEMINAR - NAVIGATING E-BAY
Room H
- 9:00 AM REGISTRATION OPENS
- 10:00 AM SHOW FLOOR OPENS TO MEMBERS
- 3:30 PM SHOW ENTRANCE CLOSED – EXIT ONLY
- 4:00 PM 2004 SHOW CLOSSES
- 6:00 PM ALL DEALERS MUST VACATE SHOW FLOOR
- 7:00 PM “LAST DANCE” TRADE SESSION
Room 102

Events dates and times are tentative. Check latest schedule at show.



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Neon Boneyard Tour

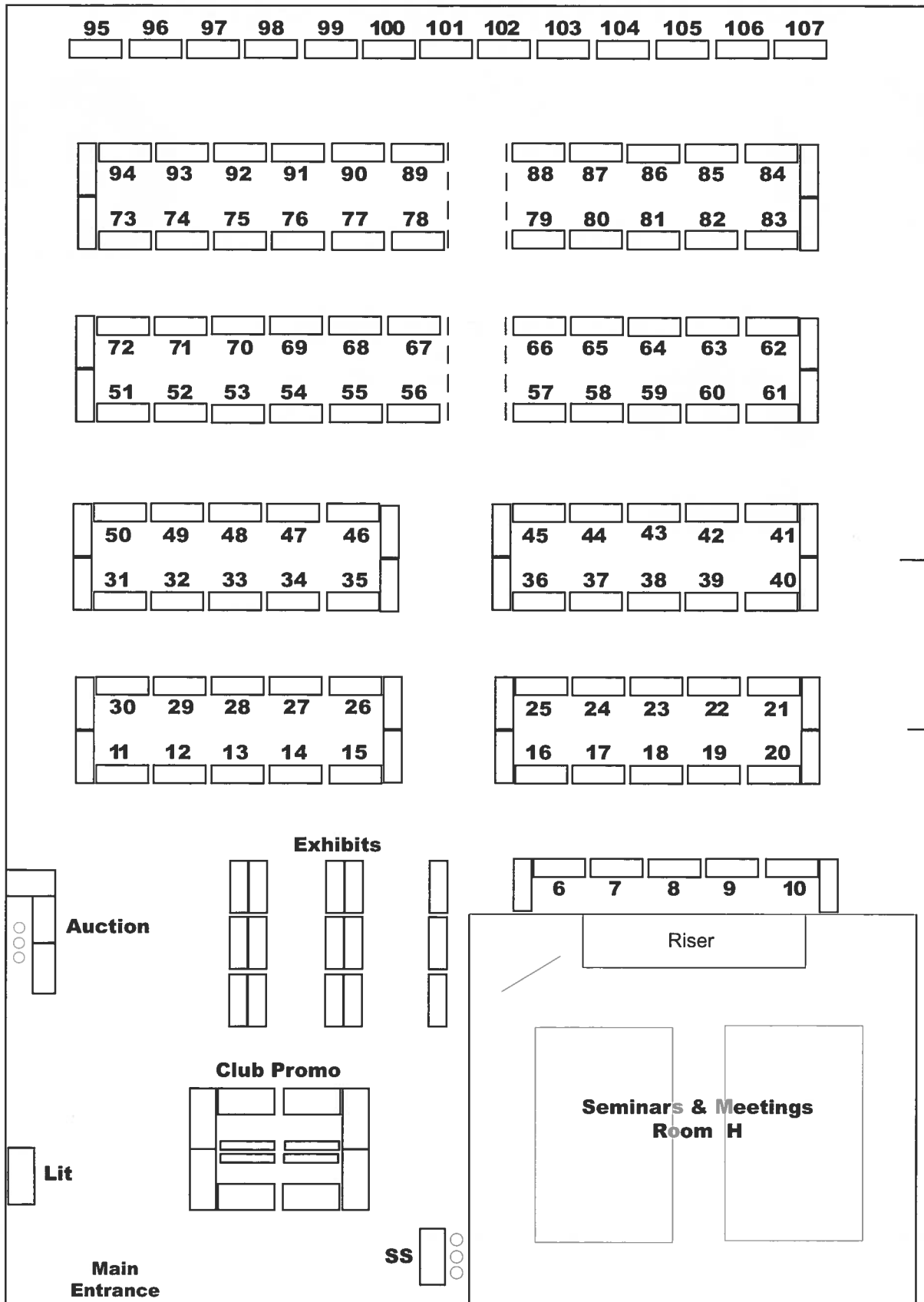
By special arrangement, we will have 2 tours of the Neon Boneyard provided by the fine folks at the Neon Museum. You may know this as the Sign Graveyard, where a lot of the old neon signs from around Las Vegas have found their last resting place.

The Neon Boneyard is currently closed to the public, but the Neon Museum has plans to open it to public tours later this year. We have an opportunity to take a private, guided tour of the 3-acre site on Sat, June 19th at 8:00 am and 8:30 am. There is \$5 per person donation required and will include a guided tour of the "Neon Boneyard" and free time to roam around. You must provide your own transportation to and from the site and you must be on time.

In addition to the refurbished signs that are on display along Fremont Street, the exhibit, Neon Unplugged: Signs from the Boneyard is open to the public through June 2004. The exhibit is open 7 days a week from 9 am until 5 pm at the Nevada State Museum and Historical Society at, 700 Twin Lakes Drive, Las Vegas, in Lorenzi Park. The cost here is \$2 for adults. It displays a small sampling of the un-restored signs the museum now owns. For more information on the museum go to: www.neonmuseum.org.

These tours are limited to 40 people per tour. NO MORE The reservations will be closed once we reach 80 total attendees. Please e-mail Mike Skelton at president@ccgtcc.com to sign up. Or if you don't have internet access, write to Mike Skelton, P.O. Box 2007, Coppell, TX 75019 and list the number of people in your party, time you prefer and a contact phone number. The donation fee will be collected at the Boneyard, the day of the tours. DO NOT SEND PAYMENT NOW.

2004 Convention Table Listing



Last	First	Dealer Name	Table
		CC & GTCC Promo	1
		CC & GTCC Promo	2
		CC & GTCC Promo	3
		CC & GTCC Promo	4
		CC & GTCC Membership	5
Mowery	Vince	B & V Collectibles	6
Wilker	Stan & Betty	Stan & Betty Wilker	7
Betker	Larry & Fran	Larry & Fran Betker	8
Dolce	Joe	Joe Dolce	9
Meyer	Bud	Meyer's Antiques	10
Rodgers	Charles	C.T. Coins	11
Rodgers	Charles	C.T. Coins	12
Rodgers	Charles	C.T. Coins	13
Birl	Gerald	R.I.C.H.-Roulette International Chip Hunters	14
Spinetti	Michael	Spinetti's	15
Kessinger	Cameron	Cameron Kessinger / CRK Enterprises /	16
Strandwold	Ralph	Ralph Strandwold - Ivory & Clay Chip Collector	17
Seymour	Dale	Dale Seymour	18
Garrett	Henry	Henry G. Garrett	19
Rauzy	John	John C. Rauzy	20
Benon	Joe	Casino Chip Enterprises	21
Porter	Dean	Dino's Chips	22
Munding	Jim	Jim Munding / Casinorama	23
Sarles	David	David D. Sarles	24
Sarles	David	David D. Sarles	25
Spinetti	Michael	Spinetti's	26
Thompson	Wayne	Averill, Perlowski, Thompson	27
Shepherd	Gary	Gary Shepherd	28
Shepherd	Gary	Gary Shepherd	29
Minsberg	Ron	Ron Minsberg	30
Myers	Allen	Hanover, Lewin, A. Myers	31
Finn	Dennis	Dennis Finn Silver Strikes	32
Passalacqua	Steve	T.D.S. Antique Gambling Chips	33
Saito	Doug	Chip Chat	34
Saito	Doug	Chip Chat	35
Hartman	Scott	Scott Hartman, "The Chip Man"	36
Haddock	Jack	Jack Haddock	37
Banick	Allen	Cochips.com	38
Hallenbeck	Ken	Hallenbeck Coin Gallery / Colorado Springs CO	39
DeWitt	Bob	DeWitt Enterprises	40
Campiglia	James	James Campiglia "Casino Rarities"	41
Gaan	James	James Gaan	42
Foltz	Dennis	Dennis Foltz	43
Brooks	Lynn	Lynn Brooks & Dave Ruffell	44
Weintraub	Barry	Barry Weintraub	45
Dirzulaitis	Walter	Walter Dirzulaitis	46
Goodrich	Steve	Steve Goodrich / John Johannes	47
Herz	Howard	Gaming Archaeology	48
Allard	Dick	Vegas Casino Art	49
Lazarus	Terry	Terry Lazarus, Chips Off The Old Block	50
Wheelden	Ernie	Ernie Wheelden	51
Pleau	Tom	Coast to Coast Casino News Magazine	52
Pleau	Tom	Coast to Coast Casino News Magazine	53
Pleau	Tom	Coast to Coast Casino News Magazine	54

Last	First	Dealer Name	Table
O'Neal	Janice	J & J Collectibles	55
Piccolo	Stephen	Steve Piccolo & Jim Sarra	56
Piccolo	Stephen	Steve Piccolo & Jim Sarra	57
Reznick	Joel	Frog Pond Collectibles / Joel J. Reznick	58
Cunningham	Paul	Cunningham Exonumia / Paul Cunningham	59
Bosseler	Bob	Chip N Sales	60
Feeney	Bob	Bob Feeney	61
Lighterman	Mark	Mark & Myrna Lighterman	62
Kaplan	Howard	Ed's Route Tokens / Howard's Cruise Ship & Foreign Chips	63
Zacchi	Steve	Great Casino Chips.com	64
McColum	Robert	Cal Neva Chips	65
Smith	Patty	Cruise Ships and Their Casino Chips	66
Nathan	Peter	Vega\$ Chipman	67
Lonteen	Frank	Frank Lonteen	68
Lonski	Rick	Casino Fun Distributing Services	69
Diaz	Russ	Russ Diaz & Andrew Miller Casino Chips & Collectibles	70
Rosenblum	Eric	New York Chips & Decanters	71
Rosenblum	Eric	New York Chip Connection	72
Harouff	Dwight	Skip's Chips & Strikes	73
Covey	Steve	Roseville Recycling	74
Pfaender	Armin	Pioneer Enterprises	75
Deems	Doug	Doug Deems	76
Olsen	Rick	Vintage Dice	77
Olsen	Rick	Vintage Dice	78
Brach	Dick	Dick Brach	79
Landau	Eileen	Bruce Landau Family	80
Rauzy	Jim	Diamond Jim's	81
Rauzy	Jim	Diamond Jim's	82
Cutler	Steven	Nevada Gold Treasures, Inc.	83
Gonski	Walt	Walt Gonski	84
Nelson	Richard	The Money Company	85
Gehl	David	Nevada Collectibles	86
Hayden	Bob	Oldmanchipper	87
Sax	Paul	Paul A. Sax / Bill O'Day	88
Mills	Tami	Jackpot Auction	89
Mills	DJ	Jackpot Auction	90
Clem	Norman	Norman Clem	91
Clem	Norman	Norman Clem	92
Jacob	Douglas	Douglas Jacob	93
Ensley	Robert	Bob's Gaming Trinkets	94
Van der Kar	Peter	Peter Van der Kar & Lloyd Malani	95
Colangelo	Chris	Tiny Treasures	96
Colangelo	Chris	Tiny Treasures, Inc.	97
Cohenour	William	Bill's Silver Strikes & Catalog's	98
Rasmussen	Wes	Wes Rasmussen	99
Sipes	Kevin	Kevin Sipes	100
Judge	Bill	Bill Judge	101
Episale	Jim	Unshredded Nostalgia	102
Shore	Josh	Dice702.com	103
Thomas	Wayne	Wayne * Coin * Thomas	104
Rohner	Maryjo	LasVegasChips.com	105
Inouye	John	JKM Inc.	106
Grogan	Terrence	www/RareChips.com & www.SilverStrikes.com	107

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Gaming in Cuba

by Steve Piccolo

The history of the style and impact of gaming in Cuba has a clearly defined point of transition. Cuba had gained a reputation as the playground of the eastern United States in the 1920's that continued into the 1930's with evidence of the effects of the depression. With the commencement of World War II, Cuba as a playground destination, suffered from the war on the high seas and the lack of commercial shipping which was being diverted to the war effort. With the termination of the conflict in Europe and soon the ending of hostilities in the Pacific, Cuba awaited only the mending of the American economy to resume its position as the playground of the Eastern seaboard. In March 1952, Fulgencio Batista made himself president of Cuba for the second time. Batista, who ruled Cuba from 1933 to 1944 made the mistake of offering his government to the approval of the country in a national election and lost. Batista resided in Florida for a period of time following his democratic defeat. Cuba was not doing that badly, in fact, when Batista again seized power in the spring of 1952. Havana had a claim to being the world's premier play city - the Paris of the New World, swaying to the rhythms of its rumbas and sambas and mambos, which it exported to Europe and America via a dozen white-tuxedoed orchestras, the hottest dance bands anywhere on earth. The one problem was the gambling.

Havana's gaming was a free-for-all - no more regulated than a fair-ground whose operator subcontracted the individual sideshows and stalls. The Cuban owners of the city's nightclubs were leasing out their gaming rooms - and sometimes even individual games and tables - to just about anyone who claimed to have a bankroll to risk. Some were serious, professional operators. But had less experience - and less bankroll. The come-on games like cubolo were the result of this. They offered quick returns on minimal investments. Stories proliferated of gullible American tourists being cheated by smiling and plausible dealers - some Cuban, but many American - who brought the cards and dice to their table, and who took their money off them as they ate. "The President of the Republic," announced the Havana Herald on February 10, 1953, "has given definitive instructions to the various police forces to intensify measures of protection for foreign tourists." It was "unprecedented," said the newspaper, for the president to express himself personally on this subject, and he had dispatched the minister of the interior on a tour of Havana's gaming rooms to look out for fraudulent multidice games like cubolo and razzle-dazzle, a variant on the theme. The Cuban Tourist Commission even had a form printed which authorized visitors who believed that they had been cheated to stop payment on their checks.

These measures had scarcely had a chance to work, however, when, at the end of March 1953, the Saturday Evening Post ran an expose' headlined on its cover, "Suckers in Paradise: How Americans Lose Their Shirts in Caribbean Gambling Joints." The author of the article, Lester Velie, had been on a thorough tour of Havana's nightspots. All, he reported, had succumbed to the operators of razzle-dazzle, cubolo, and the come-on games, and must now be considered "bust out" joints - or fraudulent. Nor were the traditional casino games above suspicion.

Most dealers in Havana were dealing blackjack from a hand-held pack, which was open to manipulation, rather than from a box, which had long been the standard practice in America. In the length and breadth of Havana the reporter could discover only two locations where the gambling was honest. One was the so-called "louse ring" underneath the grandstand at the Oriental Park horse track, where Cubans gambled with Cubans for modest stakes. The other was at the very opposite end of the scale - the Montmartre Club, a luxurious, plush-and-glit, third floor establishment a few blocks away from the Nacional Hotel in downtown Havana. The operation of the Montmartre's gaming tables had recently been taken over by Meyer Lansky. The serious high-rollers knew cheating when they saw it, and there was no

suggestion of sleight-of-hand or come-on games in the Montmartre Club. To the contrary, thanks to Meyer Lansky, honestly conducted high-stakes gambling was still alive and well in one corner of Havana, at least.

Batista's return to power was the singularly most influential event in Cuban gaming as it signals the beginning of the rise of Cuban casinos to international reputation and the founding of an empire of "Las Vegas" style casino action. Meyer Lansky's

dreams for Cuba had been tested in southern Nevada beginning with his former partner Bugsy Siegel's venture with the Flamingo Hotel. Following Siegel's death in 1946, the Flamingo's operation was perfected by others and as additional casinos were established on the strip, their action and return on investment was verified. To have "Las Vegas" style gaming in not only an unregulated environment but to have the only "regulator", the government, firmly bound by a friendship of mutual benefit was ideal. President Batista invited

Meyer Lansky to become his advisor on gambling reform, and to carry out, on a larger scale, a cleanup job like the one he had performed so effectively at the racetrack and at the Gran Casino Nacional in the late 1930's. Lansky might be an outlaw in America, but in Cuba he was welcomed as the man who knew how to put things straight.

Fulgencio Batista saw the enhancement of revenues from foreign visitors, and from Americans in particular, as a major source of future income for Cuba - and for himself. With the development of hotel chains and airline travel in the early 1950's, tourism was just starting to be seen as an industry in its own right, and the new president enthusiastically endorsed it as a priority of his new regime. One of his first actions was to reorganize the old National Tourism Corporation - "to assist and stimulate private enterprise," as Batista later wrote.

Cuba's climate and beaches, its proximity to New York and Miami, "the striking beauty of our women," and "the traditional hospitality of our people" were all assets that were sadly undeveloped, in the opinion of the new president. He simplified entry regulations so that Americans could spend up to a month in Cuba without needing a visa and could also bring their private cars and boats with them. At Barlovento, to the west of Havana, canals were planned for a marina-housing development, with a view to luring the investment of Floridian boaters who lived in similar developments in Miami and Fort Lauderdale.

And when it came to gambling, it was Batista's ambition, with the help of Meyer Lansky, to turn Havana into the Monte Carlo of the Caribbean. The first priority was to flush out the

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crooked gambling subcontractors. The only casino operator in Havana for whom Meyer had any respect was Santo Trafficante, Jr., son of the numbers boss of Tampa, Florida. Trafficante, ten years younger than Meyer, had been operating in Cuba since 1946. Quiet of manner, with a crew cut and spectacles that gave him the air of a college professor, Trafficante went about his business conservatively. Meyer also knew, and had less respect for Norman Rothman, the Sans Souci gaming room operator. Meyer warned Rothman, in so many words, "You run clean, otherwise, you can't operate," and the Sans Souci stopped its program of come-on games. But other dishonest croupiers, many of them Americans, continued to operate on a free-lance basis. They had been approaching victims away from the gaming tables - in restrooms, even - with their card shuffles and dice games that a sucker "just could not lose." On March 30, 1953 - two days after the Saturday Evening Post expose' - Cuban military intelligence arrested thirteen such cardsharps, all American, and immediately deported eleven of them.

Cuban gaming opened up for the winter season of 1954-55 in its reformed state. Blackjack everywhere was dealt from a box, not from the hand. Floor men became "ladder men," hoisted up to sit in little jockey seats, atop stepladders, from which they could more effectively spot sharp practice at the tables - and where they could very obviously be seen to be making that inspection. Most important, the nightclubs offered no house room to the operators of razzle-dazzle, cubolo, or any other come-on games. The fairground had been policed. There were no more newspaper stories about tourists being swindled in Havana, and the

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American embassy was able to close its file on the subject. The last complaint about dishonest Cuban gambling practices dated from the spring of the previous year, at the same time as the Saturday Evening Post article, and referred to an incident that had happened the previous New Year's Eve.

Meyer Lansky's Montmartre Club remained the premier destination for high rollers. The Montmartre did not have floor shows or ambience to match the under-the-stars nightclubs of the garden suburbs, but it did have Lansky's table crews, and that attracted the best players. It was serious gambling for serious gamblers. The Montmartre was only a few minutes stroll from the Nacional, the grandest hotel in Cuba - or in the entire Caribbean. Lansky had long nursed a plan to install a casino in the Nacional Hotel itself. The hotel stood imposingly on a rocky bluff looking out across the bay towards the Morro, the ancient and picturesque fortress guarding the entrance to Havana harbor. Ten stories high and of classic design, the Nacional bore a striking

resemblance to the Breakers Hotel in Palm Beach, whose architect it shared, and Lansky's scheme was to take over a wing of the Nacional and refurbish it with luxury suites for high-stakes players, a deluxe Caribbean version of the formula which Las Vegas had been developing so successfully since the death of Benny Siegel.

This idea did not accord with the habits of Havana's American colony, who used the rambling gardens and corridors of the Nacional as something of an expatriate club. A few yards along the Malecon, the sea wall, from the U.S. embassy, the Nacional was a cozy and non-commercial setting for tea and bridge parties, tennis tournaments, and gatherings on the Fourth of July. But Batista liked Lansky's casino idea, and since the Cuban government owned the Nacional, he seized on the project as a chance to show off his dynamic new tourist policy. In 1955, the Nacional was placed under new management. International (later Intercontinental) Hotels, Inc., a subsidiary of Pan Am, the principal air

carrier to Havana, took over the management of the hotel and embarked upon an extensive program of refurbishing. They did not designate a particular wing of bedrooms for gamblers, but at the northern end of the long entrance hall, inside the curved loggias looking out over the Malecon, an elaborate and luxurious new complex of public rooms was created - a bar, a restaurant, a show-room, and a casino. This complex was sublet by the hotel for a substantial rent to a casino operator, and that operator was Meyer Lansky. This became home to Wilbur Clark's Casino - Havana.

Eartha Kitt was the star of the floor show with which the new Nacional Hotel casino opened for business in the winter season of 1955-56. It proved an immediate success. Lansky placed his brother Jake in charge of the casino floor, and night after night Jake surveyed the proceedings from his giant ladder to make sure the games were kept clean. The Lansky brothers were operating in partnership with a regime which was corrupt. But they did not allow that corruption to touch the purity of what made them real money - serious, professional gambling. Their partner, Fulgencio Batista, shared their professionalism. Flamboyant and high profile in many respects, the Cuban president was not, himself, a gambling man. He also realized, as clearly as the Lansky's did, that having Cuban officials gathered around roulette tables in their caps, uniforms and all the trimmings, would not be good for anyone's business. Batista seldom visited Meyer Lansky's casinos - in the winter season of 1955-56 Lansky was operating at both the Nacional and the Montmartre, and had a piece of another, more modest club, the Monseigneur - and the two men were almost never seen together

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in public. Nor did they socialize privately. Their relationship was strictly business. Lansky and Batista were, to all intents and purposes, partners in the commercial development of Cuban gambling, but there was nothing so crass as a direct transfer of funds from one to the other. It made more sense for both sides to operate through middlemen, and though the payoff might sometimes take the form of cash, it more often involved jobs, supply contracts, and a whole network of patronage.

In 1955, the system reached its culmination in the promulgation of Hotel Law 2074, by which the Cuban government granted tax exemptions to "all new hotels, motels, and similar establishments providing tourist accommodations." Any hotel with more than \$1 million of new investment, and any new nightclub valued at \$200,000, was entitled to apply for a casino license. The government even announced itself ready, in certain circumstances, to provide "direct financial assistance" for the construction of tourists projects it considered particularly valuable.

Batista was able to cite this law as the reason why, in a matter of years, the number of hotel rooms in Havana nearly doubled - from some 3,000 in 1952 to nearly 5,500 in 1958. All these new rooms were modern, luxurious, and air conditioned, and Batista was entitled to take credit for his achievement. By 1958 Cuba was experiencing the booming tourist economy that did not come to other corners of the Caribbean for ten years or more. But Hotel Law 2074 was also the channel by which the president could dispense government money to associates like Meyer Lansky, who then made sure that it was friends and relatives of the president who profited privately from the construction and operation of the new hotel-casinos that they built. No customs duties were levied on the gaming tables and equipment that came in to fill the new casinos, and Cuba's strict labor quota laws were relaxed to allow foreign croupiers and casino staff into the country on special two-year visas as "technicians." In the spring of 1956, less than three years after he had been in jail in Saratoga, Meyer Lansky started work, under the



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terms of Hotel Law 2074, on the construction of his own hotel, The Riviera, a twenty-one-story, 440-room skyscraper, towering above the Malecon in Havana. When it opened, the Riviera would be the largest purpose-built casino-hotel in Cuba - or anywhere in the world, outside Las Vegas.

By 1956, Havana had attracted many of America's professional gamblers from the wide-open era, includ-

ing a number who had become prominent in Las Vegas. It was not Meyer's style to exploit his special relationship with Batista, but there was not much point in a casino operator's coming to Havana in the 1950's if Meyer Lansky did not like him. Meyer, Jake, and their friends would gather for sandwiches at lunchtime beside the Nacional's pool, where they all had cabanas. The memories they shared went back more than twenty years. Moe Dalitz, Sam

Tucker, and Morris Kleinman, Meyer's partners in the Molaska Corporation, were there. So was their Cleveland partner, Thomas "Black Jack" McGinty, along with Wilbur Clark, who fronted the Desert Inn, not far down the strip from the Flamingo. Dalitz and his partners had bought into the Nacional casino, and they were due to take it over entirely when Meyer's Riviera Hotel got started properly. Benny Binion, the Texas gambler, was one of the few friends of Meyer's who did come over to check out the prospects for business in Havana. He later explained: "I don't like operating anywhere that I don't speak the language." Younger than Meyer and his generation, but respected for the position he had carved out for himself in Cuba, Santo Trafficante, Jr., was admitted to the inner circle.

Meyer Lansky set his sights high when it came to the construction of his own hotel-casino in Havana. He had had pieces of hotels before - most notably in Benny Seigel's Flamingo. But the Havana Riviera was Meyer's own baby. With his past, it was impossible for Meyer Lansky to hope that he could ever get a Nevada gaming license or operate openly in Las Vegas. But now, just over the horizon from Miami, and in an open, legal setting that was more agreeable in many ways than the dusty and remote Nevada desert, he could build a luxury, resort hotel-casino which showed how it should be done. People in the know declared that Meyer Lansky was the dean of American gambling. The Havana Riviera would prove it.

To construct the Riviera, Lansky selected Irving Feldman, a builder who had a dozen hotels and prestigious apartment blocks to his credit on Miami Beach. Short, swashbuckling, and dynamic, Feldman was a

Napoleonic figure who had the reputation for bringing high-quality jobs in on time. In his previous life, Feldman was an unashamed gambler and ladies' man. But when it came to construction, he was all business. He broke ground on the Riviera in January 1957, and eleven months later it was finished. Meyer's brief for his hotel was that it should contain nothing but the best. The Riviera was the first major building in Havana to have central air conditioning, in contrast to the new Capri Hotel, completed a few months earlier not far from the Nacional, which had individual box units, rattling and dripping from every window. Cold hissed smoothly and silently into the Riviera's luxurious room from ceiling vents, and every window had its own view of the sea. Seen from the air, the two broad curves of the Riviera swept back from the Malecon in the shape of a tremendous Y, with cantilevered balconies at every end. In terms of style and decor, the Riviera was angular and futuristic. Echoing and reflecting the waters of the Florida straits, the hotel was clad in turquoise mosaic, while the casino itself, a curved and windowless pleasure dome covered in gold mosaic, nestled on the ground beside it like an enormous, gilded ostrich egg. The furnishings were by Albert Parvin-Dohrman, which was supplying the latest luxury hotels in Las Vegas. Modernistic chandeliers glittered from the ceilings of the casino, restaurant, and public rooms, like so many convoys of winking flying saucers. The overall effect did not, perhaps, win prizes for taste, but it was undeniably exciting.

Everyone in Havana knew that the Riviera was Meyer Lansky's project. He sent excited progress reports and photographs of the construction back to his son Paul, in Tacoma, as the steel skeleton of the main tower rose

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in the sky. But, as ever, Meyer hid his own participation behind the names of his partners and associates. The casino license, for which the hotel paid the Cuban government \$25,000 a year, was held by Eddie Levinson. The casino manager was an associate of Levinson's, Eddie Torres - and the Riviera Hotel Corporation itself was headed by the Smith brothers, Ben and Harry, two Toronto hoteliers with whom Lansky had negotiated the Management contract. The only place in which Lansky's name appeared on the paperwork was as director of the hotel's kitchens.

The Riviera Hotel opened with a fanfare on the evening of December 10, 1957. Its Copa Room floor show, which was carried in part on American network television, was headed by Ginger Rogers. The Riviera was universally judged an immense success. Its casino started making money from the first night. Its 440 double rooms were booked solid through the winter and spring season of 1958 and beyond. It took the deployment of several large-denomination bills to secure a decent seat in the Copa Room, where the

performers that winter included Vic Damone, Abbott and Costello, and the Mexican comedian Cantinflas. Most satisfying of all, it was even harder to secure a table to eat in the Riviera Room, the hotel's gourmet restaurant, which offered, by general consent, the city's finest fine dining, and steaks of a particularly high quality.

Havana in the winter of 1957-58 offered the visitor many rare and extravagant experiences. The memories of visitors to the Riviera Hotel in its heyday are of an ambiance that was anything but gangsterish. The gaming in the egg-shaped casino was hushed and reverent, as befitted the seriousness of the stakes. A strict dress code was enforced. Many men wore tuxedos. The women wore serious jewels. The marble halls of Meyer Lansky's Riviera were an asylum of quiet and gentility, compared to the raucous carnival to be found outside.

As the Lansky/Batista gaming empire gathered influence, it also gathered notoriety. An article appearing in the March 10, 1958 issue of LIFE magazine indicated that East

Coast United States mob influence dominated Cuban gaming and that Nevada casinos were supplying the expertise for the operations. The article cited Batista's 1955 regulation changes as bearing fruit in the form of five major casinos, three nightclubs with another three hotels in progress. The article lists five hotels: the Riviera, Hotel Capri, the Nacional Hotel, the older Comodoro and the Sans Souci. A new Havana Hilton was in the progress of opening and two additional hotels were coming on line. The article also cites a casino at the race track for those who tire of the races. Although not specifically mentioned, the nightclubs included the Lefty Clark's Tropicana and Wilbur Clark's Casino. Thirteen different syndicates, almost all of them separate from the gamblers already established in Havana, had applied to sublease the new Hilton Hotel's casino which, it was calculated, should produce about \$3 million profit per year. Hilton wanted \$1 million annual rental, paid in advance, and Roberto "Chiri" Mendoza was the candidate that the company favored. Mendoza had Batista's personal blessing, and he was also the candidate favored by the Cuban Hotel and Restaurant Workers Union, which was the owner of the new hotel. The union was financing the project as a source of employment for its current workers and as an investment for their pension fund, leasing out the management and international marketing to Hilton. There were Americans running the gaming in the Nacional Hotel, the Sans Souci, and in the recently opened Capri Hotel - where George Raft, the movie star, was acting as front man and meeter and greeter for a syndicate headed by Santo Trafficante. Americans had more than their fair share of gambling in Havana, and when it came to the new

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Hilton casino, Batista had given the word that this one was for the Cubans.

Havana had something of a fairyland about it in the winter season of January, February, and March, 1958. There were more visitors than ever before. The operators of the newly opened casino-hotels could hardly believe their good fortune. At the Capri, J. "Skip" Shepard, a Miami hotelier who had a twenty year contract to operate the hotel, remembers


that the flow of money - sheer, naked profit - was "just unbelievable." Thanks to Meyer Lansky's reputation and connections, it was the Riviera that attracted the most serious, high-stakes players - men who thought nothing of writing a check for \$20,000 or \$30,000 at the end of an evening's gaming. Who would have thought that by the end of that very same year, the "gambling empire" of Lansky would come crashing down along with the Batista regime.

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Early in December 1958, Fulgencio Batista sent his children's passports to the American embassy to be stamped with U.S. visas. On December 9, President Eisenhower dispatched a personal emissary to Batista promising unhindered access to, and asylum in, the dictator's Daytona Beach home, providing that Batista was willing to leave Cuba rapidly and quietly. Just over a week later, on December 17, 1958, Ambassador Earl E.T. Smith repeated the message more officially. For those who were in the know, there was ample warning that Batista's days of power were numbered. The news reached the central Havana hotels soon after one o'clock in the morning on New Year's Eve, 1958. An hour or

while he could. In reality, very few in Batista's circle were given any notice of what was happening. Chiri Mendoza rocked perceptibly with shock when he had heard the news - along with everyone else - in the newly opened Hilton casino in the small hours of January 1. Over at the Riviera, they had been no better warned. American consular officers, roused from their beds, struggled with their New Year's Day hangovers as they went round the hotels, telling American citizens to stay indoors, while compiling lists of visitors' names in case an evacuation became necessary. As dawn rose on the suddenly Batista-less Havana, there was dancing in the streets. The workers at the Riviera deserted their jobs to go

so earlier, President Batista had driven secretly to Camp Columbia, where he had commandeered three planes at the neighboring air force base, filled them with his wife, family, closest aids, and baggage - and fled the country. Fidel Castro and his followers were still in Oriente Province, nearly 500 miles from the capitol, while the Cuban army, larger than it had ever been, remained generally loyal to Batista. But afraid for his life, and concerned to make sure of his money, the sergeant-stenographer with the engaging smile had chosen to pick up his winnings and to leave the table

out and celebrate. In the early weeks of January 1959, peasants who had only dared to look wistfully at the outside of the chrome-and-glass towers housing the visiting Americanos now strolled with impunity into the lobbies. It was several days before life in Havana returned to some sort of normality.

One of the first decisions of the new revolutionary government of Cuba in January 1959 was to shut down the casinos and the national lottery. Both were inappropriate to the ethics of the new, reformed Cuba. If the country's tourist business depended on gambling, announced the new prime minister, Miro Cardona, then the tourist business would just have to suffer. Fidel Castro had already proclaimed from the mountains his intention of removing the Yankee gangsters who ran the casinos of Havana. The realities of government, however, soon caused Castro and his ministers to think again. At the end of January 1959, several thousand waiters, croupiers, dealers, and bartenders who had been thrown out of work by the closing of the casinos paraded in protest through the streets of Havana. Castro had delegated the responsibility for the casinos and the national lottery to Pastora Nunez, one of the woman guerrillas who had fought in the Sierra Maestra, and at the end of February 1959, Señorita Nunez summoned the major casino owners to her office. "I highly disapprove of the way you make a living," she lectured, "but we are reconsidering our earlier decision."

Money proved to be the final persuader. The casino owners agreed to give their employees seven weeks' back pay for the time they had been out of work, and with that assurance, the government rescinded its earlier decree. CASINOS REOPEN IN

HAVANA, proclaimed the banner trailing behind a plane which flew up and down Miami Beach in the last week of February 1959. There were about six weeks left until Easter, and, with luck, the Riviera and the other hotels could recoup enough of their losses to break even for the season. Cautious optimism filled the gaming rooms at the prospect of coexistence with a regime that seemed both clean and pragmatic.

In April 1958, nine months before Batista's departure, when the recently opened hotels-casinos of Havana were going full swing, the Nevada Gaming Board had banned the holders of Nevada gaming licenses from operating in Cuba. The spectacular success of the Havana Riviera, Capri, Nacional, and Hilton hotel-casinos was hurting business in Las Vegas, where the most recently opened hotels were all in financial difficulties. Five Nevada gamblers had acted immediately to safeguard their positions in Las Vegas. In the autumn of 1958, Moe Dalitz, Wilbur Clark, Sam Tucker, Morris Kleinman, and Thomas "Black Jack" McGinty all sold out the interests they had developed in Havana. Cuban gaming now rested solely in the hands of Batista, Lansky, and his associates from the east coast. Nevada's contribution to Cuban gaming had been to supply the

"know-how" of the operations for Lansky's dreamed of "Las Vegas" style casinos. On New Year's Day 1959, they looked very clever indeed. They got themselves clear of Cuban gambling, and they even had a profit to show for it. Lansky did not look so clever. The Riviera Hotel had cost \$14 million to build and equip. Six million dollars of that investment was provided by the Batista government under the provisions of Hotel Law 2074. No paperwork survives to provide exact figures, but \$8 million to \$12 million seems to be a fair estimate of what Lansky and his associates personally invested in the Riviera's bricks and mortar, chandeliers, roulette tables, and mosaic tile. At the time of Batista's departure, the Riviera Hotel had been open for a few weeks longer than a year, and by the estimate of the Hilton's analysis, who studied the Riviera's success in order to predict how much revenue their own casino might be expected to generate, gaming at the Riviera showed a clear annual profit of some \$3 million. But after little more than a year of operating profits, that still left \$5 million to \$9 million of investment paid out and buried in the hotel - with the deficit getting larger, since the Riviera did not register a single month of clear profit in the period that it operated under the unwilling and unhelpful regime of Fidel Castro.


On October 24, 1960, the Gaceta Oficial de la Republica de Cuba announced the confiscation and nationalization of the Havana Riviera Hotel. The gazette announced the same fate for 165 other American enterprises. This marked the end of Lansky's dream of Las Vegas style gaming in Cuba. Gaming in Cuba was growing so fast, that if it weren't for the revolution, Las Vegas might not be what it is today. Reports of gaming in Cuba after the confiscation of all the American operated casinos, consist of casinos operated for the pleasure of eastern block tourists.

A recently reported joint venture with French gaming interests in partnership with the Cuban government as recently as 1991 indicate that the operations have labored under the difficult problem of having the government as a partner. The glorious days of Havana gaming are now more than 40 years old, but the urge for gambling, long a sport in Cuba, continues to run in the blood of the country. The Cuban National Lottery was such a deeply rooted institution that even Fidel Castro could not ban its existence and today it serves as an indication that Cuba will once again revive the spirit of gaming if and when its government is so inclined.



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CC>CC Board's Decision on Chapters

At the Board of Directors meeting on January 29, 2004, the Board voted unanimously (5-0) to dissolve the Club charter of all Chapters in an effort to protect the Club, our members and specifically our 501(c)(3) tax-exempt status.

The issue of mandatory Club membership for all Chapter members has been debated since this requirement was first dropped. This Board has discussed this problem among ourselves, with past members of the Board, with the Chapter Presidents, with highly regarded legal counsel (both inside and outside the Club) and with noted CPAs (both inside and outside the Club).

Upon taking the totality of the information, the actions and/or inaction of some of the current Chapters, the opinions of those involved in the discussions, and the possible effects on our 501(c)(3) status, the Board feels it is in the best interest of the Club to revoke the charter of all Chapters at this time.

The Casino Chip and Gaming Token Collectors Club, Inc., is a 501(c)(3) tax exempt Not-For-Profit Corporation. The tax-exempt status that we have is a designation that is very difficult to acquire from the Internal Revenue Service and the most coveted of all tax exemptions. There are many designations that allow an organization to be tax exempt, but the 501(c)(3) status allows for donations made to the Club to be tax deductible to the donor! This means that donations made to the Club by anyone (members, non-members or even corporate donors) are tax deductible to the extent allowed by law. (For more specifics on deductible donations, please consult with your

tax advisor.)

To illustrate just how difficult this designation is to obtain and how it must be protected, the following are excerpts taken from two Club Bulletin Board postings during this debate.

This is from Eric S. Rosenblum, Club member, legal counsel and the person solely responsible for this coveted designation:

It then took me 3 1/2 long, arduous years to get the IRS to grant us the coveted 501(c)(3) status of a federally designated tax-exempt charitable, educational institution. I remember well Archie saying once a year "What's going on?", and then showing him the reams of documentation submitted and re-submitted and re-submitted to the IRS' New York office. Jim Perlowski, a former IRS guru, can attest to the horrendous process.

The following is from Club member Jim Perlowski:

Finally, treat our tax exempt status with the respect it deserves.

This is the strongest asset we possess and the single most powerful tool we have in making the future Club Building become a reality. It allows the Club to build a permanent collection without having to purchase hundreds of thousands of dollars worth of memorabilia, as members can donate their collections to the Club and receive the appropriate tax deduction for the donation. It allows the Club to pursue corporate donations for our Capital Campaign towards our permanent headquarters and the donating companies receive

the tax deduction for their contributions. It's a win-win situation and we must do whatever is necessary to protect this status.

The original intent of the Chapters was that they were to be local extensions of the National Club, made up of Club members in a specific geographical location. The requirement was dropped from the By Laws several years ago and one of the arguments then was there are only a few people that this affects. Seems to be a lot of effort to check up on just a few people who are not Club members. Those people now number more than 600 Non Club members on Chapter rosters. These numbers come directly from the Chapter membership lists submitted to the Board by the Chapters themselves, and some Chapters have not submitted their membership list. Almost 50% of the members of the largest Chapters are now made up of Non-Club members.

The use of the Club name within the Chapter name and the use of the Club logo by the Chapters could open the Club up to tax and non-tax liability issues. While the Club has a responsibility to protect our members from such issues, we can not and will not extend this protection to Non-Club members. A Non-Club member who is a member of a Chapter can say, I am a member of the Dallas Chapter of The Casino Chip and Gaming Token Collectors Club, Inc. and use the Chapter logo in any advertising. That person would be benefiting from the prestige and integrity of the Club's name and our members' collective reputation, while not being a member of the Club. As the Chapter membership requirement stood previously, this would be OK. There is an indica-

tion of affiliation and the Club could be held responsible for the actions of a Non-Club member who happens to be a Chapter member.

The Chapters were allowed to establish their own source of funding and revenue by requiring dues or other payments to offset operating expenses. Any dues or other payments collected must be used only to further the legitimate purposes of the Chapter, which shall be operated, as is the Club, on a not-for-profit, educational basis. None of the Chapters are being operated in this manner. They are, simply put, social clubs.

Each Chapter was required to file a report with the Club Secretary no later than 60 days prior to the Annual Convention. There are 5 items that must be listed in the report and this was a requirement when (and still is) every Chapter was formed. Prior to the Convention (June 2003), there were a few Chapters in 100% compliance with the reporting requirement. As of February 25, 2004, after numerous requests by Secretary Hixon, three Chapters have still failed to comply fully with this simple requirement.

All of these issues present potential problems to our Club and need to be dealt with now.

It is not the Board's intention to cause the local organizations to force out any or all of their Non-Club members. It is our intent to protect the Club, its members and our 501(c)(3) status. Each of the former Chapters will be free to run their own affairs as they see fit. They will not have to act as membership police if they remain simply as a local chip collecting club, which in reality is what they are. We would highly recommend that the local clubs contact a CPA to explore the possibility of the

local club becoming a 501(c)(7) tax-exempt organization. This IRS designation is for clubs which are organized and operated exclusively for pleasure, recreation, and other non-profitable purposes. In general, this exemption extends to social and recreation clubs which are solely supported by membership fees, dues.

There is much more to this section, so please consult with a CPA in your area for more information and guidance.

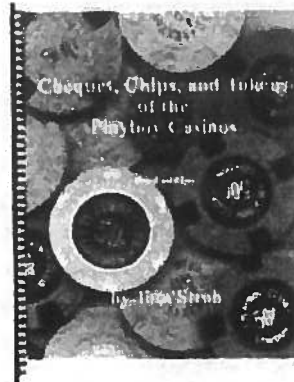
Some Chapters have worked very hard to grow their membership rosters under the rules that were in place at the time. Some Chapters have been instrumental in bringing new members to the Club, but the growth in Chapter membership has not translated into the same growth of Club membership levels. We always want every person involved in the hobby to be a member of the Club, but the reality is that will never happen. For one reason or another, over 600 Chapter members have not felt a need to join our National Club. We looked at and discussed numerous scenarios to fix this problem. One suggestion to solve the membership issue that was presented by several Club members was to have a new Chapter Associate Member designation for Chapter members who did not wish to join the Club as full members. While this idea had some merit, several Chapter Presidents we spoke to said

when they brought the subject up, their Chapter members had little or no interest in it at all.

We do not wish to push these folks away from the hobby by having the local organizations "kick them out". We will work with the local clubs on hobby related issues and continue to encourage everyone to become a member of the National organization. But our responsibility is to the dues paying members of The Casino Chip and Gaming Token Collectors Club, Inc. The Board is presently working on some enhancements to our membership that the Club members will benefit from and that may persuade some non-members to join the Club.

If anyone has any questions regarding this decision, please feel free to contact any member of the Board of Directors. Thank you for your time and understanding.

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ONE OF THE FOUNDERS OF MODERN AMERICAN GAMING

by Howard W. Herz



In 1960 I met Mr. Joe Klise, salesman for the B.C. Wills Co. of Detroit, Michigan. At the time I was beginning Harvey's collection of gaming checks and chips for Harvey Gross. Mr. Klise was an "old timer" in the gaming industry having spent a good portion of his life selling gaming supplies. He had started with the Joe Treybal company and had been its manager. When Treybal failed in the late 1940's, Joe went to work for Rigdon & Co. After a short time with Taylor & Co. he was hired, in 1957, by B.C. Wills and worked out of Reno, Nevada as their salesman.

Between 1960 and 1964 when Joe retired, I enjoyed seeing him and frequently he would provide us with drilled samples of checks from closed casinos [never open houses!]. Joe taught me the terminology used in the industry and expanded my knowledge of gaming.

In November, 1994, I contacted the Weinbrenners, former owners of B.C. Wills, and was given a detailed story of the company. What follows is the story of a man and a company

primarily from my interviews with the Weinbrenners who's father founded B.C. Wills & Company and was a pioneer in the gaming industry.

George P. Weinbrenner (Jr.) was one of three children born to George P. Weinbrenner of St. Louis, Mo. "Grandfather" George Sr. became the sheriff in St. Louis. George P. Weinbrenner [Jr.] was born in St. Louis in 1891. He grew up with neighborhood friends Lincoln Fitzgerald and Danny Sullivan. The three men would later "migrate" to Michigan in the 1920's where things were "wide open".



Young George attended the University of Missouri and received an engineering degree. As a student, George became interested in the crap games that seemed to thrive in the alleys of St. Louis.

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One of George's first gaming ventures was to stencil a billiard cloth to formalize the betting in the games. Thus he entered the gaming industry.

George and his two boyhood friends found the lure of Detroit too enticing and moved there in the 1920's. One of Detroit's papers dubbed him "St. Louis Dutch". Together with Danny Sullivan and Lincoln Fitzgerald, George opened a club. Uncertain of what to name it, the three agreed to settle on the name of the cigarettes that George smoked and the Chesterfield Club came into being.



In Detroit, Weinbrenner, Lincoln Fitzgerald and Danny Sullivan each owned 1/3 interest in the Chesterfield Club in East Detroit. The club closed in the late 1920's [1928-29]. Weinbrenner disagreed with Fitz on the club's operations and sold out his interest.

In the early days of street gaming "craps" began as a dice game played on a blanket with "drug store" or "alley" dice. The imprecise shape of the cubes lended themselves to "loading" and various types of irregularities. Weinbrenner was determined to develop a "square" cube. The development of new materials was just occurring and George experimented with celluloid. The material appeared to lend itself to the manufacture of dice but was not stable.

George went to the Dupont Company and was told that the mate-

rial could not be stabilized. Nothing motivated Weinbrenner more than a challenge and being told that his idea was impossible provided the incentive. Continued experiments (primarily in their house) proved that the dice could be "aged" and would "case harden" on the surface. George invented a process of vacuum heating that "cured" the material. Although the dice continued to be slightly unstable in the long run, the process slowed their deterioration. George Weinbrenner's discovery led to the development of "precision" dice cubes that could be manufactured to exceeding small tolerances.

After Weinbrenner's experiments with dice material were successful he decided to move his operation from the basement of their home to a more suitable location. He procured the services of a real estate broker to find a location for a manufacturing operation. He found a location that had been a tool and die company operated by a gentleman by the name of B.C. Wills & Co..



Wills had recently died and his widow was selling the business. On the door of the location was painted the name "B.C. Wills & Co.". Weinbrenner asked the widow if she intended to use the name. She did not, but asked why Weinbrenner was



interested in using it. "Weinbrenner" is too long to fit on the door", he replied - he also would not have to get a new sign painted!

The B.C. Wills Co. developed a reputation for the best dice available. As business continued, the company added a division for layouts and gaming furniture. In 1930-31 the B.C. Wills & Co. under the leadership of Weinbrenner and the Mason Co. headed by Col. Drake got into a "dice war". Cutting prices and using every business technique, the two battled until the Mason Co. lost the war. By 1935 the B.C. Wills & Co. was offering a complete line of quality club-room equipment. As the company grew they gained a reputation for quality. They considered their products as the "Cadillac" of gaming equipment. Ironically their phone number at 666 E. Columbia St, Detroit Michigan was "Cadillac 5974".

George P. Weinbrenner had two boys, George and Paul who would follow him into the business.



In the late 1940's the Kevfauver committee launched a drive against

“unlicensed” gaming by using the transportation of interstate shipments as a basis for a U.S. Senate investigation. To the credit of the B.C. Wills & Co. policy, the company was not asked to testify before the committee while other gaming suppliers questioned. One of the results of the Kefauver committee was a stricter enforcement of interstate shipment of “gaming devices”. With increasing pressure from the FBI on gaming shipments, B.C. Wills & Co. decided to open a factory in Nevada in 1955-56 to supply their growing customer base.



The Nevada operation started with the manufacture of dice and eventually included cabinets and layouts. Around 1968 the casino products division was moved back to Michigan where B.C. Wills & Co. had tool and die and fiberglass operations. In the 1980's the gaming supply division was sold to Clay Hathaway. In a move to make his newly purchased company more efficient, Hathaway took the old files to the Reno city dump.

After several years of operation under Hathaway the company was



combined with other gaming supplier companies that Hathaway had purchased. Shortly after the mergers, the company had financial difficulty and went into bankruptcy.



Besides his ownership in a gaming supply business, Weinbrenner had various interests in gaming and his contributions to gaming history were significant. Most of the gambling (unlicensed) was conducted in what gamblers called “road house” operations.

These were small clubs that featured a limited menu of excellent food, entertainment by some of the most popular stars of the day and a game room. The Michigan road houses featured the best bands of the day and greats like Sophie Tucker. The clubs were frequently located on the outskirts of the major metropolitan areas. In the early 1920's, the barber shop at 21 W. Elizabeth was a pick up point for the road houses. The 7 passenger Packards would pick up players and chauffeur them to the clubs located on the edge of the city. Clubs in the Detroit area included those on Jefferson Avenue in St. Claire, Michigan such as the Blossom Heath, the Edgewater Club and the Club Royal on Gratiot Ave. located on the Detroit city limit.

Around 1932, Weinbrenner owned an interest in a road house club in the area of Kansas City called The Green

Hills. Following this short venture, around 1934 he became a partner in the Beach and Tennis Club located in a mansion on the beach in Miami Beach. Weinbrenner's partners in the Beach and Tennis Club were Mert Wortheimer and Ruby Mathis. Both Wortheimer and Mathis would later become partners of Lincoln Fitzgerald in the Nevada Club in Reno for a short period of time before going to The Mapes and The Riverside.

In 1937 George Weinbrenner built The Christiania in Sun Valley, Idaho. This posh club featured top name entertainment and a game room. Operating in the winter season only, eventually it also became a summer attraction to the beautiful area.



During World War II, Sun Valley was used by the Navy as a recuperating area for wounded sailors. At one point in the history of the Christiania, an Admiral from Washington asked Weinbrenner if the Navy could lease the facility for an enlisted men and officer's club. Weinbrenner declined the offer. When the Admiral questioned Weinbrenner's patriotism, George replied “If you wanted this place for an enlisted men's club or for an officer's club I would lease it to you for a dollar a year. But if you want it for both, the only way that an enlisted man will get in here is on the end of a mop!” “As for my patriotism, I have two sons in the war and one is presently MIA behind enemy lines”. The Admiral didn't get his club.



In 1949, George Weinbrenner died of a heart attack at age 58. His passing marked the departure of a gaming pioneer whose accomplishments earned him a position in gaming history. His two sons, George and Paul continued with the business. Paul continued to operate the B.C. Wills Co. and his older brother George continued to keep an active interest in it.

B.C. Wills & Company's first mold was the small Grecian Key design introduced in the 1920's. It was designated as Mold # 100



For a brief period of time B.C. Wills tried "printing" on chips. Referred to as "printing" and not silk screening - the experiment did not work out. This mold was designated as Mold # 187



The logo was "printed" on the chips and then they were given a protective coating. This process proved to be unsatisfactory.



Metal wafer inlays were used in the late 1940 to early 1950 period also as an experimental design.



In March of 1964 B.C. Wills & Co. introduced a large Grecian Border Design. This was called Mold #364



Following the purchase of the company by Hathaway and its subsequent bankruptcy, all of the B.C. Wills molds became generic property of the Burt Company and then Atlantic Molding.

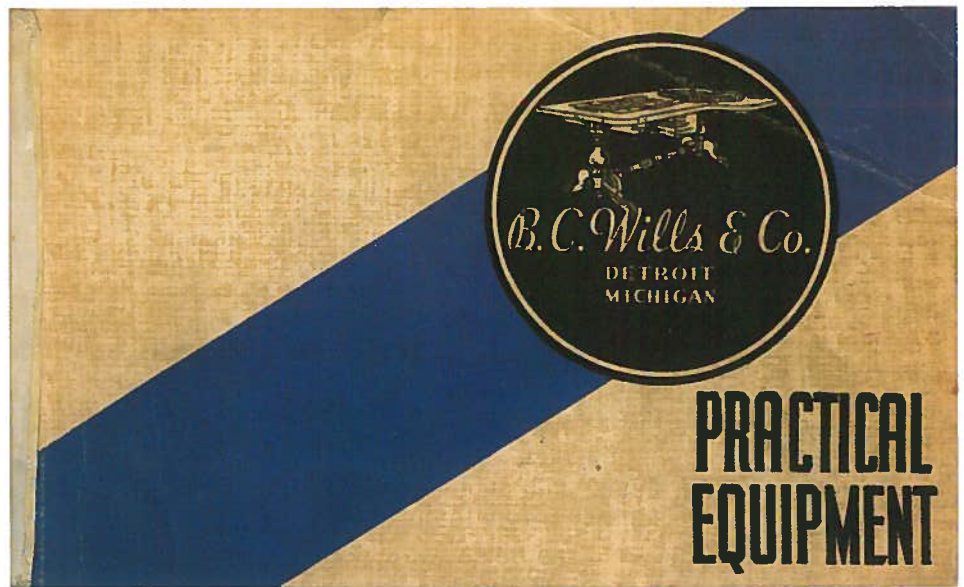
A number of interesting samples combine the large Grecian key mold with a metal center. These were produced in the 1970's when metal centers were being considered.



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Tales of Hares and Ghosts

by Tom Stroh

While most articles deal with chips and tokens that the authors have found and attached a history to, this article will take a different approach. I am going to describe the chips, tokens, and plaques used in long-since-closed Playboy casinos, that we can't find examples of. In my book about Playboy Cheques, Chips and tokens I estimated that as many as half of the typical chips, plaques, and tokens used by the casinos were not in collectors hands. This article explains how I came to that conclusion. These are items that I know were out there on the tables, but, for whatever reason, an example has not made it's way into the collector's marketplace.

It seems to me that over the past years of collecting, a new, uncataloged or unknown Playboy chip or token appears, on the average, every other month. This rate of discovery has been rather consistent for many years and keeps the email connections chirping as collectors try to place and value the latest find.

For me, the fun of collecting chips has been hunting for, and identifying the new finds. If we define a rare chip as a chip that has only two or three surviving examples, then most Playboy collectors have some rare, if not unique, chips in their collections.

The following are all chips and tokens that were known to exist but

no one has seen or acquired an example of. They are easy to identify, just as rabbits in nature multiply; Playboy Inc. reproduced their Rabbit Head trademark on everything they came in contact with. If, after reading this, you determine that you have one of these in your collection, first, pat yourself on the back, then, please contact me I'd like to hear about it!

So, getting started, the first undiscovered chips are two issues used in the first Playboy casino that opened in London in 1966. The twenty five Pound (£25), and fifty Pound Small Crown chips, the twenty five being brown, and the fifty yellow. These are listed in the records of T. R. King Co. and seen in old photographs of the casino.

The Fifty-Pound chip was the highest denomination used during those early years. At that time, fifty Pounds was equal to about two hundred Dollars, an average white-collar wage for two weeks. Five or six years later, when the oil rich Arabs started showing up loaded with dollars to spend the highest denomination plaque rose up to £100, 000.

Just in the past year the one and only example of a small crown £5 chip popped up on ebay. It was found in the estate of a deceased uncle.

Some other mystery chips from the London casino include light brown



five pence chips in both the Triclub and Scroll molds and Small Crown roulettes which are marked with "PB" rather than the word "Playboy".

London tokens also make the list. If you are a token collector you are probably familiar with the 1966 Playboy token minted by the Franklin Mint. It was so successful (profitable) as a souvenir, that dated tokens were produced from 1972 to 1980. Few have made it to the collector's market.



It didn't take Playboy Inc. long to recognize the potential profits to be made from gaming. Plans were made for a floating casino aboard the HMS Atlantis in 1970. The bunnies took the waves in 1971 with lackluster results and soon the bunnies were back on terra firma. As unsuccessful

as it was, I believe this was one of the first casinos opened on a cruise ship.

An enlarged photograph and a couple conversations with a past manager have led to three HMS Atlantis chips being identified. The light brown one Dollar, a red with 4x1/4 white five Dollar, and a green with 6x1/4 yellow twenty five Dollar chips are much sought after and, as far as I can determine, have not been found. I find it hard to believe that no passengers took home a souvenir casino chip with that famous rabbithead trademark on it, hopefully some survived.

Can a popular high-roller's casino operate for ten years without losing a chip? The Playboy Clermont was open from 1972 to 1982. The chips, according to an ex-dealer were marked with both the Rabbithead trademark and the words "Playboy Clermont". There are no known examples of chips or plaques from this popular and exclusive casino.

The other English Playboy casinos; Portsmouth, Manchester, and Victoria Sporting Club all have in common the lack of surviving chips, plaques or jetons of one Pound or greater. Although a few examples of smaller denominations do exist for these sites, none of the larger chips or plaques has surfaced. For the most part I haven't even been able to list all the denominations used. Collectors were surprised last year when a Portsmouth 12 and 1/2 pence chip appeared on the Internet.

Atlantic City isn't without its mystery issues. One group of which are the missing roulettes. When the Atlantic City Playboy Casino was closed the roulettes were sold to the public and are available in large numbers. However, a few years ago I was

able to compare the want sheets of roulettes from a number of collectors and found that they were all missing the same roulette designs. I found that for these fifteen out of 126 color and design combinations, there were no available chips at all. The fifteen are;

1. Tan Sunburst
2. Brown Card Pips
3. Brown Satellite
4. Light Blue Windmill
5. Dark Blue Four Square
6. Dark Blue Hexstar
7. Dark Blue Three Diamond
8. Dark Blue Windmill
9. Orange Double Anchor
10. Light Green Fireworks
11. Light Green Foursquare
12. Light Green Three Diamond
13. Pink Pinwheel
14. Pink Snowflake
15. Pink Windmill

Next we travel to the Bahamas. Probably the most common question asked about the chips from the Bahamas is: "What does the "72" stand for on some of the Playboy Bahamas 50 cent chips?" There are a small number of these chips in the collector's world and although the question keeps getting asked, no one has found the answer.

Some other unknowns attributed to the Bahamas are the backup chips. Probably in the denominations of \$25, \$100 and \$500, only the \$100 can be obtained. The color combinations for the \$25 and \$500 backup chips are unknown and the possibility of a \$5 backup has been debated.



It's not only the old casinos that we can't find chips from, some of Playboy's more recent endeavors also feature rare ghost chips. Many of the items used in the Rhodes Playboy casino have not found their way into collector's hands. This casino, on the Greek Island of Rhodes, opened in 1999 and closed a year later. The chips, and plaques with denominations of 25,000 Drachmas and up and the bimetallic 1,000 and 5,000 drachma token are on the list as well as a 250 drachma hot stamped chip. Also missing are the backup chips, which may have never made it out of the vault.



Plaques cannot be found, of any denomination, from any of the Playboy casinos. Plaques were used in all of the UK and Rhodes casinos with values from £10 to £100,000 in the UK and 500,000 and 1,000,000 Drachmas in Greece. In fact the first £100,000 plaque was fabricated in solid gold with inlaid diamonds. More conventional approaches were used on later plaques.

I've heard a lot of rumors, especially from ex-employees, of someone having a plaque in their possession, but, to date nothing has appeared in the collector market.

If I had written this article three or four years ago it probably would have been twice as long. As I said at the beginning, new issues make it to the market periodically and given time, I think most of these missing items will appear, in the mean time keep an eye out for those elusive rabbits.

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Andy Hughes

CC>CC Member # LM-2471-52



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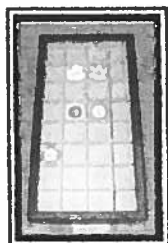
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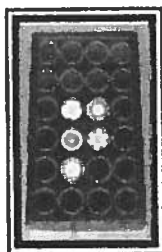
CASINO CHIP CASES



260FT32

Black Chipboard Case with 32 compartment insert (1 5/8" x 1 5/8") for 39 mm Casino Chips. Size: 14 1/2" x 8" x 1". Glass tops. Colors: Red, Black, Blue, Gray or Burgundy.

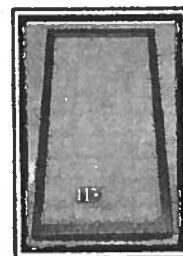
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LUCITE CUP CASES

260LC24 The black foam & velvet insert holds 24 foam filled Lucite jars (1 3/4" dia.) that fit 39 mm Casino Chips. The lids fit tight to provide extra protection for your chips. Size: 14 1/2" x 8" x 1". Glass tops.

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260FT10 Black Chipboard Case with glass top. Holds 10 Slot Cards. Size: 14 1/2" x 8" x 1". Colors: Red, Black, Blue, Gray or Burgundy.

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BOOMTOWN

CASINO ☆ HOTEL
Reno, Nevada

by Allan Anderson

Like all good tales of the West, the history of Boomtown Casino and Hotel is a colorful story of the American dream.

Despite what its name implies, Boomtown did not spring up overnight. In fact, it took more than 40 years for a small cafe to evolve into the full-service resort hotel-casino Boomtown is today.

It all started in 1945, when husband and wife Bill and Effie Holmes moved from Twin Falls, Idaho to Verdi, Nev. They bought an existing restaurant on the outskirts of Verdi named the Wishing Well Cafe. Within a few years, the couple bought another business in downtown Verdi, naming it Bill and Effie's Truck Stop. In 1960, Nevada's gaming commission began allowing small business owners to obtain gaming licenses. The Holmes decided to add a casino to their establishment. By this time, the cafe had 13 employees and 17 slot machines.

As construction began on the new interstate in the early 1960s, Bill and Effie saw an opportunity for more business. In 1964, they moved the cafe to the current Boomtown location to take

advantage of traffic on the Lincoln Highway (now Interstate 80). There, they built a 9,600 square-foot building that featured 94 slot machines and a 120-seat restaurant. The business quickly became a favorite stop for truck drivers and travelers, and expanded once again.

Bill claimed he would sell the successful business when it was worth \$1 million, and in 1967 a group of investors led by now-Reno mayor Bob Cashell offered to buy it. The couple sold their business and retired, leaving their roadside stop to expand beyond their imagination.



Bill and Effie's

Photo courtesy Howard Herz



On October 1, 1967, Cashell renamed the property Boomtown and throughout the next few years, made several improvements. In 1971, he added a bar and brought in the first Blackjack table the following year. It was so popular that six more tables were added in just six weeks. A craps table was introduced in 1973, and Keno came to Boomtown four years later. Boomtown's first hotel was built in 1978, a place for weary travelers to rest. Over the next several years, the casino would continue to slowly grow and change. Cashell sold the property to Timothy Parrot, Ken Rainen and the Merrill Lynch Corporation in 1988. The company became publicly owned, trading on the NASDAQ stock exchange in 1992.

Boomtown wanted to appeal to the entire family, and opened its popular Family Fun Center in May 1993, bringing with it 35,000 square feet of video and redemption games, rides and northern Nevada's only 3D Motion



Boomtown in the cities

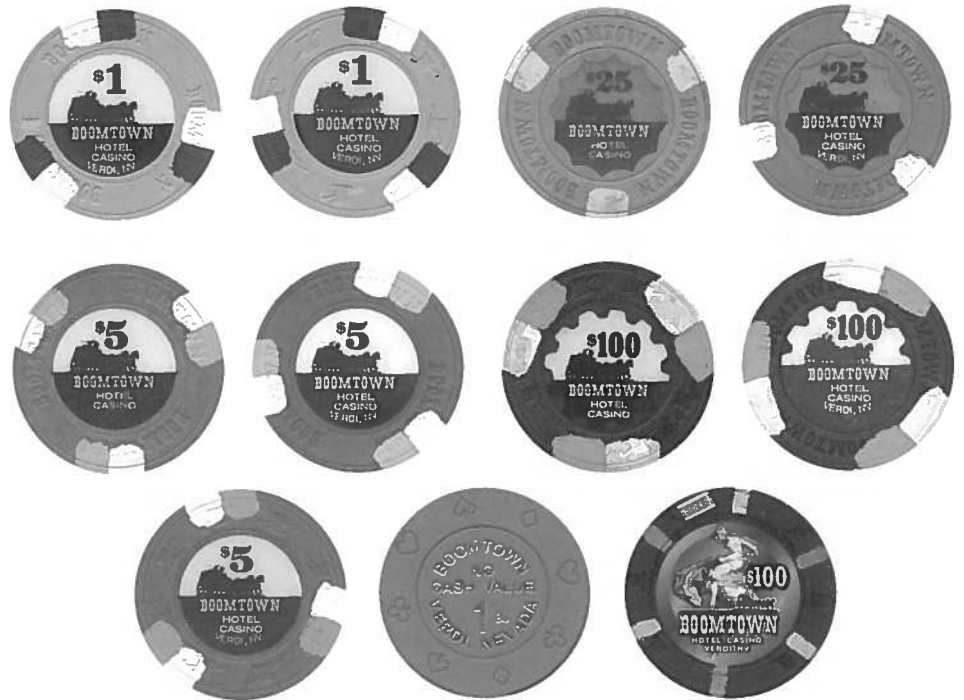


Boomtown's new hotel

Theater- the first in the world to be all digital.

The company expanded with three additional properties in Biloxi, Miss., New Orleans, La. and Las Vegas, Nev. In 1996, the Las Vegas property was sold and in June 1997, Boomtown merged with Hollywood Park, Inc. to become a wholly-owned subsidiary. Hollywood Park then became Pinnacle Entertainment, Inc., the current owner of Boomtown.

With the addition of a six-story, 200-room hotel tower and high limit slot salon, as well a #1 Blackjack and Video Poker rating, Boomtown continues to offer the perfect spot for the traveler, relying on the down-home friendliness begun in a little cafe all those years ago.



Chip scans courtesy Larry Hollibaugh

My list of Casino Chips & Tokens number over 1,000 pieces including Indians, Nevada, Deadwood and others.

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PLEASE STOP & SAY HELLO AT THIS YEARS CONVENTION – Table #50

Red Dragon Casino \$1-\$5000 (7 Denoms)	\$79	Jim Kelley's Nugget '03LE Set: \$1,\$5,\$25	\$39
Red Dragon Casino - Set of 7 Roulettes	\$29	Horseshoe –1995 WSOP NCV's 1-5000 \$	159
West World (Henderson) 50c, \$1, \$5, \$25	\$79	Frontier Hotel 50c H&C(CJ) "PAN"	\$39
Cal-Neva Lodge \$1 S-Mold (Sinatra Era)	\$48	Eddie's Fab 50's – 3 Diff "A" roulettes	\$29
Stardust (Tahoe) \$5 Arodie N0346	\$99	Foxy's Firehouse – 4 Colors H&C NCV's \$49	
Incline Village \$100 H&C(CJ) Drilled	\$99	Golden Nugt Rare NCV's 6 Diff : 1-1000	\$199
Giudici's (Sparks) \$5, \$25, \$100	\$49	Fiesta -Royal Flush Series of 24 \$5 Chips	\$195
Sierra Tahoe Dealer's School \$1, \$25, ND	\$32	Cactus Pete's 25c Brown H&C HS Gold	\$79
Silver Nugget H&C NCV's: 1,5,25,100	\$32	Hard Rock \$25 Cinco de Mayo 2002	\$149
Hard Rock "Rock 'N' Rods - Set of 4 \$5	\$48	Texas (LV) 4 Colors: 8-Suit NCV's	\$32
Town Tavern \$5 Purple Sm Crown 4-Yel	\$39	Bally's Grand (AC) Hall of Fame Set of 5	\$55
Silver Nugget \$25 Mike Tyson (25 Made)	\$129	Mint (LV) 25c Purple 2-Yellow pic-Hotel	\$39
Stork Club (LV) - Choice \$5, 25 or \$100	\$299	Ore House (Reno) – Plain Mold \$1,2,5,10	\$49
Trop (AC) Poker Club: Maroon NCV	\$19	Gold Strike (Jean) NCV's: 5,25,100,500	\$38
Hard Rock "Who" at the Joint \$5 & \$25	\$59	Pink Pussycat (Reno) \$1, \$2, \$5 w/ "\$"	\$49
Harrah's (Reno) \$25 N8537 "Q" Value	\$49	Pink Pussycat 1,2,5 Error Set - No "\$"	\$59
Opera House Unicorns-5,25,100; No "\$"	\$45	Joe's (Gerlach) \$1 Orange Sq-in-Circle	\$69
Bladensburg (Md.) Complete: 60 R'lettes	\$119	Curzon House (London) 10 Pd Plaque	\$39
Harvey's H-Mold 3-Skull/Wheel R'lettes	\$69	Curzon House (London) 50 Pd Plaque	\$69
Ponderosa \$1 Navy LgKey 3-Pink	\$38	Curzon House (London) 100 Pd Plaque	\$79
Opera House 9/11 Charity Set 3 NCV's	\$100	Bellagio:Ocean's 11 - \$1,\$5,\$25,\$50,\$100	\$89
Harrah's \$2.50's Dry Heat #1, #2, #3, #4	\$28	Harrah's Reno \$5 V2714 "Happy B-Day" \$85	
Sahara (LV) \$20 Baccarat Plaque (60's)	\$39	Christmas \$1 N7349 GREAT INLAY !!	\$499
Jailhouse – Set of 4: 50c, \$5, 2 Diff \$25's	\$45	Trop (LV) – Brooks Robinson – SIGNED	\$29
Cal-Neva Lodge \$1 Black Rectangle	\$99	Stockmen's (Elko) \$25 Pink; Metal Inlay	\$59
Reno Hilton \$5 Rainbow's N4603, N5168	\$44	Comstock (Reno) \$25 N2736 Obsolete	\$39
International Dealer's School (LV) 1,5,25	\$28	Sands 3 Chip Tourney Set \$5, \$25, \$100	\$79
Mandalay Bay \$1 & \$5 Yr of the Horse	\$35	Trop (LV) 5 Match Play Gray/Pink Pie	\$48
Harvey's Obsolete Brass - \$1, \$2.50, \$5	\$29	Harrah's Reno \$5 Octagon "Satisfaction" \$35	
Harvey's Obsolete \$25 Orange Brass	\$49	Ponderosa Reno N.D. Red Plain V5305	\$89
Hacienda 50c Trade Check Yellow V4396	\$16	Opera House 71 Yrs \$1,5,25,100 (19 Sets)	\$249
Hacienda 50c Trade Check Gray Unlisted	\$39	Town House \$5 V9907 Brn SmKey None	\$69
North Shore Club Zigzag "NSC 2" Navy	\$49	North Shore Club 50's "A" SmKey 3 Diff	\$69
Harrah's Tahoe Obs. NCV's 1,5,25,100	\$39	Claim Stake (Sparks) \$1, \$5, \$25 – All 3	48
Sowdowner/Virginian 1 ERROR NCV	\$59	The Gambler (Reno) \$5, \$25, \$100	\$49
G. Autry's Htl Continental Red Roul Rm	\$22	Saddle West: 1st Issue H&C: 25c, \$1, \$5	\$49
Foxwoods \$10 – Frank Sinatra	\$38	Red Dragon Casino – Matched Pair Dice	\$45
Debbie Reynolds \$5 N2406	\$50	Red Dragon Casino – New Deck of Cards	\$25
State Line N.D. V9838 Chinese Warrior	\$79	The Shack (Lake Tahoe) \$5 Diamond	\$69
Heinie's Reno – Red, Green, White	\$22	Meeks Bay (Tahoe) \$1, 2.50, 5, 25, 100	\$49
Sands (LV) \$1 N2128 70's Lg Pinwheel	\$35	Trump Marina \$25 Hooters (Hologram)	\$48
The Nugget \$25 Home of More Jackpots	\$499	Circus Circus - Emmett Kelly Set of 6	\$59
Mr. C's (Reno) \$5 H&C 4-Brn 4-Purple	\$89	Monte Carlo (Reno) \$1, 2.50, 5, 25 O/S	\$49
Eddie's Fabulous 50's: 5, 25, 100 NCV's	\$89	Trump Castle – Royal Flush – Set of 20	\$179
Tahoe Nugget \$1 Red H&C(CJ)	\$59	Treas Is: #10 Roul; 5 Diff; Never Opened	\$29
Eldorado RARE 5 NCV – "Fly Away"	\$125	Nugget (Reno) Green H&C(CJ) 3-Red	\$49
The Nugget \$.25 Oran. Sm Key pic of Ng	\$59	Nugget \$1 Maroon SmKey pic of Nugget	\$59

P&H: Up to \$100 = \$3

\$100 to \$299 = \$4

\$300 or more = No Charge



Atlantic City R E P O R T

by Archie Black

“A.C. ... ALWAYS TURNED ON!”

Things have slowed down (chip-wise) in Atlantic City these past couple of months...until April arrived ... but the city itself is undergoing some major changes with scores of new major brand stores under construction on the main avenues along Atlantic & Pacific Avenues and along the entranceway into the city from the A.C. Expressway. Dozens of the new stores are already open for business and the rest are scheduled to open before the busy summer season. Coupled with the retail stores are many, many new homes under construction throughout the 3-mile long city. If you have not visited Atlantic City in the past couple of years, you will be amazed when you see all of the improvements.

Well, the former A.C. Chapter has embarked on a mission to choose a new name and logo for our local club. Several names have been suggested, with the contest winner having been announced at the March 21st club meeting. The chosen new name for the club is the “Atlantic City Casino Collectors Club”. A logo contest is presently underway. Meanwhile, the club is going ahead with its previously approved project of issuing a no cash value chip to mark the 150th Anniversary of the City of Atlantic City in April. The chip is limited to only 320 pieces ... and has been earmarked primarily for A.C. club members, with a few complimentary chips being given to local officials. By the

time this report is published, I’m certain that all available chips will have been sold.



In January, Trump Plaza kicked off the New Year with a Season’s Greetings \$5 chip of which only 750 were issued. In mid-March, Trump Plaza issued a very attractive \$10 rack chip. Tropicana issued a Chinese New Year, “Year of the Monkey” \$5 chip and Tropicana also released a \$10 token, dated 2000, to fill in the missing denomination of their new slot token design.



St. Nicholas Church of the Tolentine in Atlantic City has issued a second non-value chip in their series. I think this 2nd issue is much more attractive than their first issue, which is all sold out.

During February, Trump Marina issued a No Cash Value to its preferred slot players by mailing an invitation to pick up this non-value chip at the promotion booth on Ground Hog Day. Later the same month, the chip was also made available to those chip collectors who were in line to purchase the \$10 Styx chip that was issued on February.



It was discovered that a \$2 slot token was put into play at Sands, long after this token was released. Unfortunately, by the time collectors

became aware of this token, all specimens had been through the machines and hoppers extensively and very few un-circulated specimens are available.



A very small quantity of elusive Bath & Turf Club chips were purchased privately by the author (less than 20 sets) and have been made available to new issue service subscribers. These chips have notorious weak hot stamp imprints. While dark gold hot stamps on the yellow chips provide some contrast, the companion green chip does not. See the well-documented article by yours truly on these illegal chips that was published in the Spring, 1995 issue of the club magazine.



Trump Taj Mahal has re-ordered/re-issued their \$1 regular table chip in early March... with some not-so-obvious subtle differences. The original Taj \$1 chip had two red edge inserts and two orange inserts. The re-issued chip inserts appear to be four orange at first glance, but if looked at closely, the two inserts appear to be more pinkish

than orange. When scanned, the two inserts show up as fuschia and when exposed to a UV (black light) a large H&C appears in the center of the onion dome. Also, the dome is more black in the scan on the re-issue while the original dome is in gold. The two chips must be placed side-by-side to see the differences.

Trump Plaza also re-issued their \$1 Paulson chip that is easily distinguished from the previous similar design. The logo is much brighter and bolder on the re-issue compared to the relatively faint color on the original issue. Also, when placed under UV lighting, the new issue sports a phosphorous green H&C vs. a yellow H&C on the original.

Trump Plaza has re-issued its \$10 rack chip. The new version has a much smaller letters and \$10 on the rose side than the original issue. The reason given for the change was that the house wanted both \$10's to be the same size.



Trump Taj Mahal issued a trio of headliner chips in April. All three were of artists who had appeared at Taj during 2003. Pat Benetar & Neil Giraldo; Michael Bolton, Mariah Carey.



Trump Plaza issued a \$25 Year of the Monkey chip shortly before the deadline for this issue of the club magazine went to press in mid-April.

The 2004 Edition of "Black's Catalog of Atlantic City Casino Chips & Gaming Tokens" has been released for distribution. See the full-page paid advertisement published elsewhere in this issue of the club magazine for ordering details.

Hope to see many of you in Las Vegas this June at the 2004 Convention at Riviera. It should be another good one! I'll be distributing this personalized chip to the first 400 banquet attendees. The diving horse was a well-known Atlantic City attraction on the famous Steel Pier during the city's heyday, prior to legalized casino gambling.



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CC>CC Board of Directors Meeting

by Belinda Hixon

The CC>CC Board of Directors meeting was held January 29th at the Flamingo Resort in Las Vegas. Present were: Mike Skelton, Wayne Thompson, Ralph Myers, Mike Quinlivan and Belinda Hixon.

President Skelton called the meeting to order at 9:20 a.m.

Treasurer's Report

Mike Quinlivan

A discussion on magazine costs followed. Suggestions for increasing ad revenue and cutting costs were made and passed to the Editor. The cost of the Convention Program was also discussed and suggestions for cutting those costs were also made and passed to the Convention Chairman.

Membership Report

Ralph Myers

As of January 29th there were 2694 members with 382 of those being Associate members and 80 Life members.

A discussion about the membership card imprint machine followed. The first machine purchased stopped working and the dealer offered to credit the cost of the first machine to the purchase of another model. It was agreed that the BOD would vote on the purchase upon receipt of a written quote and was contingent on the total extra expense being less than \$1,000 total. (The BOD since voted to purchase the new machine.) The process for membership renewal notices was discussed and changes will be implemented.

Vice President's Report

Wayne Thompson

The press package has not been completed and that the corporate donations/sponsorship program is on hold until the packet is complete. The Club will purchase a Gaming Business Directory for use with contacting potential corporate sponsors/donors. Discussion of different levels of corporate members/sponsors followed.

Wayne will also look into having videotape of the convention made for inclusion in the Club Archives as well as to show to potential corporate sponsors and for sale to members wishing to purchase a copy.

Secretary's Report

Belinda Hixon

Three chapters were not in compliance with the requirements as stated in the By-laws. Numerous requests had been made to the Chapter presidents with no response.

End of BOD reports.

Club Logo

The Club is trade marking The Club logos as well as the official member and chapter logos. Members should contact the Secretary to obtain the proper logo for usage on business cards/websites.

Convention Auction

As of January 29th there were 200 lots with 13 having a reserve of

\$1,000. No color catalog will be produced this year but a color PDF will be placed on the Club website so that members can view/download or print it. A black and white catalog will be available as in the past. Catalogs will contain Black's Catalog as well as TCR numbers.

Building Fund

The 1st Committee will be asked to provide a detailed report on activities on a quarterly basis.

No Saturday night Building Fund auction to be held this year. Mark Freitag is donating his duplicate chips to the Building Fund and the duplicates of the tokens from the Burns collection will be used toward the Building Fund. Some of the duplicates will be retained for display in the Building. The Burns collection was examined by Dennis Finn and given a fair market value of \$3,400.

The Southern Nevada Chapter will donate proceeds from the Palms show to the Building Fund.

Convention Update

Chairman Steffner reported that as of January 24th 43 tables were sold. The deadline was January 31st and it was expected that all tables would be sold out. Ten dealers were on the wait list for tables. Also as of January 24th, 108 members were pre-registered for the Convention.

The Poker Tournament had 14 pre-registrations and the Blackjack Tournament had 17 places sold.

It was noted that the phone number for the Riviera was initially wrong on the club website but that it had been corrected.

List of room comps was approved.

Treasurer Quinlivan will look into obtaining insurance for the club during the convention. Cost should be in the range of \$675 for seven days of \$1,000,000 coverage.

Hall of Fame

The deadline for recommendations was January 31st. The list of recommendations will then be forwarded to the HOF committee for processing.

Library Report

No report

Promotions

Tyrus Mulkey has taken control of the Club promotions items and has reported that we have numerous items with the incorrect Club logo on them. The BOD suggested having a sale on these items or making those items available in pre-registration packets. Tyrus will put a listing of items in the magazine.

Publicity

No report

Website

Greg Susong reported that the conversion to the new software was almost complete. Several items need to be updated or removed. Secretary Hixon will discuss those items with Greg.

Club business needs to be handled on the Club's website.

The BOD discussed membership enhancements on the Website. The possibility of providing a "member's only" section that would include coupons, articles, etc., was discussed. Reference pages would stay in the open access area of the site.

Vice President Thompson will spearhead a project to get volunteers to write articles on specific areas of collecting for inclusion on the website.

Changes to the Library pages was discussed as well as the possibility of adding a "donations" box to the website for the Building Fund / General Fund. Those possibilities are still being explored.

Discussion on Membership Enhancements

VP Thompson will work on getting extras for members who join or renew members.

The Club is looking into sponsoring collection insurance for members. The cost would be approximately \$50 per year for \$20,000 coverage. President Skelton will continue the investigation.

Miscellaneous

President Skelton, Vice-President Thompson and Treasurer Quinlivan met with Dave Whalen on the afternoon of January 28th to discuss the chips altered by Mr. Whalen. They proposed that in order to prevent fraud, Mr. Whalen mark the chips that have been repaired or produced by

him with ultraviolet paint. He may produce a list of the chips that he's repaired. Mike Skelton will meet with Mr. Whalen the week of February 1st.

The last hours of the meeting were dedicated to the discussion on Chapter status and the funding up of the Building Fund.

After a long discussion, with the advice of tax and legal experts and with the intent to protect the Club's 501 (C) (3) status, Vice President Thompson made the motion to dissolve all chapters as they exist. Ralph Myers seconded the motion and the vote was unanimous to dissolve chapters.

Building Fund Discussion

Treasurer Quinlivan moved that the Club fund the Building Fund up to \$50,000. Wayne Thompson seconded the motion. All members voted yes.

Respectfully submitted.

Belinda Hixon

The CC>CC Building Fund Mission

by Andy Hughes



For a donation of \$100 or more you get the above numbered oversized (44mm) chip. Only 100 made.

There has been discussion for several years among the club members about how nice it would be to have a location where meetings could be held, materials stored and just have a place to call home. Some have even suggested a casino chip museum could be located in the new home. The problem was money – how much and how to get it. Since maintaining a building, even if it is leased space, is rather expensive the Board of Directors decided that before any plans are made it would be necessary to see if there was enough interest in this project to raise the needed funds.

It was determined that while it may not be enough to complete the project it would be necessary to get at least \$50,000 just to get things started. In April 2002 the Board of Directors approved setting up a committee to work on collecting the necessary money to accomplish the goal.

In the first year, through the hard work of many club members, the donations to the building fund totaled about \$20,000 and are being kept in a separate bank account. Once the \$50,000 total is raised a different committee will decide how to proceed in locating the permanent home. This could include purchase of a building, leasing space or working with a government organization such as the City of Las Vegas or a University. Committee members have met with the Mayor of Las Vegas and his people in an attempt to develop something a lot faster than we ever thought possible. These meetings have been very productive and will continue as the project comes closer to reality. There have also been meetings with various casinos concerning our needs.

When this project is completed we will have a place we can be proud of, a place that belongs to the membership, and probably most important, a place where future members will be able to honor the memories of all of the great members and collectors that started and built this great hobby and club.

UPDATE!

CC>CC President Mike Skelton made the announcement below on March 9th, 2004.

The Board of Directors voted unanimously (5-0) to transfer the necessary funds from the General Account to the Building Fund Account, in order to bring the balance of the Building Fund to \$50,000.00. This was the stated goal in the original charge to the Building Fund Committee.

The follow on committee called for in the original Building Fund declaration will be known as the Feasibility and Vision Committee. This new committee is being formed now and will be charged with looking at projected acquisition costs, whether we build, buy, lease or acquire space from a corporate donor or government agency. They will project and budget anticipated operational costs associated with the new Club Headquarters building. Furthermore, the committee will be asked to begin shaping our initial vision of what sort of features and displays our building should contain.

The budgeting process will give us a road map of where we are headed and some idea of what we can anticipate in spending in order to see this become a reality. The vision work will allow us, for the first time, to put our ideas on paper. Combined, these two processes will allow us to approach potential corporate donors with a plan of action, specific requirements and a visual of what we hope to accomplish. Once again, our 501(c)(3) tax-exempt status will be extremely beneficial to us in acquiring tax-deductible donations. It also gives the membership a more precise idea of what they can look forward to someday.

Members of the Board and of the Building Fund Committee have met with city and county agencies in Las Vegas and we continue to work with them on possible donated space. We have had recent meetings with other non-profit organizations in Las Vegas on the possibility of being included in upcoming projects with them. All of these possibilities will continue to be explored by the Board and the new committee.

The current Building Fund Committee will continue their mission of raising funds from a variety of sources. The work of this committee and their volunteers has been instrumental in getting the Club to this point and will continue to be an indispensable asset to this overall project. The Board thanks the committee members and the volunteers for their hard work. Special thanks to all of the Club members and corporate donors who have generously given to the Building Fund and supported the committee's fund raisers.

The Board of Directors is fully committed to seeing this project come to life and being something we all can be proud of. We ask for the membership's full support on this important, long-term project. There are enormous talents within this organization and with everyone's help we will see Jim Kruse's original idea become a reality.

**As of 3/2/04, the balance in the Building Fund is \$50,400.00. This includes the generous donation from the members in Southern Nevada from the Palms Chip Show, the donations from the Palms Hotel and Casino, recent fund-raisers from the Building Fund Committee and \$16,063.98 transferred from the Club's General Fund.*

The Palms No Cash Value chip below from the CC>CC 10th Annual Convention are just \$10 each with all of the money going to The Casino Chip & Gaming Token Collectors Club Building Fund



Rick Miner has volunteered to oversee the Building Fund table at the convention this year. He and those who have volunteered to help him will have the Building Fund and Palms NCV chips available.



In addition, Debby Meister designed the great looking chip below & had it made by Chipco. Only 100 were made & they will be available at the Building Fund table for a \$20 donation. If there are any left over they will then be sold through the mail.

There will also be some other surprises. So, please check out the table and say hello and make a donation!

To make a donation by mail, please send a check to Mike Quinlivan at:

Mike Quinlivan
Treasurer CC>CC
P.O. Box 249
Atwood CA 92811-0249

Mike will let the committee know of all Palms NCV chip purchases and of a \$100 or more donation and the chip or chips will be mailed out promptly.

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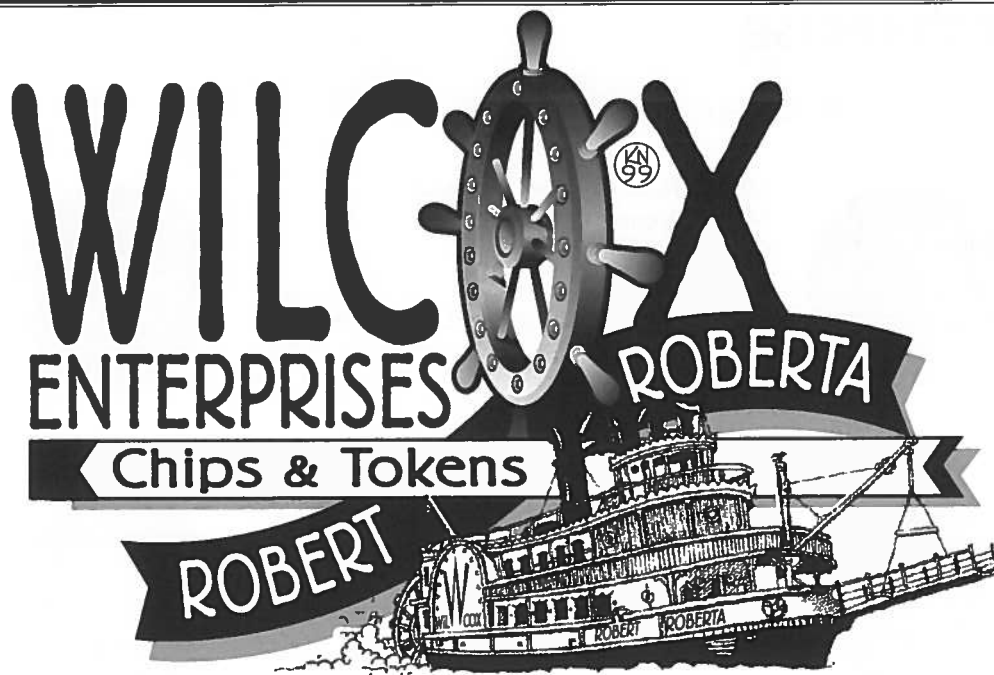
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2002 Official Convention Medal

\$7.00 - Bronze, \$18.00 - Silver,
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2001 Official Convention Medal

\$7.00 - Bronze, \$18.00 - Silver,
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2000 Official Convention Medal

\$7.00 - Bronze, \$18.00 - Silver,
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1998 Official Convention Medal

\$7.00 - Bronze, \$18.00 - Silver,
\$22.00 Set of 2



1997 Official Convention Medal

\$7.00 - Bronze, \$18.00 - Silver,
\$22.00 Set of 2



1996 Official Convention Medal

\$7.00 - Bronze, \$18.00 - Silver,
\$22.00 Set of 2



1995 Official Convention Medal

\$7.00 - Bronze,
\$20.00 Set of 2 (Silver)



1994 Official Convention Medal

\$7.00 - Bronze,
\$20.00 Set of 2 (Silver)

Packaged sets are available from 1994 thru 2003



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\$4.00



2001 Convention Chip
\$4.00



1999 Convention Chip
\$4.00



1995 Convention Chip
\$4.00



2002 Convention Chip
\$4.00



2000 Convention Chip
\$4.00



1996 Convention Chip
\$4.00



2003 Poker Tournament Set
\$15.00 - 5 chip Set

2002 Poker Tournament Set
\$15.00 - 5 chip Set

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- Volume 6 issue 4
- Volume 7 issue 1
- Volume 7 issue 2
- Volume 7 issue 3
- Volume 8 issue 1
- Volume 8 issue 2
- Volume 8 issue 3
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- Volume 9 issue 2
- Volume 9 issue 3
- Volume 10 issue 1
- Volume 10 issue 2
- Volume 10 issue 3
- Volume 10 issue 4
- Volume 11 issue 1
- Volume 11 issue 2
- Volume 11 issue 3
- Volume 11 issue 4
- Volume 12 issue 1
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1991 "Four Wooden Dollars" ANA club wooden dollar	Chicago, Il .	\$1.00 ea.
1992 "Five Wooden Dollars" ANA club wooden dollar	Orlando, Fl .	\$1.00 ea.
1993 "Six Wooden Dollars" ANA club wooden dollar	Baltimore, Md .	\$1.00 ea.
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2000 "Thirteen Wooden Dollars" ANA club wooden dollar	Philadelphia, Pa .	\$1.00 Ea.
2001 "Fourteen Wooden Dollars" ANA club wooden dollar	Atlanta, Ga .	\$1.00 ea.
2002 "Fifteen Wooden Dollars" ANA club wooden dollar	New York, N.Y.	\$1.00 ea



Miscellaneous Club Wood Issues

1993 Official CC>CC 1st Convention Wood dollar (Gold or Silver color)	\$1.00 ea.
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1993 Wooden Nickel "You Are Invited" woodnik	.50 ea.
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1995 Wooden Nickel "Bigger & Better" woodnik	.50 ea.
1996 Wooden Nickel "The Place To Be" woodnik (Ty.1 Wrong date & Ty-2)	.50 ea.
1997 Wooden Nickel "The Biggest Yet-Be There" woodnik	.50 ea.
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Atlantic City Chapter

The Final Chapter

by Jerry Birl

I write this article with mixed emotions – on one hand, I am excited about a new year of chipping that was kicked off with the annual Atlantic City Chapter pizza party following our January 11th meeting, on the other hand, I am sad to see the end of an era, as the Atlantic City Chapter of the CC>CC has been dissolved. I have fond memories of the early days of the A.C. Chapter when my now departed good friends Bob Mera, Bruce Landau and many other devoted chippers, first banded together to share our love of this Hobby.

With the announcement by CC>CC President Mike Skelton on February 26, 2004 that the Board of Directors had decided for legal and tax reasons to dissolve all Chapters of the CC>CC, the Atlantic City Chapter of the CC>CC has become a piece of chip collecting history.

It is ironic that the Chapter was formed on February 24, 1994, and it was dissolved on February 26, 2004 only two days after celebrating its 10th anniversary. I believe that the BOD made the proper decision for

the well being and continued growth of the National Club, and I also believe that the members of the former A.C. Chapter will find a way to do whatever has to be done to move forward and continue to pursue their love of chip collecting.

President Brach has already asked former Chapter members to come up with a new name for the dissolved A.C. Chapter of the CC>CC. The new name for the former Chapter will be voted on at the next meeting that will be held on Sunday, March 21,

2004 at the Sands Casino in Atlantic City.. The member who submits the name that is chosen for the new organization will receive 5 years of free membership in the new organization. We may no longer be under the umbrella of the National Club, but we will all continue to share our common goal of promoting and growing the Hobby we all enjoy so much.

The picture at the bottom of the page was taken at the last official meeting of the A.C. Chapter on January 11, 2004. As usual, the meeting was very well attended and lots and lots of chips and tokens were exchanged, traded and auctioned off.



Mike Custodio, Vice-President; Jerry Birl, Secretary; Dick Brach, President; Bob Irving, Treasurer

I usually sign off by inviting everyone to join the A.C. Chapter, but this is no longer possible. However, I am sure in the next issue of the Club magazine I will be able to invite you to join the new ??????????????????.

The Great American Coin Gaff

by Vince Mowery

Have you ever fed a video poker machine, with little or no return, and wondered if there was something flaky about the inner workings of the machine? Well you are not alone. This is a story of gaffed (“fixed for the purpose of cheating”) gaming machines and some gaming tokens used in them.

By the mid 1980s, American Coin Enterprises was one of the leading slot route operators owning or maintaining and servicing gaming machines throughout the Las Vegas area, particularly in bars, saloons, pubs, lounges, restaurants, etc. Under contract, they either rented space for their machines or provided machines and shared proceeds with the establishments. In those days, slot route companies also provided gaming tokens for their machines. By arrangement, when a player hit a jackpot, the route company was called and drivers dispatched to pay the winner.

I recall hitting a royal flush at a small casino in a dingy area off the strip and enduring a long wait for the route company guys to show up. They finally arrived in a white unmarked panel truck, armed and with two large guard dogs in the back of the truck. Those were rough times for route company personnel.

“But paying jackpots, which cut into profits, was something American Coin clearly wanted to avoid.”[p.41, “License to Steal,” by Jeff Burbank] By the end of the 1980s,

suspicious were growing, fueled by concerns over low contract fees charged by American Coin compared to other route companies and mounting complaints from stiffed customers. In June of 1989, stimulated by an informant, Nevada Gaming Control Board agents opened machines at several Las Vegas locations and extracted key computer chips. Control Board technicians determined that the logic and programs on the removed chips differed from that initially submitted by American Coin for approval.

Apparently, officials felt they would have difficulty conclusively proving the differences amounted to fraud. This should not be surprising, since electronic gaming machines and written gaming regulations controlling them were still in their infancy at that time. These machines use a random number generator to randomly select cards in a video poker machine or numbers in a video keno machine. Building a “perfect” or near perfect random number generator would be very difficult, and devising a practical test to determine if the RNG is “random enough” would be no less daunting. The gaffed devices in the American Coin machines were rigged to prevent or drastically limit the occurrence of a royal flush, or say 10 winning numbers out of 10 selected on a keno machine. (Easy to do by an accomplished programmer.) These are rare events, and determining when such events are “too rare” or occur with an unreasonably low probability



with a high degree of certainty also would be difficult.

“Gaming Control Board officials admitted the cheating devices [in the American Coin machines] were too difficult for state technicians to find and probably would not have been discovered without someone telling them both of their existence and how the programs worked.”[p.43, “License to Steal,” by Jeff Burbank] (Are there implications here for gaming jurisdictions perhaps less well regulated or policed?) The needed tip-off occurred a few weeks after it was determined the American Coin devices differed from those submitted for approval. Control Board agents questioned Larry Volk, a computer programmer employed by American Coin, who freely admitted he modified the devices at the request of the owners, fearing refusal to do so would mean loss of his job. On July 27, 1989, the Nevada Gaming Commission suspended American Coin licenses, putting them out of business and making their gaming tokens obsolete. But this was not the end.

After much legal maneuvering, the Clark County district attorney’s office filed a felony cheating case against American Coin owners, using Larry Volk as their key witness. But this

attempt to bring the greedy owners to justice was stymied on the evening of October 1, 1990 when Larry Volk died of a gunshot wound to the head while working on his car in the carport of his mobile home. With the key witness eliminated, it was decided to drop all felony cheating charges. So the owners of American Coin got off with fines of \$1 million imposed by the Gaming Control Board. But payments were evaded by bankruptcy filings. The murderer of Larry Volk was brought to trial, but acquitted. Later, while in prison on other charges, he had an epiphany and confessed to the murder - protected by double jeopardy. As the current advertising slogan of the Las Vegas Visitors Authority goes: "What happens here, stays here."

The locations where American Coin machines were installed, some of which are shown here, were not implicated in any way in this sordid

story. And their American Coin gaming tokens became obsolete after little more than two years. Unlike major casinos, these establishments, with restricted gaming licenses and usually with only one or two dollar machines, needed only small mintages of gaming tokens. With small numbers made, availability has been limited, especially nice pieces in collectible condition. Although American Coin Enterprises tokens became obsolete in July 1989, they did not disappear from the Las Vegas scene. Some bars and a small casino on the strip were using foreign tokens (i.e. tokens from other locations). We recall seeing American Coin tokens among these foreign tokens in the early 1990s, until the Gaming Control Board started cracking down on their use. Unfortunately, with heavy use these foreign tokens were usually in poor condition. In our opinion, nice uncirculated American Coin tokens are scarce.

The ten tokens shown share a common reverse, each with the American Coin Enterprises logo, as shown at the beginning of this article. Note a smaller American Coin Enterprises logo also appears in the center of each obverse. To my knowledge, these are the only gaming tokens with a slot route company logo prominently displayed on both sides. All these tokens were issued in 1987, except Pete's Place received their tokens late 1986; but no dates appear on any tokens. All American Coin tokens were minted by Nevada Coin Minting with their NCM mint mark on the reverse. In the photos and commentary, we document the current status of each location. Some are long gone and none are using gaming tokens today. But this is typical of many Nevada bars, lounges, pubs, etc., and the slot route company tokens used in them. These tokens are testimony to the passing of an era.



Arthurs at 4640 Paradise Road became Fibbers Pub in 1991, with tokens from Southwest Gaming route company, and closed March 1992. Opened October 1993 as Double Down Saloon, again with tokens from Southwest Gaming. Tokens became obsolete in 1996. Short usage periods for all tokens from this location.



Duck Inn at 2839 West Sahara Ave. became Whistle Stop in 1990, with tokens from C&R Coin Co., and closed March 1997. Opened March 1998 as Roadrunner Casino with new tokens but no route company. Tokens obsolete when closed in 2002. Currently a Dotty's, one of a chain of several slots-only casinos which have been coinless since 1997. Another example of bars, etc. with rapid ownership turnover.





Gin Mill at 2570 East Tropicana Ave. became Office Bar #6 in 1989, with tokens from C&R Coin Co. Tokens became obsolete March 1998. Today only slotless bar-top slot machines, as with many bars, etc. throughout Las Vegas.



Pete's Place at 3095 East Fremont Street, near the beginning of Boulder Highway, started using Eisenhower dollars in February 1991. Today it is the site of a small restaurant, as shown. An example of many bars, etc. that have disappeared throughout Las Vegas. Note, the token has no apostrophe in the name.



Rum Runner open today at the same location - 1801 East Tropicana Ave. By February 1991, they were using Eisenhower dollars and in 1995 obtained tokens from E-T-T, Inc. route company. Tokens became obsolete in 2002 when they went coinless, as did many other bars, etc. at that time. Today this place has no dollar machines.



Skinny Dugans remains open today at 4127 West Charleston Blvd. By 1989 they were using tokens supplied by Anchor Coin route company and a year later changed to their own token (no route company). By November 1998 their tokens were obsolete when they went coinless. Note incorrect spelling of the name on American Coin token. Apparently American Coin was not concerned about accuracy.



No photo available



Sonny's Saloon at 2358 West Spring Mountain Road no longer exists, having been swallowed up by a major interchange on I-15. In 1994 they were using tokens supplied by B.W. Corp route company.



These tokens became obsolete in 1997 when they moved to a new location on Industrial Boulevard.

Sportsman Lounge at 5660 Boulder Highway was using Eisenhower dollars by February 1991, with no record of tokens after that. Several years ago they remodeled and changed the name to Sportman's Pub, becoming coinless. Today they have only slotless slot machines.



Village Inn at 238 West Sahara Ave. closed with no additional tokens used. Today, only an empty lot remains on the north side of Sahara, as shown. A casualty of the American Coin gaff?



West Hill Pub at 3601 West Sahara Ave. became the Cellar Lounge in February 1992, with Southwest Gaming route company tokens issued in 1997. Tokens became obsolete in 2002 when they became coinless, as with many Nevada bars, pubs, etc.



Northern Nevada Casino Chip Report

by Terry Shaffer

I've recently come home from a one-week trip to northern Nevada. Since this was going to be my last trip to the area for quite some time, I decided to cover a lot of ground. I wanted to really discover what was going on in as many casinos as I could without passing out from sheer exhaustion. I visited Reno, Sparks, North Tahoe (Crystal Bay), South Tahoe (Stateline), Virginia City, Carson City, Minden, Gardnerville, Fernley, and Fallon.

I started my trip having to actually do a little work, but then it was all casinos all the time! I was fortunate enough to even be able to meet up with a few fellow chippers (Richard Fellman in Reno and John Chamberlain in Carson City) for some enjoyable chip chats.

This trip was very enjoyable but I've discovered an unfortunate trend in some of the northern Nevada casinos. I was sad to see the huge decline in casinos offering table games. It seems to be a definite trend for the smaller casinos to completely remove table games and move to slots only. The list of chip user casualties has been growing for some time now, which I think is reflecting the sad state of affairs in the smaller towns of northern Nevada. Being a chip collector with \$1.00 and fractional Nevada chips as my main focus, to say the least, I was very disappointed. Fallon, NV used to be booming with table games, but now...there's one place to play blackjack, and one place

to play poker. Everything else is slots only. Another unfortunate trend is the steadily declining use of fractional chips. After all, why should a casino spend 45 cents on a chip that's face value is 25 cents?

Below is a rundown of the chip status for the casinos that I was able to visit. I've not gone into details of limited edition chip releases, but instead I've reported on chips that are in play. For some casinos, the news may be new and for others, it's old news that is merely confirmed.

Battle Mountain, NV

Owl Club - slots only.

Carson City

Cactus Jack's - slots only.



Carson Nugget

The \$0.25 is obsolete now and has been replaced with quarters. The \$0.50 fractional unicorn chips are still present on the craps tables along with the traditional coin center large key CIC \$1.00 and \$5.00 chips. The snap-

pers in play are all with the thick line. I played at a both open black jack tables and had the dealer look through the stacks for me to search for a stray one without the lines. No luck.

Carson Station

There are no fractional chips, contrary to popular belief. Chips in play are \$5.00, \$25.00 and \$100.00

Casino Fandango

Very nice place with a great New York style deli called the New York Deli. Good name. The casino wasn't happy with the red face chips for all denominations because they all looked like red \$5.00 chips. Therefore, they changed over to a face color for each denomination matching the color of those specific chips. This should allow the color of the actual chip to be seen, hence preventing any denomination mix-ups. The new chip face colors are white for \$1.00 and \$5.00 (you'd think they'd leave the red face and be happy), the green face for \$25.00 and black face for \$100.00

Ormsby House

As most of you know, this has been closed for a few years now. I mention it here because it is under construction and many people have been asking me about its progress. For those inquiring minds, it's coming along, but still quite a ways off

from completion. The outside is still open steel beams and a real mess. It looks as though the facility will be significantly larger then before.

Pinon Plaza

The black jack tables are still open, however the craps table is closed. According to the pit boss, they are going to try to get the craps game going again in March. As for the \$0.25 chip that was used on the craps table, I don't have information on if it will be used again when it (if) it opens again. Presently, the \$5.00, \$25.00 and \$100.00 chips are in play.

Fallon



Bird Farm

Poker table (Texas Hold `Em) and slots (\$1.00 and \$5.00) chips only, the fractional chips are obsolete. This is a very small game, and the owner watches the chips like a hawk. The \$1.00 chips are extremely worn. While I played poker, I asked him if he was planning on getting new chips sometime. He stated there isn't any need to, because worn chips are the same color as new chips. He then went on to state that the chips are too expensive to buy, and these will work just fine if he decides to keep the games going. Don't plan on walking up to the cashier's cage and asking for any chips, there isn't any. All transactions are done at the poker table. You buy in at the table, and you cash out at the table.



Bonanza Inn

Slots only. Nice sized place and pretty good crowd.

The Depot - slots only.



Fallon Nugget

Slots only. A good-sized place packed with slots. Here and the Bonanza are the busiest in town. Again, remember this is Fallon, NV we're talking about, so when I say a good crowd, it just means there were quite a few people in the place, and relative to the actual size of the casino.



Headquarters Bar

Slots only for almost 3 years now. This is a tiny little bar with about 10 slot machines. Around six machines on the floor and around four machines built into the bar. No tables, no chips. The only table game here is the pool table.



Stockman's

Black jack and slots (\$5.00 and \$25.00 chips only) I was there on a Friday night, and there was one black Jack table open (even though they had two). Including myself, there were three people playing. For the only black Jack game in town, I thought this a bit odd. But perhaps what I've been told everywhere in town, there just isn't enough interest in the table games, and the profit isn't as high as the slot machines.

I was also told that there was always a problem with getting, keeping and paying dealers, and the owners were getting real tired of having to do the dealing themselves.

Fernley, NV

Nugget - slots only

Silverado

Slots only (looks new, pretty good size)

Gardnerville, NV



Sharkey's

Basically slots only. They have one black jack table, which is only open from 7-12 on Friday, and Saturday nights. I didn't stop back during table play hours, so I'm not sure what chips are still in play.

Lake Tahoe, North (Crystal Bay)

Cal Neva

The same chips from \$1.00 on up are still active, however the \$1.00 chips are in really poor condition. These puppies should have been replaced 5 years ago. Hardly much of the hot stamp is left. The craps table is the only place you can get the \$1.00 chips, and the tables are only open on Friday and Saturday nights.

Crystal Bay Club

This casino has been recently reopened and is looking better than ever. They've invested in plasma screen televisions, which are placed all over the place, including in the pit area, so players can watch. There are no fractional chips. In use are \$1.00, \$5.00, \$25.00 and \$100.00 Bud Jones chips. They had a nice little promotion going on while I was there. While playing blackjack on the \$5.00 table, if you played at least a \$10.00 bet and got a matched suit black jack,

you won a bottle of wine. This was in addition to your monetary winnings.

Jim Kelly's Nugget

Slots only, except for a poker table that's open a few hours on Friday and Saturday night. Even though the poker table wasn't open when I visited on Wednesday afternoon, the cashier was nice enough to get me some \$1.00 house chips (issued 2002) when I asked. I thought perhaps I might get lucky and score a couple of the 40th anniversary limited editions that were issued in 2003, but my hopes were quickly dashed.

Tahoe Biltmore

I've always loved this place. I stayed at the Biltmore one night and was lucky enough to be put into an end room, which was more of a suite than a regular room. The room was double sized and was furnished with nice "homey" non-institutional type furniture. For icing on the cake, I was in heaven when I looked out the window to revel in my view of the lake and mountains. Throughout the entire hotel are large old photographs of the lake Tahoe area casinos and noteworthy spots from the 1940's and 50's. The \$1.00 chips on the tables were issued in 2002. The \$5.00 house chips that were issued in 1986 (and \$25.00) are still in play along with some well used Millennium LE's I was told there was also a new \$5.00 Collector's Series LE, but I didn't see it around. No Win Cards were offered or available.

Lake Tahoe, South (Stateline)

Bills Casino

Old news, the \$0.25 chips are obsolete.

Caesar's Tahoe

Both the silver and gold versions of the \$1.00 chips were in play on the tables. A number of Golf related limited editions were on the tables as well as readily available from the cage.

Harrah's

The Bud Jones chips are still in use. A few Limited editions were available at the cage, but slim pickin's. The nicest of the LE's at the Tahoe Harrah's is The David Lee Roth \$5.00 that was recently put out, but none were available at the cage or the tables.

Harvey's

Harrah's recently bought Harvey's and has converted the slot cards to the Total Rewards system. The \$1.00 chips on the tables were a mixed bag of very worn and decent condition chips. Both the "large waffles" and "small waffles" styles were readily available. Chips in play are \$1.00, \$2.50, \$5.00, \$25.00, \$100.00 and \$500.00. No fractional chips are presently used.



Horizon

All of the original 1990 style H&C chips are being used.

Hyatt Regency

Somehow, I just plain forgot to stop here. Can you say “jet lag”?



Lakeside Inn

A mix of worn and new condition \$1.00 chips originally issued in 1985 were in play on the craps table. There were also a lot of very worn \$5.00 Chipcos in play along with the 1989 house chip issue. No fractional chips are being used any longer. As a side note, the craps table was open during the day, however; only one dealer was running it. There was a divider across the table making it a half table.

Reno/Sparks

Baldini's

Baldini's has removed their craps table and along with it the \$1.00 chips, which were used only there. I spoke with the table games shift manager who informed me that casino removed the craps table because there was no interest from players. He went on to explain that the craps table required the highest level of ability on the part of the dealers, as well as requiring the most manpower and supervision. When I visited Baldini's last spring, the table was only open on Fridays and Saturdays after 7:00pm. So add one more \$1.00 chip to the growing list of obsoletes. You'll find only \$5.00, \$25.00 and \$100.00 chips in play here.



Circus-Circus

One of the few places that still have fractional chips in play (\$0.50 blue unicorn) on the craps tables. The snappers are gone from all of the Black Jack tables, I asked one of the black jack dealers about the snappers and I was told they haven't had them in over a year. Again, we have chips being replaced with coins. Win Card chips are available at the cage.

Diamonds

Still open, and still using the \$5.00, \$25.00 and \$100.00 chips.

Eddie's Fabulous 50's - closed

El Dorado

The BJ 24 groove chips are still in play. I double-checked with the cash cage just to see if the older BJ chips were available, but no luck. I was informed that they were all destroyed. Chips from \$1.00 to \$1,000 are in play here as well as some beautiful rectangular plaques (\$100, \$500 and \$1,000.00) on the baccarat tables. Two Silver strike machines are still in play and located on opposite sides of the casino.

Fitzgerald's

Using the same chips \$1.00 and up, no fractional chips. Silver strike machine is still in play on the second floor.

Golden Phoenix

All chips are still in play including the Win Card chips that were released in 2003.

Harrah's

Yeah, yeah...I know: what the hell was I doing in Harrah's! I spoke with the cage manager who informed me of a few interesting things. First off, for those of you searching for the elusive “pink Cadillac” chip, the cashiers snatch them up as soon as they see them. One pretty oriental girl informed me that she had 23 of them. The cage manager herself has 8, and the other girl working added that she had a few also. They said, they're worth over \$300.00, so as soon as we see one we snatch them right up and buy them ourselves. The funny thing about this was that she told me to make sure I come to the cage and ask each time, because they might have one. I had to laugh. I have no clue where they came up with the value of \$300.00. But that's all right; let them go on thinking they have amazing treasures.

I was also informed that Harrah's would shortly be releasing a completely new rack of chips for all of the denominations. The designs have already been submitted to Gaming Control, and they are just waiting for the approval. She hadn't seen the chips yet, but she said they are very different.

Presently at the craps tables they're using silver dollars since the

removal of the brass core chips. There were none available at the cage for those thinking about asking.

For Silver Strike collectors, Harrah's still has no strike machine. All of the previously seen strikes at the cage are gone and none are available. I was informed that they would occasionally sell the remaining strikes at the cage, but those days are gone. There are no strikes left.

Peppermill

I was hungry when I went in, and somehow got distracted. Unfortunately, all I can report here is that the buffet is still fabulous. Silver Strike machine is still in play.



Peppermill's Western Village

\$1.00, \$5.00, \$25.00, \$100.00 chips are in use. The \$0.25 isn't used any longer.



Rail City

Table games are still going, however craps is only at night, the \$0.25

chips that were present up until last year are no longer used on the tables or available at the cage. As is commonplace now, the fractional chips have been replaced with quarters. Still no \$1.00 chip used here. In play are \$5.00, \$25.00 and \$100 chips.

Reno Hilton Resort

The chips originally issued in 1992 are still in play here. There are plenty of LE's on the tables, but by far the majority of them are from the Chili cook-off. I tried desperately to find a Year Of The Monkey chip to no avail. None were available at the cage, and also not a one could be found on the tables. I even had an empty craps table searching through all of the chips for me. The dealers were really very nice to take the time to do that for me. Unfortunately, none were there. An Empty roulette table was my next target but with the same result. Win Card chips are still in use, but no fractional chips. The Silver Strike machine is still present.

Rocky's

Closed up tight. Hopefully they'll be the last of the smaller casinos in the area to close, but I wouldn't count on it.

Sands

New \$1.00 chips just hit the tables. The chip is essentially the same as before (BJ CIC) but now they have made the name on the chip "Sands Regency" along with changing "Reno" to "Reno, NV". This is in line with the previous releases of the \$25.00 and \$100.00 chips in 2000. I would suspect that new chips \$5.00 aren't far away.

Siena

All prior chips are still in play. Win Card chips are available as well.

Silver Legacy

No change here, same chips are still all in play.



Sundowner - closed

Minden

Carson Valley Inn

Still a very nice place with a pretty good crowd. I played black jack there with a woman dealer who must have had a medical condition, which prevented any sort of facial expressions. She was, however, able to nod without any obvious problems. Her condition appeared to be contagious, so I left the table a mere \$5.00 ahead. The craps dealers on the other hand were very personable and made playing enjoyable. I stayed, I played...I won \$175.00...I toked, and then left for Sharkey's.

Virginia City, NV

All of the casinos up there are still slots only. No table games and no chips in use.

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2004 Auction Lots

	Reserve		Reserve	
001		049	\$5 El Rancho Vegas - diecut	
002		050	\$5 El Rancho Vegas - red	
003		051	\$25 El Rancho Vegas	
004		052	\$5 Esquire Club	
005		053	Excalibur Guest Card	
006		054	\$5 Fiesta	
007		055	\$5 Flamingo	\$1,000
008		056	\$100 Flamingo	\$1,000
009	\$1,000	057	50¢ Flamingo	
010		058	\$25 Flamingo	\$2,500
011		059	50¢ Flamingo Hilton	
012		060	24 Foreign Chips	
013		061	8 Foreign Chips	
014		062	\$25 Fortune Club - Drilled	
015		063	25¢ Four Queens	
016		064	\$5 Fremont	
017		065	\$25 Fremont - Faro	
018		066	\$100 Fremont	
019		067	\$5 Fremont Hotel -wreath	\$1,000
020		068	\$25 Frisco Club	
021		069	\$100 Frisco Club	
022		070	25¢ Frontier Club	
023		071	\$500 Frontier Hotel	
024		072	\$500 Frontier Hotel - Sports Book	
025		073	Last Frontier - ND - Drilled	
026		074	\$100 New Frontier	
027	\$1,000	075	\$5 Gambler's	
028		076	\$5 Golden Gate	
029		077	\$5 Golden Nugget	\$1,800
030		078	\$25 Golden Nugget	
031		079	\$100 Golden Nugget	
032		080	\$1 Golden Nugget	
033		081	\$5 Goldrush	
034		082	\$5 Hacienda	
035		083	\$5 Hacienda - metal center	
036		084	Hacienda roulette	
037		085	Hard Rock - 2001 NCV Chip	
038	\$1,000	086	2 Hard Rock NCV Chips	
039		087	3 Harold's Club Chips	
040		088	\$25 Harrah's	
041		089	3 Harrah's Chips	
042		090	\$2.50 Harrah's - error chip	
043		091	3 Havana Riviera Chips	
044		092	\$5 Haymarket Club	
045		093	\$25 Hilton International	
046		094	\$100 Hilton International	
47		095	\$1 Holiday	
048		096	\$25 Holiday	

Reserve

Reserve

097	\$5 Holiday Queen		148	Playboy Fun Nite Merchandise	
098	\$8 Hollywood Park - error chip		149	\$10 Plaza Silver Strike - error	
099	\$2.50 Horseshoe - 20 chip set		150	\$1 Poor Pete's	
100	\$1 Horseshoe Token - Off Center		151	\$100 Railroad Pass- notched	
101	\$1 Horseshoe Token		152	\$25 Ranch House	
102	\$1 Horseshoe Club		153	\$100 Ranchinn	
103	10¢ Horseshoe Club		154	\$500 The Regent - pix of hotel	
104	4 \$25 Indian Casino Chips		155	\$500 The Regent - pix of sky	
105	2 Irish Rose Tavern Chips		156	\$2.50 Resorts	
106	Ivory Chips - 6 chips		157	\$5 Resorts	
107	\$5 Jackpot Club		158	\$25 Riverside - Jessie Beck	
108	25¢ Jackpot Club		159	\$5 Riviera	
109	K.C. Blue Book		160	\$25 Riviera	
110	\$5 La Mirage		161	\$5 Sands	\$1,000
111	Lady Luck - Biloxi slot card		162	\$25 Sands	
112	Lady Luck - Natchez slot card		163	\$1,000 Sands	
113	\$2 Landmark		164	\$100 Sands - baccarat	
114	\$5 Landmark		165	12 1/2¢ Sans Souci	
115	\$25 Landmark	\$1,000	166	\$5 Shamrock Club	
116	\$25 Louigi's Broiler - Black	\$1,000	167	\$5 Sharkey's	
117	\$25 Louigi's Broiler - Blue		168	Showboat slot card	
118	\$100 Las Vegas Hilton - notched		169	\$25 Silver Slipper	
119	\$7 McCarran-Airport Silver Strike		170	8 Silver Smith Roulettes	
120	\$5 MGM Grand		171	2 Silver Spur Chips	
121	\$5 MGM Sands		172	2 \$1 Silver Spur Chips	
122	13 Monaco Jetons - framed		173	2 Sky Harbor	
123	6 Montgomery Pass Chips		174	\$2 Sonoma Joe's	
124	\$25 Moulin Rouge			Error Chip & non-error chip	
125	\$100 Moulin Rouge - rectl		175	10¢ South Tahoe	
126	\$100 Moulin Rouge - sm key		176	100 \$1,000 South Tahoe Nugget chips	
127	\$5 Nashville Nevada Club		177	\$1,000 Stardust	
128	8 Nevada Roulette Chips		178	\$5 Stateline - 5 chip set	
129	10 Nevada fractional Chips		179	\$1 Stateline Casino	
130	4 25¢ Nevada Chips		180	\$5 Tahoe Village	
131	6 Nevada Chips		181	\$100 The Treasury	
132	\$5 Nevada Club		182	\$5 Thunderbird	
133	\$1 Nevada Club - Opie Lopp's		183	\$25 Tony's Club	
134	8 Nevada NCV chips		184	\$25 Town House	
135	\$5 New Town Tavern		185	\$5 Townhouse, Ken's	
136	\$5 New Town Tavern - drilled		186	\$1 Trade Winds, Art Adler's	
137	\$1 North Shore		187	\$25 Treasure Chest	
138	16 Ormsby House Chips		188	\$25 Trocadero	
139	\$100 Paco's	\$1,000	189	\$10 Tropicana	
140	\$5 Pastime Club		190	\$100 Tropicana	
141	\$100 Peppermill		191	\$25 Trump Marina	
142	\$5 Piccadilly		192	\$100 Union Plaza	
143	3 Pink Pussy Cat Chips		193	\$5 United Club	
144	\$1 Pioneer		194	Westerner Club Roulette	
145	100 Playboy Club 10 pounds Chips		195	\$25 Westside Story	
146	\$5 Playboy Club - Bahamas Chip		196	3 Zimba's Chips	
147	1 pound Playboy Club - London chip		197	Landmark - Opening Night Plaque	\$5,000

Chip FAQ



by Will Knight

What are flips?

Flips are a protective storage solution for one or two chips and typically come in two varieties - cardboard or vinyl.

Cardboard flips are a small piece of cardboard scored along the middle with a chip-size cutout on either half of the score line. The flip is lined with a piece of Mylar film to form a window in each cutout. You place a chip on the back of one side of the flip and fold the other half over onto it sandwiching the chip between the halves. You then seal the halves by stapling or taping the flip shut, and the chip can be viewed and protected at the same time. (I prefer to use small white sticker-tabs to tape the corners shut so that I can squeeze the flip and allow the chip to slide in and out so I can still handle it if I like).

Vinyl flips have one or two vinyl pockets into which a chip can be inserted. Single flips have one pocket with a flap that can be folded over to trap the chip inside while double flips have two pockets - one on each flap. Vinyl flips are good temporary storage solutions that prevent chips from banging against each other when shipping chips in bubble mailers.

What size flips should I order?

Flips are available in different sizes to accommodate different size

chips. Your typical casino chip is 39mm in diameter (roughly 1.5 inches). When ordering cardboard flips, you should order a 2.5"x2.5" flip with a 1.75" window. For Bacarrat chips or other larger chips, you should order the 2.5"x2.5" flip with a 2" window. When ordering vinyl flips, you should order 2"x2" flips (either single or double pocket).

Can vinyl flips or binder pages damage my chips?

Yes. Flips or binder pages made from vinyl that contains PVC can be destructive to some chips. PVC is added to vinyl to make it more supple and less brittle, however, over time (weeks? months?), it can react with the dyes in some chips and absorb them into the vinyl. As the chip rotates slightly in the flip or page over time, this dye can be transferred back onto the chip in other areas of a different color. The result is a ruined, smeared or mottled-looking chip. Red dyes seem to be particularly susceptible to this "bleeding" phenomenon, and you should probably consider an alternate long-term storage solution for your red chips. Below is an image a chip that bled and the flip that contained it. Notice how the red dye transferred onto the flip and then back onto the white surfaces of the chip.

There are binder pages and flips made from vinyl that does not contain PVC, and is safer for long-term stor-

age. If you already have vinyl pages/flips and are not sure if they contain PVC, test them by feeling and bending them. If they seem stiff or brittle, they probably don't contain PVC and are safe for use in storing your chips.

It should be noted that PVC-containing vinyl pages or flips are perfectly fine to hold your chips on a temporary basis. If you're going to a trade-meet and want to carry your traders in a binder with PVC-containing pages, you should experience no problems. Just don't forget to transfer them back to non-PVC products for long-term storage.

How should I store my flips?

Flips are typically stored either in binders or flip boxes. The former offer the convenience of being able to view your chips much like viewing a photo album. The flip boxes on the other hand, allow you to store more chips in a small space and are more efficient and practical for those of you who don't have a lot of shelf space for chip albums. Also, flip boxes are more economical than binders. A typical 3-ring binder can cost you \$5 to \$10 easily (not including the price of the binder pages) and special "chip" binders typically run around \$20. Flip boxes on the other hand typically run around \$3 - \$6.

What sizes to binder pages come in?

Binder pages fit standard 3-ring binders and come in 12-pocket, 20-pocket, and 30-pocket sizes. 12-pocket pages hold 2.5" flips, 20-pocket pages hold 2" flips, and 30-pocket pages hold chips directly (without flips). 30-pocket pages are great for storing a lot of chips, but you should be careful and watch for bleeding with them because they do contain PVC.

Do they make special chip binders?

Yes. Several vendors offer "chip" binders that are very nice, padded binders with the words "Casino Chips" printed on the front and spine. These binders are fitted with special pages specifically designed to snugly hold 20 casino chips. The binders typically cost about \$20 and usually come stocked with 10 pages so the binder can hold up around 200 chips. Be careful though as these pages appear to contain PVC and may damage some chips if used for long-term storage.

Price-saving tip: while these are high-quality binders, other than being a little more compact, there is nothing in particular that separates them from your standard three-ring binders that you can pick-up at your local super-center for \$5 - \$10

Do they make cases that hold a large number of chips?

Yes. There are several varieties of cases available from aluminum to leather to vinyl to wood - your only limit is your budget. These cases usually hold anywhere from 300 to 500 chips although there are some 1000 chip models. The only concern you

have with those is the possibility of the handle separating from the case due to the weight of 1000 chips!

The main concern you should have with chip cases is the chips are not separated from touching each other and there exists the potential for them to mar or scuff one another. This is probably not a concern for used chips you intend to use as traders, but you might want to consider another transportation solution for your mint-condition or valuable chips.

What are chip wallets?

Chip, or coin, wallets are small vinyl albums that typically hold anywhere from 24 to 80 chips depending on their size. They are an economical and efficient means to transport your traders to and from trade meetings. They typically run around \$1.75 - \$6 apiece depending on size.

What "special" storage options are available for my best chips?

There are several varieties of special presentation cases that are excellent to showcase your most prized chips. Oak and cherry cases with velvet lining are available as well as velvet cases with silk lining. You can find nice high-quality presentation cases at www.tinytreasures.com. Pictured below are a few examples.

What are air-tites?

Air-tites are transparent plastic coin holders that hold a single coin. An air-tite consists of two halves that snap-together around a coin to form a snug, air-tight fit. Air-tites are great storage solutions to showcase your best chips, but at \$.50 each, it can be cost-prohibitive to store your entire collection in them.

Air-tites come with or without the small foam ring used to surround the edge of and contrast a chip (see photo above). These foam rings typically do not contain PVC and are claimed to be safe for long-term storage. Air-tites without the foam ring are called "snug-fit" or "direct-fit" and are designed to perfectly fit a standard 39mm chip to prevent movement within the air-tite.

Air-tites usually must be stored in chip-storage boxes as they're too thick for storing in most binder pages. Also, notice in the picture above that you can also purchase small stands for your air-tites to display them upright on your desk or shelves.

What size air-tight to I need?

(Answer contributed by Tiny Treasures)

There are 4 main sizes of air-tites used for our hobby; let's call them holders A, B, C, and D. Holder A is 39mm, just like a chip. This holder is also manufactured with a slightly thinner wall (40mm) and a slightly thicker wall (38mm). This will handle chips that are slightly worn (38mm), regular chips (39mm), and chips that are slightly big (40mm). Holder B is 45mm, which doesn't fit anything, but with the "ring" can fit the following:
37mm - \$1, \$2, \$7, \$28 token
39mm - Chip
40mm - Palms (B et G) Chip
42mm - Baccarat Chip
Holder C is 47mm, which fits a \$20/\$40 Silver Strike Directly and the following with a ring:
42mm - Baccarat Chip
43mm - \$10 Silver Strike
44mm - \$5 token and Palms Baccarat Chip
Holder D is 43mm and is a direct fit for a \$10 Strike.

What are coin tubes?

Coin tubes are hard plastic tubes that can hold approximately 20 chips in a small space. The coins are tubular on the inside but are molded square on the outside to prevent rolling and allow stacking. When ordering coin tubes, you should order the 39mm, or "medallion" size.

Coin tubes are a good storage solution to store your many traders, but you should be aware that the chips are not separated from contact with each other in the tubes. As a result, if not handled properly, it's possible that the chips could mar each other. For chips already in used condition, this may not be a concern, but you may want to think twice before storing your mint-condition or valuable chips in a storage tube.

What is the best way to store my chips?

First off, this is a very subjective question that will ultimately boil

down to personal preference. Of all the options presented above, I will offer you my personal preference along with the reasoning behind it, but you may decide that another method is best for you. I store my chips in cardboard flips with Mylar windows, which in turn, I insert into vinyl album pages that I store in albums.

I chose cardboard flips with Mylar windows instead of the transparent vinyl flips to avoid the bleeding and brittleness associated with PVC and non-PVC flips described above. My chips are safe from bleeding and I don't have to handle them with kid gloves.

Some people staple the flips, but I like to be able to handle and touch the flips without having to ruin the flip, so another trick that I picked up from a club member is to seal my flips on the bottom corners with little white address labels that can be picked up at any office-supply store or at www.2chippers.com. This way, I can

still remove the chips from the flips and handle them if I like.

I buy my albums at my local Sam's Supercenter. I can get a very nice and black nylon binder with a zipper (to keep anything from falling out) that will hold about 15 pages full of chips (roughly 180 - 450 chips depending on the size pages you order, 12, 20, or 30 pocket). The binder also has all sorts of neat little zipper pouches and pen holders and even a notebook to keep up with my trades. It's very efficient to have when traveling to a trade meet. I can keep my business cards, address labels, envelopes, stamps, etc. handy in there as well. Plus, it costs me all of \$7 at Sam's, so with a dozen vinyl pages, the total for the binder comes to about \$14.00.

Finally, you can find a wide variety of hobby supplies at low prices on our website: www.2chippers.com.

2004 Convention Auction Catalog

by Barry Weintraub

Start your engines, Ladies and Gentlemen; it's time to start thinking about the 2004 Bruce Landau Memorial Auction that will take place 7 PM Friday night June 18, 2004 at the 12th annual CCGT&CC at the Riviera Hotel and Casino in fabulous Las Vegas. You can bid by mail, fax or on-line also

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If you have any questions about the auction, I can be reached at auction@ccgtcc.com

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SHERATON DESERT INN	\$5	N2353 VG	\$25	SILVER BIRD	\$1	N2203 G	\$15
HACIENDA	\$2.50	N1742 VG	\$20	GOLDEN GATE	.25	N7142 W	\$3
RENDEZVOUS	\$5	N2042 VG	\$25	RENDEZVOUS	\$1	N2049 VG	\$10
LONGHORN DAYS-SET	.50/5/25	1995 M-	\$75	CEASAR'S PALACE	\$1	N7426 VG	\$5
PIONEER HOTEL	.10	N3754 M-	\$30	PIONEER/CAL CLUBpkg	\$5	N7437 VG	\$26
FRONTIER HOTEL	\$1	N1682 VG	\$10	FLAMINGO HILTON	\$1	N7135 G	\$2
MINT w/cent sign	.25	N1913 M-	\$45	FORTUNE CLUB	.25	N1614 G-	\$50
JACKPOT	\$1	N6819 W	\$8	HACIENDA	\$1	N1125 M	\$7
CLUB CAL-NEVA roulette		N5831 VG	\$40	49'ER CLUB	5%	N1319 VG	\$85
CHRISTMAS TREE	\$1	N5742 VG+	\$80	FREMONT CLUB	\$5	N1632 VG	\$90
SWANKY CASINO	\$25	N2626 M	\$25	CAROUSEL	\$5	N1423 M	\$25
EDGEWATER sport book	\$2	N7552 M	\$15	TEXAS grd opening	\$5	N0426 M	\$25
CLUB CAL-NEVA	.25	N3131 VG+	\$4	THUNDER IRD	\$5	N2248 G	\$15
OVERLAND HOTEL	.10	N5427 VG	\$20	LUCKY CLUB henderson	\$5	N6042 M	\$25
OLD RENO CASINO	\$5	N6202 VG	\$10	JERRY'S NUGGET	\$1	N1973 F	\$8.
GOLD RIVER river run	\$5	N0628 G	\$20	STARDUST	\$1	N2231 G	\$22
JOKER'S WILD	.25	N7648 G	\$4	ORBIT INN ncv	\$5	N1987 M	\$18
HARRAH'S RENO	.25	N5140 VG	\$10	SHOWBOAT	\$1	V1492 G	\$8
EDGEWATER	\$5	N0662 VG+	\$8	DUNES 5-25-100 ncv SET	5	N2755 M	\$100
ROADSIDE INN	\$5	N7946 VG+	\$16	BOOMTOWN dragon	\$5	N8015 M	\$12
CAL-NEVA BILTMORE	\$1	N4986 VG	\$150	HARD ROCK xmas 1996	\$5	N8486 M	\$22
HOTEL NEVADA	\$100	N3227 VG+	\$30	COIN CASTLE	\$1	N1473 VG+	\$80
SILVER CLUB	\$5	N6273 VG+	\$15	DESERT INN	\$2.50	N1483 VG	\$50
SILVER SMITH	\$25	N6454 M	\$40	DUNES	\$1	N1518 G	\$22
NEVADA CLUB	.25	N3083 G	\$6	FIESTA grand opn	\$5	N2734 M	\$8
MINT CLUB RENO	\$5	N7716 VG	\$30	FREMONT	\$1	N1639 VG	\$3
HARRAH'S RENO p.hlyw	\$5	N0621 M	\$20	FRONTIER HOTEL pan	\$1	N3873 M	\$75
NORTH SHORE CLUB	\$25	N5387 M	\$25	HACIENDA final sunset	\$100	N8483 M	\$275
MAPES MONEY TREE	\$100 pit	N2758 VG	\$30	LAS VEGAS HILTON	\$5	N1864 G	\$12
HARRAH'S TAHOE	\$25	N8515 M	\$85	GOLD STRIKE INN	\$1	N2885 VG	\$10
RIVERSIDE HOTEL	25	N5486 M	\$30	HOLIDAY INN	\$1	N1129 VG+	\$4
PALACE CLUB RENO	\$1	N5444 VG	\$18	WESTERNER	\$100	N2303 VG	\$200
MAPES	5	N5227 G	\$12	CASTAWAYS craps	\$1	N4011 M	\$75
OLD RENO	\$25	N5697 M	\$15	CALIFORNIA CLUB	.25	N1411 G	\$12

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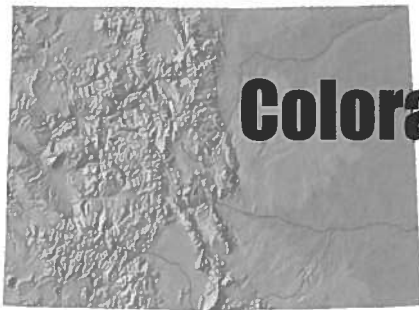
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Colorado News

by Allen Banick

As always, chippers have been busy in Colorado. We've had our usual share of casino openings, closings and re-racks!

Colorado Chipping In the News

The new road from I-70 to Central City should be finished this summer. A new Central City gold rush has started. There are rumored plans to reopen the Central City Bullwhackers, Glory Hole, Golden Rose and Tollgate. The reopened casinos would probably have new names as well as newly constructed parking facilities. As these open, I'd expect to see a few close down the hill in Black Hawk. It's going to be an exciting year in Colorado!

New Chips and Tokens Buffalo Billy's, Cripple Creek



Buffalo Billy's issued 225 mintage \$25 "Hummer of a Summer" chip in October. This chip has proven to be an interesting "cross-collectible". Hummer owners across the country loved this one!

Gilpin, Black Hawk



The Gilpin minted 500 4th of July / Anniversary 1,5,25 sets. Originally these sets could only be earned during certain casino promotions. The casino did eventually sell the chips to employees at a strict 1 set per employee limit. It is believed that between 75 and 100 sets have made it out of the casino. The fate of the remaining sets is uncertain. Fortune Valley Casino, Central City

The Fortune Valley casino opened in the old Harvey's property in late November with a complete set of 1/5/25 chips as well as 1/5 tokens. This casino is very "chipper friendly" and on my recommended list.



Fortune Valley Casino, Central City

Fortune Valley surprised us all with a \$1 New Years 2004 chip. An exact count cannot be confirmed yet,

but it appears the 1,000 of these chips were minted. Fortune Valley players' club members, or at least some of them, received a coupon for a free chip during their visit on New Years day. This chip is a tough one to acquire. Apparently casino visitors locked away their souvenirs.

Golden Gulch, Black Hawk



Golden Gulch did issue a new \$1 token, but then had them destroyed. It seems that the new token, which except for its silver color was exactly the same as the original \$1, did not work properly in the casino's slots because it was just a little underweight. Approximately 300 of the silver rarities made it out of the casino before the casino sent them back to the manufacturer.

Colorado Central Station Black Hawk



Colorado Central issued a new \$1 and \$5 token in January. You could not buy them from the cage instead you've got to put money in the slots

and hit the cash out button and hope for the best. The new tokens are mixed in with the old.



What, another Colorado Central chip? Yep, we've seen a set of Colorado Central chip designed for home poker games. Apparently the casino gave away 100 poker chip sets to its best customers. The sets include 2 decks of cards and a red, blue and white stack of chips. Each chip has the Colorado Central Engine 71 logo on it. One collector has been able to find a complete set, but she won't break them.

The Lodge, Black Hawk



An all new and never before seen chip style has arrived in the form of a \$2.50 at The Lodge, this chip has many Colorado Collectors yelling "Chip Of The Year"! The chip features a holographic image of a black-jack and a metal insert with the Lodge logo.



An all new \$5 token is now in use at the Lodge. The older \$5's have now been retired. A story is circulating claiming that the Lodge mistakenly ordered 100,000 of the new \$5 tokens instead of the 10,000 that they needed. If this is true, we should be able to get uncirculated \$5's at the cage for quite some time!

Gold Creek, Cripple Creek



Gold Creek issued their chips and tokens in 3 different dates. The \$1 house tokens were issued first followed by their 1,000 mintage Grand Opening Cadmium Nickel tokens and their 75 mintage silver proof Grand Opening token. When Gold Creek opened their poker room the chips were released. They racked with all new \$1, \$2.50, \$5 and \$25 rack chips as well as Grand Opening \$1, \$2.50 and \$5 chips. The \$2.50 Grand Opening proved to be one of the toughest chips to get in recent history. Only 75 of the pinkies were minted and I am told only 45 of those made it to the cage with the others being sold or given to VIP's and employees. 400



of the \$1 GO's were minted and these were all gone within 2 days of their issue. 250 of the \$5 GO's lasted a few more days, but are also now all gone.

Both the Grand Opening and rack \$2.50's are unusual in that they are more red then pink. I am told that the casino was given permission to sell the \$2.50 chips with the red color but they may not use them on the tables. Colorado Gaming has been very careful with chips colors in the past, so these were quite a surprise to many of us.

Casino Openings and Closings Work is underway at the old Jubilee casino in Cripple Creek. The rumored name for the soon to be re-opened casino is "Wild Horse". I am told that this Wild Horse will not in any way be associated with or using the same chips and tokens from the long closed original Cripple Creek Wild Horse casino.

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Gaming in Atlantic City

A History of Legal Gambling in New Jersey

by Steve Piccolo

Editors Note. This article first appeared in *Black's Catalog of Atlantic City Casino Chips* 2001 Edition. Although the article does not go to modern day, it gives the reader an understanding on how it all started.

While we all can agree, Nevada may have one of the longest and definitely the most interesting history of all U.S. gaming areas, I feel the time has come to explore the history of the second oldest *legal* area (with **full** casino gaming) in America - Atlantic City!

It has been almost 20 years since Resorts International first opened its doors to usher in the casino era in Atlantic City. Being from New Jersey, I can say I remember it quite well!! The 'official' opening was on May 26, 1978 at 10:00 AM. That's when then Governor Brendan Byrne cut the ceremonial ribbon allowing the masses, who gathered at that time, to enter the casino. At one point, the line outside the casino stretching far along the boardwalk was so long, Resorts officials decided to place a sign outside stating "Two Hour Wait from this Point." Today, it reminds me of a line waiting for a ride at Disneylandit was total madness!!

I remember listening to an all news station at work that day monitoring the situation, hearing about the long lines of gamblers waiting to get inside to play. At that time I decided - that's not for me, no way was I going to get involved in that mess, although

I secretly yearned to be there. I thought back on all the trips I made to Atlantic City to witness the construction of the casino and set up of the slots. I even remember being at Resorts the weekend before they opened, looking into the not yet open casino with all the slots and tables ready to go! I continued to listen and watch on TV the reports of the casino's opening when I got home from work that day. At about 9:00 PM it became too much! I called Resorts to see how the crowds were and much to my surprise a girl answered the phone and told me that she had just started her shift and that there were **no lines** waiting to get in!! That was it! Two and one-half hours later we were on the boardwalk in Atlantic City about to enter the first AC casino on **day one!**

True to the words of the girl I spoke to earlier, there were no lines waiting to get in. As we entered, we noticed many of the slots were out of order and the tables were so full, it was at times impossible to see the tables at all! After dumping a roll of dollars into one of the working slots I did manage to find, losing of course, I decided to try to get to a table. After all, if I couldn't play at least I was going to get a couple of chips to take home as a souvenir. Now I realize I should have taken a lot more than the three or four \$1 pieces I did! Craps was definitely out - way too crowded. I did manage to finally get a seat at a \$3 minimum blackjack table. The game was so slow due to the newness of the casino, dealers, pit crew and I

assume the mass of people playing all day that I only played a few hands, pocketed a few \$1 chips (what a dummy I was then) and decided it was time to go. All told, we probably spent only about an hour in the casino, not too bad considering it was five hours by car round trip!

Those are my memories of the first casino in Atlantic City. To think now of the values of some of the chips that passed through my hands at Resorts and some of the other casinos over the years makes me just shudder. Too bad I was a novice collector back then. In the following paragraphs, I've tried to trace the history of all the casinos that are, or have, operated in Atlantic City since that day in 1978 when Resorts International first opened its doors. Some of you may have seen this article before presented as a series in Gaming Times magazine. For those that haven't, I hope some of it is interesting to you as it makes the 'collecting' part of gambling memorabilia that much more exciting, I think, when you know the history of the items you're collecting.

Most people are aware that the vote to legalize gambling in Atlantic City passed in 1976. What most are unaware of is that it was the **fourth** attempt to legalize gambling in New Jersey. Some of the reasons Atlantic City was always included in any talk of legal casinos was the fact that the one time "Queen of Resorts" had been in steady decline since 1945. Between 1960 and 1970 alone, the population of the city decreased 20%.

Hotel rooms in the city also fell by a staggering 40% and 4,500 jobs were lost. It was time for drastic measures to help the city regain its one time title and casinos were thought to be the savior!

In 1970, the first bill was introduced to the New Jersey Assembly looking to legalize casinos in Atlantic City only. This first bill failed to get to the voters and died in the state senate. In 1973, three proposals were introduced this time. The first attempted to repeal the anti-gambling provision from the state constitution. The second wanted to authorize legislation for a limited number of state operated casinos or state licensed casinos. The third proposal was to authorize a state supervised "numbers" game. All three measures were killed in the Assembly. In 1974, another bill was introduced this time passing the Assembly and going to the voters in the elections held in November of that year. The measure, as presented to the voters, called for legalization of casinos throughout the state pending local approval. The measure was expected to pass easily, so very little pro-casino campaigning was done. The measure was soundly defeated in November of 1974 by a three to two margin spurred primarily by "**No Dice**" - a coalition formed by a group of state assembly members, various church groups and some prominent New Jersey officials who campaigned heavily against the casinos citing increased crime, prostitution and corrupt morals. Their message worked! There was very little "positive" campaigning for this referendum, a mistake that was not repeated in 1976!

Although defeated, the issue of gaming would not die and in 1976, two more bills were introduced to the Assembly. Both were similar in that

they called for casinos in Atlantic City only. The differences were that one was for state run casinos with the revenue generated going to the elderly and handicapped citizens of New Jersey and the second called for privately operated casinos with the revenue going to the state's general fund. It was apparent that the two bills needed to be merged and a compromise bill was introduced that specified private ownership of the casinos with the revenue generated for the state going directly to help the elderly and handicapped of the state. The compromise bill passed the Assembly in the summer of 1976 to be placed on the November ballot. This time around, the bill was pushed heavily as a way to re-vitalize a dying city plus help the elderly and handicapped of the state without a tax increase. The benefits were pushed more than the casinos. NO DICE was still around this time but a lack of funds prevented the coalition from launching a large scale media campaign against the casino bill. This time the voters passed the measure by a three to two margin. The pro-casino forces out spent NO DICE by a sixty to one margin in this campaign which also helped pass the measure this time around. The fact that NO DICE, this time, seemed to be against the elderly and handicapped and the revival of Atlantic City also did not help their anti-casino message. A short eighteen months after the voters passed the casino legislation, the first casino opened on the boardwalk in Atlantic City - Resorts International.

Resorts was the first company to support the referendum with money. They were already buying land on the boardwalk paying \$2.5 million for the Chalfonte-Haddon Hall hotel. By doing this, instead of building a new hotel, Resorts gained at least a year on its competition and was able to

save millions of dollars. The hotel was the only one in Atlantic City to meet the 500 room minimum requirement to open a casino. All the others with smaller hotels and thoughts of adding on were told to tear them down and build from scratch. The state did not want Atlantic City to be a series of "patch-and-paint" jobs. By May 1, 1978, the 1000 rooms of the Chalfonte - Haddon Hall were reduced to 566 to allow for the casino, restaurants, shops and to meet the required 325 square foot minimum for each guest room. Everything was ready to go, dealers trained, chips ordered and delivered, restaurants and shops open and slots installed. Atlantic City changed for good at 10:00 AM on May 26, 1978 when the casino finally opened. Back in the old days, the casino laws in New Jersey allowed for eighteen hours of gaming during the week and twenty hours on weekends. The casino always opened at 10:00 AM each morning, closing at 4:00 AM or 6:00 AM, whichever was valid. I also remember the lines forming around 9:00 AM waiting to get in. If you were a guest of the hotel, you received a pass to get in so you did not have to wait on line. Yes, it was **that** crazy back then!

Resorts history starts in the Bahamas as the Mary Carter Paint Company which was based in Tampa, Florida. In 1963, wanting to branch out, they bought 3500 acres on Grand Bahama Island and built a residential development called Queens Grove. From here they became a partner in Paradise Island and ran a small casino in Nassau until the Paradise Island Hotel was ready to open. The new casino opened in December of 1967. In 1968, the Mary Carter Paint Company was sold for \$9.9 million and three months later Resorts International was born with visions of owning and operating casinos around

the world. Soon after the 1974 defeat of the gambling referendum in New Jersey is when Resorts started to become active in Atlantic City, hearing that another bill limiting gambling to Atlantic City was in the works.

Resorts purchased an option on fifty-five acres of boardwalk fronted land from the Housing and Re-Development Authority. Other small parcels were also bought along with the Chalfonte-Haddon Hall hotel and adjacent property making Resorts, at one time, the largest private land owner in Atlantic City. The Showboat Hotel-Casino in Atlantic City sits on land **leased** to them by Resorts.

Early on, Resorts stock soared as its head start on everyone else paid quick dividends. As more casinos opened however, Resorts, being old and not opting for a major renovation, began to lose its appeal to the newer, flashier places in town. Resorts answer to this was the Taj Mahal project. Started in the mid 1980's, Resorts was never able to complete the project due to financial problems. In 1987, Donald Trump bought a controlling block of Resorts stock. Later that year Trump offered to buy the remaining outstanding stock in Resorts. Early in 1988, Merv Griffin also made a bid for Resorts attempting to wrest it away from Trump. A two month battle ensued with Griffin and Trump finally reaching a deal. Merv Griffin was to receive all of Resorts except for the Taj Mahal project which went to Trump. Since the takeover by Merv Griffin, Resorts has spent nearly \$90 million to improve the property. He also sold the Bahamas casino-hotel to Sun International, now known as Atlantis. Resorts has been holding its own against the giants and even posted its first operating profit in years. A major expansion has even been announced

adding more rooms and public space to be completed in the next few years. Looks as if casino number one has survived and is here to stay.

In the spring of 1977, Clifford Perlman and other members of Caesars Board of Directors spent two days in Atlantic City meeting with state and county officials. Before long an announcement was made that Caesars would be coming to Atlantic City and would build a major new facility. This came just eight days after the state of Nevada passed a law allowing Nevada casino owners to invest in gaming outside the state of Nevada. I believe this rescinded the law passed in the late 1950's when Cuba was threatening to take business away from Nevada. Many operators were saved by this law as the revolution in 1960 would have cost them millions.

Instead of starting from scratch, Caesars leased the eleven year old Howard Johnson's Regency Motor Hotel. Caesars then announced that it would re-model the existing 425 room structure into a modern facility and add 123 rooms in a new five story tower plus a 52,000 square foot casino with extensive recreation, convention and shopping areas. The cost to Caesars was between \$50-\$100 million. Caesars did save millions of dollars and precious time by being allowed to renovate and expand rather than start from scratch. The Commission cited the "relatively new construction" of the Howard Johnson's facility in allowing Caesars to renovate which was contrary to what the governor's office wanted. Once complete, the property was named Caesars Boardwalk Regency. In May of 1979, Caesars was granted a temporary license to operate after Clifford Perlman agreed to relinquish most of his New Jersey activities.

Temporary licensing was granted to many operators in the early days to speed up the openings of the casinos before the long process of permanent licensing was complete. Now a little background into the beginnings of Caesars World.

In May of 1956, brothers Clifford and Stuart Perlman invested \$12,000 in a Miami Beach hot dog stand and in five years had expanded it into a fast-food chain called Lum's. Eight years later Lum's bought out Caesars World Inc. Within ten years the company mushroomed into a half-billion dollar gaming empire. When the Perlman's first took over Caesars in 1969, the only casino it owned was Caesars Palace in Las Vegas which opened three years earlier in 1966. Caesars, at the time, had a savory past which seemed to continue under the Perlman's ownership. A few shady real estate deals involving the Perlman's would end up as their downfall in New Jersey.

The Boardwalk Regency opened its doors on June 26, 1979 thus ending the monopoly Resorts had enjoyed on the boardwalk, and was an immediate success. Caesars operated for fourteen months on the temporary license when its hearings for a permanent license finally began in September of 1980. The hearings went on for six weeks with the DGE (Division of Gaming Enforcement) bringing up the Perlman's past dealings with "unsavory" characters and their possible mob connections while the attorneys for Caesars calling in witness after witness attesting to the excellent reputation and sterling character of the Perlmans. On the final day of the hearings, the state charged that four directors of Caesars World, Clifford and Stuart Perlman, William McElna and Jay Lishaw were unsuitable for licensing. Together these four

individuals controlled twenty percent of Caesars stock. One week later the Commission rendered its decision.

Caesars Boardwalk Regency was granted a permanent license on the condition that Clifford and Stuart Perlman were placed on immediate, unpaid leave from any position in the company. They agreed to a one month leave and appealed the decision to the courts which upheld the Commission's ruling. McElna resigned and sold his stock to the Perlmans. The fight with the Commission dragged on till December of 1981 before Caesars and the Perlmans came up with a solution that the Commission found partly satisfactory. Caesars World agreed to buy back the Perlmans stock and Clifford Perlman was to be retained as board chairman and CEO of Caesars Palace in Las Vegas with an annual pay of \$350,000. The Commission approved of the stock buy-back plan but denied the employment clause. The Perlmans were out and Caesars stayed in New Jersey. It's ironic that in April of 1983, the Nevada Gaming Commission found the Perlmans suitable for a gaming license when they attempted to buy the Dunes Hotel in Las Vegas. This was just one of the "differences of opinion" between Nevada and New Jersey Commission rulings.

Caesars also bought the old Traymore Hotel, raised it, and had plans to build another "Caesars Palace" on the site. This never came to pass. In 1987, the "Boardwalk Regency" part of the name was dropped and the property became known as just Caesars Atlantic City. In 1994, ITT Sheraton purchased all of Caesars World and had no problem in obtaining a New Jersey license. They have since announced a major addition to the Atlantic City Caesars

to expand the number of rooms at the hotel. As we head into the late 90's, Caesars has firmed up its position as one of the top casino operators in Atlantic City.

In June of 1977, Bally incorporated a New Jersey subsidiary and later one in Delaware, both named Bally Park Place, with the parent company holding 83% of the shares in the new subsidiary offered by the end of 1979. Bally came to Atlantic City with the usual fan fare. Bally bought the old Marlborough-Blenheim hotel and leveled the place in no time. Hoards of construction workers were working around-the-clock to build what Bally's promised to be the most expensive and extravagant casino complex on the boardwalk. Again going against the state's mandate to build "new" hotels, Bally paid \$4 million for the old Dennis hotel and spent another \$7 million to restore 507 of its rooms to qualify for the 500-room minimum required by the state. To Bally's credit, the commission, after touring the complex before opening were extremely impressed with the renovation job Ballys had done on the old Dennis. The projected cost of the entire project was \$160 million for the new casino, restaurants, theater and the restoration of the Dennis. What it ended up costing, according to Bally, was \$300 million plus. All was ready in early December 1979. All Bally needed to do to obtain a temporary license was to have it's board chairman, William T. O'Donnell, step aside and sever all ties to Park Place and Bally Manufacturing and place his stock in a voting trust till the commission completed its investigation. Bally's European representative, Alex Wilms and his family were to do the same. Once again a company had to remove its chief executive to operate in Atlantic City.

Back in 1946, William O'Donnell became sales manager for Lion Manufacturing, a manufacturer of slot machines. In 1962, Lion became available for purchase so O'Donnell and six other 'visible owners' each put up \$200,000 plus they borrowed \$1.2 million to close the deal. In March of 1968, O'Donnell and the others decided to go public with the company. To sever all ties to Lion's checkered past, the company name was changed to the Bally Manufacturing Corporation. After an investigation, the SEC reported Bally was free of mob money and approved its stock offering.

Over the next fourteen years - through alleged mob links and unscrupulous business practices - Bally took the old Lion company from the verge of bankruptcy to a giant, multinational corporation with annual revenues of nearly \$400 million. Beside slots and pinball machine sales worldwide, Bally had an estimated 80% of the domestic slot market. By 1977, O'Donnell was the only one of the original investors on Bally's board of directors when it initially aimed for a spot on the boardwalk.

The DGE investigation took two and one-half years to complete. During that time, Bally began to do a few things to polish its image and garner some positive publicity by going out and hiring people who would make a difference. Bally also contributed to many charitable organizations that were in desperate straits, all highly publicized. Replacing O'Donnell as chairman and president of Bally was Robert E. Mullane. Bally's Park Place opened under its temporary license on December 30, 1979. It would be another year before hearings would begin on its permanent license. During the hearings, the

state won out again as O'Donnell was forced to sell his stock back to the company and Bally received its permanent license. This made two of the first three companies that had to have its chief officer(s) sell off their stock and totally divest themselves from the company in order to do business in Atlantic City.

During Bally's initial construction, a number of design elements were included that would ease future expansion. Part of this expansion was the 1989 opening of the Tower at Bally's Park Place. The tower added 800 rooms to Park Place's inventory and made Park Place the first hotel/casino in Atlantic City to surpass 1,000 rooms. Just this year, Bally was sold to the Hilton Corporation. It will be interesting to see what changes/improvements the Hilton people will have in store for Bally's.

As the 80's began, it seemed that finally the "new construction" edict of the state was finally happening in Atlantic City. The Brighton, built by Great Bay Casino Corporation on the site of its former namesake, was the first all-new casino-hotel to open in Atlantic City. At a cost of \$69 million, the complex had 506 rooms in a nineteen story tower. The casino, at 32,000 square feet, was rather small for the times in Atlantic City which probably contributed to the financial difficulties that faced the Brighton. The Brighton was in money trouble from the moment it opened its doors on August 31, 1980. The principal stockholders in Great Bay, a publicly traded company, were Eugene V. Gatti and Arthur J. Kania, both of Ocean City, which also made the Brighton the first casino owned by local businessmen. Gatti and Kania were also the first applicants that it seemed would obtain a permanent

license with the full blessing of the Division of Gaming Enforcement.

By October of that same year, bankruptcy rumors were surrounding the property. Before long, it was announced that the Brighton was being sold to the PPI Corporation, a newly formed company owned jointly by Inns of America, Inc. and two financiers, Burton and Richard Koffman. The privately owned Inns of America were owned by the Pratt brothers, Jack, Edward and William, and operated franchised Holiday Inns in the U.S. and Latin America. It had just bought the Sands in Las Vegas from Summa Corporation and to capitalize on the Las Vegas reputation, the Brighton was renamed the Sands of Atlantic City in May of 1981. Jack Pratt also brought in many top Caesars World executives, including its COO, Stephen F. Hyde, to help make the Sands a winner.

For the first time, the commission voted unanimously to grant the Sands new owners a permanent license without any special conditions. The Sands has survived, unlike its Vegas counterpart, well into the 90's. It was purchased in the early 90's by the successful riverboat operators, the Hollywood Casino Corporation. They have slowly been introducing a "Hollywood" theme to the property with the intent of changing the Sands name to Hollywood Casino-Hotel in the future. Recent expansion plans to add a second tower with 600 more rooms have also been announced and if indeed gets built, it should position the Sands/Hollywood as one of the top operators in Atlantic City for years to come.

Bill Harrah, with two highly successful casinos in Reno and Lake Tahoe, had decided to come to Atlantic City only one month before

his death in 1978. Had he lived, it is doubtful he would have sold a 99% interest in his company to Holiday Inns, Inc. Harrah's Marina was originally started as Holiday Inn Marina Casino. I even remember the sign in front of the property during construction. When Holiday Inns purchased Harrah's, it decided to use the Harrah's name at its Atlantic City facility to capitalize on the Harrah's name and reputation in the casino industry. This was the first casino to be built outside of the boardwalk casino strip. The 506 room complex lies at the foot of the Brigantine Bridge about one mile from the boardwalk. Although some sensitive foreign payments were brought up at the license hearings, the commission voted unanimously to grant a license to Harrah's/Holiday Inns. Harrah's Marina opened its doors on November 23, 1980 and has been one of the top revenue generators in Atlantic City from the beginning. In the mid 80's, Harrah's added its 260 room Atrium Suites tower to the property. Harrah's was involved in another property in Atlantic City - Harrah's Boardwalk at Trump Plaza, but that will be covered later. Harrah's also purchased the old Chalfonte Hotel from Resorts for \$26 million. They demolished it and announced plans for a 551 room casino-hotel. This never came to pass. Recently Harrah's announced a major expansion to the Marina to bring its room inventory well over 2000 rooms. With this expansion, Harrah's is preparing to be on an even level with the new mega-resorts planned as their neighbors in the marina in the future.

The third casino to open in Atlantic City in 1980 was the Golden Nugget. In June of 1978, Steve Wynn was at Resorts International marveling at the amount of money being

gambled and at the overflow crowds being drawn by Resorts. It was then that Resorts president Jack Davis suggested that Wynn travel to the other end of the boardwalk to the Strand Motel to speak with the owner, Manny Soloman about a purchase. Twenty-five minutes later Wynn walked out, having agreed to pay \$8.5 million in cash for what would end up being his casino site. Within sixteen months, a 22 story - 506 room hotel, 40,805 sq.ft. casino, a 500 seat theater and a 500 car parking garage were erected at the then bargain price of \$160 million. How Steve Wynn got to this point is the kind of stuff dreams are made of.

Wynn bought a 3% interest in the New Frontier hotel in Las Vegas for \$30,000 in 1965. In 1966, he moved his family to Vegas and became a slot machine supervisor and assistant credit manager at the Frontier. In 1967, Wynn was befriended by E. Parry Thomas, the most powerful banker in Nevada. Thomas personally made sure Wynn re-couped his \$30,000 investment when the Frontier was sold. Besides, it was Howard Hughes who was buying the Frontier for \$23 million and the transaction was being handled by none other than E. Parry Thomas! Wynn's next casino deal was for a strip of land that Thomas came up with that Caesars Palace had leased from Hughes as an addition to its parking lot.

Caesars had been trying to buy the land from Hughes to no avail. Thomas steered Wynn to the purchase for \$1.1 million. Thomas loaned Wynn \$1.2 million with the extra \$100,000 to cover interest till he could strike a deal with Caesars. Caesars offered Wynn a quick \$250,000 profit, which he promptly refused. Wynn told Caesars he was thinking of building a small casino on

the property. Wynn's price was \$2.25 million and since Caesars did not want another casino built next to them, they paid it. Funny thing that some twenty odd years later Wynn DID become Caesars neighbor! Wynn made a cool \$1 million on an investment that cost him nothing! Wynn then started buying stock in Golden Nugget in 1969. By 1973, he had bought 912,600 shares and received a gaming license in Nevada. After purchasing another block of stock, Wynn was elected to the board of the Golden Nugget and named executive vice-president of the casino. By August of 1973, Wynn was in full control of the company. With another Thomas loan, he built a 579 room hotel tower and garage and was on his way!

The Atlantic City Golden Nugget was granted a temporary license on November 21, 1980 and opened on December 9, 1980. Their permanent license was granted on November 13, 1981 and for the first six months of that year reported \$17.7 million in profits, which was more than the other seven casinos operating at the time.....COMBINED!! The Golden Nugget was the top drawing casino on the boardwalk. The Golden Nugget also owned land in the marina section and plans were on the drawing board for another casino projected to cost \$250 million. These plans were set aside as Wynn soured on Atlantic City. The strict regulatory rules in New Jersey always aggravated Wynn who let it be known that these "rules" were not allowing the gaming business to reach its full potential in Atlantic City. Unable to change these rules, Wynn sold the Atlantic City Golden Nugget to Bally's in 1986 who renamed it Bally's Grand. The price Bally's paid was over \$400 million. Much of this was used to

finance the Mirage in Las Vegas. At the time of the sale, Wynn vowed never to return to Atlantic City even if he were "given a casino." Those words changed drastically in 1996. As Bally's Grand, the casino went through some lean times. At the time the property was purchased by Bally, the consensus was that they overpaid. Ground was recently broken for an additional tower to add 300 rooms to the property and more public space. With the recent sale of Bally to Hilton, the name of Bally Grand has been dropped and the property has been re-named the Atlantic City Hilton and Resort.

Casino number seven in Atlantic City was the ill-fated Playboy Hotel & Casino. The casino was owned by Hugh Hefner's Playboy Enterprises and the Elsinore Corporation. Built on a postage stamp size of real estate on Florida Avenue and the boardwalk the unique three-level casino with the minimum 500 room hotel opened on April 14, 1981. The three level design did not go over too well as most gamblers disliked it. Each of the three floors were long and narrow making it difficult for an "even flow" to the casino. Hefner and Playboy were not granted a license and the casino was run by their partner - Elsinore Corporation. The casino retained the bunny dealers and cocktail waitresses and still operated as Playboy till April of 1984. After two years of appeals, Playboy Enterprises gave up on its effort to become licensed and sold its 45.7% interest in the casino to Elsinore. In June of 1984, after weeks of work by Elsinore crews removing the bunny logo from every nook and cranny of the hotel and casino, the huge Playboy sign atop the hotel was lowered and up went the new one - Atlantis! Elsinore continued to run the hotel - this time under the Atlantis name for five more years, unprof-

itable ones at that. In April of 1989, the Casino Control Commission refused to renew the license for the Atlantis and placed the property under the control of a conservator.

The following month, the casino at the Atlantis was closed. It was the first casino in Atlantic City to fail. In June of 1989, Donald Trump took over the Atlantis as a non-casino hotel and re-named it Trump Regency. At the time, Trump already owned three casinos in Atlantic City, the legal limit in 1989. In 1996, the casino at the Trump Regency was re-opened under the name Trump Worlds Fair Casino. Earlier, the law limiting the number of casinos owned by one individual/corporation to three was abolished. Even though, Trump is operating this casino as an "arm" of his Trump Plaza casino.

The narrow three-level design of the Playboy/Atlantis was never embraced by gamblers in Atlantic City and probably led to its' demise. Maybe under the Trump name and open as only a part of a much larger complex, the property may be able to hold its own in the highly competitive Atlantic City market.

The next casino to open and the last to be renovated and added to was the Claridge, or as its official opening name was - Del Webb's Claridge Hotel & Hi-Ho Casino. Webb, who died in 1974, had a long history in the gaming business. It was Webb's company that built Bugsy Siegel's Flamingo Hotel in Las Vegas along with having a 10% interest in the casino. Webb also built the Sahara and ended up owning it. At the time of his death, Webb's casino holdings included the Mint in downtown Vegas, the Sahara Reno, the Sahara Tahoe and the Nevada Club in Laughlin.

After Webb's death, Robert H. Johnson assumed control of the company. In late 1979, the Webb Company entered into an equal partnership agreement with Claridge Associates, a group of Connecticut investors headed by F. Francis "Hi-Ho" D'Addario. Claridge Associates had purchased the old Claridge Hotel on the boardwalk and had run out of money after they started renovating the 300 room hotel. The project also included the construction of a tower with 200 new guest rooms, a 30,000 sq.ft. casino and a 500 car parking garage. The final cost was reported to be \$150 million.

At the time of the partnership agreement, the Webb Corporation was awaiting trial in federal court in Las Vegas on various charges of conspiracy. It was this reason that the DGE, after its two year investigation, for the first time opposed the granting of a temporary license. Because of this and other alleged "improprieties" uncovered in the DGE investigation, the Webb Corporation "cleaned house" by switching executives around its sixty-seven subsidiaries. Each one singled out by the DGE quietly vanished from the scene. To avoid being denied a temporary license in July 1981, while the trial was still pending, the Webb Corporation formed Claridge Management Corporation to take over its 50% interest in the Claridge casino and an "institutional trustee" was named to handle financial transactions between the new company and the Webb Corporation. This plan kept the Webb Corporation completely isolated from the operation. Because of these steps taken, the temporary license was granted and the Claridge opened on July 20, 1981 as Atlantic City's smallest casino.

Six months later the Webb Corporation was acquitted in Las Vegas and the Gaming Commission allowed the company to re-acquire its interest in the Claridge. Permanent licensing hearings for the Claridge opened in May of 1982. During the proceedings, the Webb Corporation announced it had bought out the D'Addario group to become sole owners. The DGE suddenly relented and withdrew its objections to licensing the Webb Corporation. The commission voted unanimously to grant a regular license to the Claridge.

The Claridge has had it's share of ups and downs over the years, unfortunately mostly downs. Being a "small" casino in a "large" casino market never helped. When the Webb Corporation decided to get out of gaming completely, the Claridge was taken over by the owners of Fitzgeralds of Las Vegas. A new parking garage built to help the facility was closed shortly after opening due to the well publicized tragedy of the death of two women whose car crashed through the retaining wall of the structure plunging them to the street below. The Claridge is now officially up for sale and the future of the property is anybody's guess.

Ramada Inns had paid \$20 million for the old Ambassador Hotel. Their original plans called to renovate the old hotel and convert it into a 546 room hotel complex with a 60,000 sq.ft. casino, 1200 seat dinner theater, 1000 seat ballroom and other public amenities. The proposed plan was estimated to cost \$80 million. Governor Brendan Byrne had finally had enough with the "patch and paint" jobs in Atlantic City and wanted the old Ambassador demolished. The CCC agreed with the governor and rejected the plan. Ramada's president, M. William Isbell, threatened to

appeal the decision in the courts but capitulated and now was happy with a new plan that called for the “peeling” of the bricks from the old hotel structure and build a new facility - using the steel framework of the Ambassador, definitely a unique way to build the complex. On November 9, 1979, the bricks started to come down. Isbell’s unhappiness with the original decision delayed the opening of the casino as much as two years, not counting how much more the new construction would cost. He also felt, justifiably so, that a “new set of rules” were being applied to Ramada citing the previous renovation projects approved by the CCC in the past.

At about the same time Ramada started construction on its Atlantic City complex, they announced that they were purchasing the Tropicana in Las Vegas. With this purchase, Ramada decided to name the Atlantic City property Tropicana also to capitalize on the “known” name in gaming. The projected cost of the casino was to be \$130 million but cost overruns boosted the actual price to a then record \$330 million before its opening date and was expected to reach \$400 million before it was completed a year or so down the line making it the world’s most expensive gambling resort at that time. Just to compare, the Atlantic City Tropicana had 521 guest rooms and an average size casino. The original MGM Grand in Las Vegas had a casino larger than two football fields and 2800 guest rooms - and cost only \$126 million!

The partially completed hotel opened on November 23, 1981 and would get its permanent license in one year. Ramada was criticized for allowing most of the Tropicana management team in Las Vegas, alleged to be corrupt and involved in possible skimming, to stay on after the pur-

chase by Ramada but by the time their permanent license hearings began there was no one left in the Ramada organization who could be associated with past indiscretions. Soon after opening, the Tropicana built a unique indoor amusement area called Tivoli Pier. It was to be a throwback to the “old” Atlantic City amusement piers of the past. With that, the Tropicana name was also changed to TropWorld Casino and Entertainment Resort. The family theme did not seem to work and the Tivoli Pier was closed in 1995 to make way for a new poker, keno and simulcast area which opened in 1996. A new tower was also built above the parking garage bringing the TropWorld room inventory to approximately 1600, presently the largest hotel in New Jersey. In July of 1996, the name of the complex was changed back to Tropicana. With the casino addition and expansion plus the new tower, the Tropicana hopes to position itself for the future competition of the mega-resorts now planned for Atlantic City.

Donald Trump - His name is almost synonymous with gaming in Atlantic City so this entire part of the story will focus on his involvement in Atlantic City’s gaming history. It’s “The Art of the Deal, Boardwalk Style”.

It all started on May 22, 1984. It was then that Harrah’s at Trump Plaza opened its doors for business as Atlantic City’s tenth casino. Trump had earlier described the casino as full of “brass and class” and now he was telling everyone that his hotel was the finest building in Atlantic City. The hotel, a joint venture between Trump and Harrah’s (already very successful in the Marina area) where as Trump built the property and the casino was to be managed by

Harrahs, had 614 rooms, seven restaurants, a health club, a 750-seat showroom and a 60,000 sq.ft. casino all crammed into a narrow 2.6 acre tract. Trump was a well known real estate mogul in Manhattan coming from money long before his venture into Atlantic City. Harrahs at Trump Plaza was hailed as the beginning of the ‘next wave’ of casino development in the city. This deal was really an ‘artful’ one by “The Donald”. Trump committed \$22 million to the project when Harrahs/Holiday Inns Inc. came into the picture. For half interest in the project, they reimbursed Trump the \$22 million he had already invested and paid him an additional \$50 million in cash plus financing in amounts estimated to be between \$170 and \$250 million. The total cost of the project was reported to be \$220 million which meant that Trump came away with a handsome profit plus 50% interest in the new hotel-casino without risking any of his own money! As an added bonus, Harrah’s/Holiday Inns agreed to manage the property without charge and guaranteed Trump no financial losses in the first five years. Even with this “sweet deal” within six months, Harrahs and Trump had a falling out. Harrahs name was removed from the casino and it became known only as Trump Plaza. The split was over the fact that Trump thought the casino was being mis-managed by Harrahs. One problem was that Harrahs name was associated with low-budget gamblers concentrating on its slot operation while Trump had built 85 luxury suits for high-rollers that were not being attracted by Harrahs style. Even with its expertise in attracting low-rolling slot players, Harrahs failed to meet expectations at Trump Plaza. Earnings for the seven months in 1984 that the casino was open placed the casino seventh out of the ten casinos operating at the time in the rev-

enue race. This enraged Trump, who was used to being number one! Bad blood or not, Harrahs still held its 50% interest in the hotel and managed the property. The feud ended up in the courts after Trumps' next deal - The Atlantic City Hilton.

In the early 1980's, Hilton Hotels acquired a parcel of land in the marina area and commenced building a hotel-casino to be called the Atlantic City Hilton. Just about the time of completion of the project in February of 1985, the Hilton Corporation made history by being the first company denied an operating license in New Jersey. Barron Hilton issued a statement stating that he was "shocked and stunned" at the decision and promised that the company would take its appeals to the courts. At this time, there were only four members of the CCC sitting as a replacement for resigned commissioner Don Thomas was not filled. Two members voted for Hilton and two were against but Hilton needed a majority vote to be licensed.

In less than one month, the CCC agreed to re-open the hearings for Hilton's licensing. It was hoped that one of the two "negative" votes would be changed or that the fifth member, Valerie Armstrong, recently appointed to the commission, would be sworn in by the time the hearings began. Here is where the story gets really interesting!

A few days after the CCC announcement on the hearings, Steve Wynn made a bid to buy control of the Hilton Hotels Corporation. A letter to Barron Hilton stated that Golden Nugget offered to buy up to 6.78 million shares (27.4% of Hilton stock) for \$72 per share or a total of \$488.3 million. Other considerations could have made the transaction

worth as much as \$1.8 billion. The block of shares to be purchased was owned by the estate of the late Conrad Hilton and when Golden Nugget suspected that Hilton was making moves to block its takeover attempts, Golden Nugget filed a lawsuit against Hilton charging securities violations. The suit asked the courts to stop further solicitation of proxies by Hilton and invalidate proxies previously granted. Golden Nugget filed its suit on April 19, 1985, one day **AFTER** it learned that Barron Hilton was considering an offer to sell the Atlantic City Hilton to Donald Trump! A Golden Nugget executive issued a statement saying "Hilton was putting its tail between its legs and running away from New Jersey without vindicating its name." One week later, Golden Nugget offered Hilton \$344 million for the Atlantic City property. The offer consisted of cash, 8 percent notes and some undeveloped Atlantic City property which Hilton refused stating that the notes and property were "overvalued". The next day, Hilton announced that it had accepted an offer of \$325 million from Donald Trump. Estimates placed Hilton's cost at \$308 million for its nearly completed hotel-casino. This was the spark that ignited the feud between Wynn and Trump which still lasts today. The only question remaining now was a name for the property. The facility was so near completion that a large Atlantic City Hilton sign was already on the building and the property did open using Atlantic City Hilton chips and tokens. The slots were all fitted with the Hilton "rainbow" design slot glass. The name Trump Palace was bantered around but when Caesars found out about the name, **they** filed suit against Trump's use of the name and won even though Caesars Palace was in Las Vegas and the Caesars Atlantic City property was known as Boardwalk Regency.

Thus the name Trump Castle finally was the choice. The facility opened in June 1985 and at the formal ribbon cutting ceremony held one month later on July 16, 1985, Trump, with the press in full attendance, took a swipe at Harrahs, his partner on the Boardwalk. He stated that "There has never been a smoother, more successful opening of a casino in Atlantic City." Without mentioning Trump Plaza by name, he reminded everyone there that "we don't manage the other facility". Harrahs was not only Trump's partner on the boardwalk, but his new neighbor in the marina which placed Trump in direct competition with his boardwalk partner.

This feud, which had been going on for a year, finally ended up in the courts. A suit and countersuit were filed by both Harrahs and Trump. In late 1985 Harrahs, which had become tired of the feud and did not want it to drag on even longer in the courts, approached Trump with a offer to sell him their 50% interest in the facility. Trump accepted and the contracts were signed in early 1986. Trump was now the sole owner of Trump Plaza. The cost to Trump was \$67 million and later, he would say "it was one of my most savored transactions".

Trump's third property in Atlantic City, the Taj Mahal, was also born out of controversy as it was part of the Trump-Griffin duel in 1988 over Resorts International, the then owner of the of the partially completed hotel. Once again another name, this time Resorts, was on a building that became part of the Trump organization as the deal struck with Griffin gave Merv all of Resorts holdings in Atlantic City and the Bahamas with the unfinished Taj project going to Trump who completed the facility. The casino finally opened in 1990 and ran into financial problems right

away. This casino, along with the Trump Castle, have been in and out of bankruptcy reorganization.

As was reported earlier in this article, Trump purchased the then closed Playboy/Atlantis casino hotel in 1989 and ran the place as the non-casino hotel named Trump Regency. In 1996, the casino was re-opened and the name changed to the Trump World's Fair casino operating as an arm of Trump Plaza.

Trump has had stock and possible takeover tries against Holiday Inns/Harrahs and Ballys plus feuds with Pratt/Sands over the Penthouse property (which was won by Trump). The only casinos not affected by Trump, in one way or another, in Atlantic City would be the Tropicana and Claridge. Now if that's not a mover and shaker, I don't know what that is!

Trump continues to be a major force in Atlantic City. He has spoken out time and again against Steve Wynn and his plans to open a mega-resort in the marina area along with two other prominent Nevada operators. In fact, Trump (along with Harrahs at his side this time) was the only other bidder for the land (a former landfill) that the city was **giving** away to any operators who could develop the property. The Trump bid called for the building of a golf course. The city voted for the Wynn plan, one of the few "losses" for Trump in Atlantic City.

Expansion plans for the Castle and the Taj Mahal along with the center boardwalk location for Trump Plaza should keep Trump as a major force in Atlantic City for years to come.

In March of 1987, the Showboat Hotel and Casino opened a 516 room

hotel with a 60,000 sq.ft. casino on property just north of the Taj Mahal. The eight acre parcel of land had been leased from Resorts for 99 years at \$6.4 million per year. Early on, the Showboat tried its "Las Vegas" strategy in Atlantic City, emphasizing a "family theme" at its property. It was the first and only property to have a bowling center included as part of the complex. The bowling center at Showboat's Las Vegas property is highly successful, while the one in Atlantic City is not. The Showboat has sponsored a PBA (Professional Bowlers Association) tournament at its Las Vegas facility for many years and tried the same at the Atlantic City Showboat during the first few years after opening. For whatever reason, the PBA tournament was dropped in Atlantic City. The entire property's marketing strategy was also changed due to the early financial difficulties and the family theme was dropped also. The change from family to the middle to upper middle gambler proved a success.

During its relative short history, the Showboat has had many "firsts" credited to it. They were the first to open a simulcast area in an Atlantic City casino, previously approved by the voters in 1990. They also were the first to offer poker in Jake's Betting Parlor, an expanded - separate area opened away from the main casino. Keno was also offered in Jake's, another Showboat first. Showboat also recently was the first to use funds allowed under the Casino Redevelopment Act to add an additional tower with over 300 rooms along with additional casino space. Showboat's slot inventory now ranks third, just behind the Trump Plaza/World's Fair casino and Trump's other property, the Taj Mahal. All of these "firsts" have helped the Showboat become one of

the more successful operators in Atlantic City.

The Atlantic City Showboat is not just friendly to gamblers, but chip collectors as well! The Showboat graciously offers the Atlantic City Chapter of the CC>CC its Mardi Gras showroom to hold their meetings every six weeks on a Sunday afternoon. They do not charge the organization and all they ask is that you obtain a slot/rating card and give them some business either before or after the meetings. Not too much to ask for such a fine meeting room as they supply to us. If you happen to be in Atlantic City during one of our meeting Sundays, stop in and say hello to many of your fellow chip-pers.

It wasn't until the early 90's that the regulations softened on the casino industry allowing them to be more competitive with all the new jurisdictions now involved in gaming. Back in the late 70's when the legislation was written, there was Atlantic City and Nevada only! Things had changed but the state of New Jersey was lagging behind. Now it was catch-up time!

In November of 1990, the voters approved a constitutional amendment to permit the casinos in Atlantic City to offer simulcasts of horse racing. In July of 1991, the casinos got the approval to remain open for twenty-four hours on weekends and holidays on an experimental basis. One year later, the casinos got the approval to remain open for twenty-four hours - seven days a week. Now they were on equal terms with Nevada - they never close! Only sports betting has eluded the casinos in Atlantic City. In the early 90's, an effort to get a sports betting question to the voters never made it through the assembly. The

same legislation also allows the CCC to authorize new games to be offered by the casinos without legislative approval. These and other changes have spurred a new interest in Atlantic City by major gaming companies and prompted the existing casinos to expand their properties by way of adding rooms, casino space, restaurants and other public areas. A new convention center, expanded airport and more rooms will hopefully change the image of Atlantic City from a "day trip" market to a "full destination resort."

Atlantic City's past could have been much brighter had all of the proposed casinos been built. Camelot, the Golden Pyramids, the Dunes, Carnival Club, Penthouse, the Ritz, Atlantic Land, Sahara, King Intl., Aquarius, Benihana, Lady Luck are just a few of the proposed casinos that were never built. Add to this list, the casinos that were planned or announced by those with properties already open in Atlantic City mentioned previously in this article. There would have been over 35,000 rooms and more than 50 casinos in Atlantic City had all the announced projects been built. A few of these started construction but ended at one point or another due to lack of funds.

Now, Atlantic City looks towards the future! Not since the early 80's have so many new projects been announced for Atlantic City. In the marina area, Mirage Resorts, Circus-Circus and Boyd Gaming plan to build three mega-resorts on a former landfill each with 2,000 rooms. MGM

Grand intends to build a large scale property just north of the Showboat. Bally's is building a Western Theme casino adjacent to Park Place. Bally's Wild Wild West casino is scheduled to open on July 1, 1997. It will add over 1700 slots and 58 table games to Atlantic City's inventory. Also in this addition will be the Virginia City Buffet and Los Tres Hombres Cantina, a specialty restaurant featuring southwestern and south-of-the-border cuisine. The Lone Star Snackbar and a 90-foot bar called the Mountain Bar will also be included in the casino. The ITT and Planet Hollywood planned 1000 room hotel on the site of the former Traymore Hotel, between the Sands and the boardwalk have been placed on 'hold' for now until the hostile takeover bid by Hilton for ITT has been resolved. Now that Sun Intl. has purchased Resorts, a name change to Atlantis and the look of the property will change drastically as Sun does not do things on a small scale. They have also been looking at property near the MGM site for a possible new complex as well. All of the other existing properties have already expanded, are building or plan to expand within the next year or two. A deal between Hard Rock and Donald Trump seems to have not materialized.

The deal would have had the Castle become a Hard Rock Hotel - Casino with a dramatic new look. Now Trump plans to give the Castle a new 'aquatic' look and name - Trump Marina! The eyesores are slowly disappearing, roads are being improved and a new convention center are also adding to the excitement of the "NEW ATLANTIC CITY."

I hope this section has been both informative and enjoyable for you to read. Beyond some of my memories of the early days, NO ONE can know all of this information off the top of their head. That's where the research comes in to play. To give proper credit where credit is due, I will list the sources used for much of this article. All made for interesting reading.

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Obituary



Steve Zacchi

Born March 22, 1951, Staten Island, NY

Died March 22, 2004, Las Vegas, NV.

Anyone who knew Steve knew that he loved his wife and four daughters, and that he cherished his friends, and boy did he have friends.

Steve was always willing to help a new chipper, or an old one for that matter. Many people made it a point to call Steve if they were coming to town, or made it a point to be sure to see him at the convention.

Steve loved sports, especially Horse Racing, and he loved to play poker to relax.

Steve and I tried to do lunch at least every other week, and it was always a fight to see who would pay. It got to the point where I would have to get there early, just to tell the waitress to make sure I got the check. Steve and I also enjoyed running for chips together, and going to the Southern Nevada chip meetings together.

You will be missed by many, my friend, but not as much as you will be missed by me.

May you rest in peace,
Ralph

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