

ATLANTIC CITY CHIP & TOKEN NEWSLETTER

VOLUME 1, NUMBER 1

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Published by "Mr. Chips"  
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10 YEARS AGO....1978



\$5 "BACCARAT" CHIP  
Red...3 White/Peach/Blue Inserts

**RESORTS INTERNATIONAL  
ATLANTIC CITY'S FIRST CASINO  
OPENED MAY, 1978**

The scarce chip illustrated above is very seldom found in **ANY** condition!! This writer knows of less than 6 specimens in collections of the most serious collectors I've corresponded with....and I've never seen one offered for sale. Issued only 10 years ago; evidently not too many were saved by collectors. In fact, in 1978 there were probably not too many A.C. casino chip collectors period!!

By type, this chip represents the only \$5 Atlantic City "Baccarat" designation, as all other A.C. "Baccarat" chips are of the yellow \$20 denominations. Manufactured by Paulsons, bearing thier distinctive hat & cane trademark moulded into the outter rim, this chip is part of the "first issue" of the Resorts International series. Illustrated elsewhere, are the other denominations which make up the first issue chip series, \$1 to \$100.

Since 1978, two additional Resorts chip issues have been released. They will be covered in future issues as the new Taj Mahal opening date in late fall, 1988 approaches. The NJ Casino Control Commission has ruled that Donald Trump's Resorts casino must be closed when the world's largest casino, the Taj Mahal, opens. NJ law allows only three casinos per license holder and the Taj Mahal would be number four for Donald Trump. Mr. Trump plans to use the present Resorts building as a supplemental hotel and convention center to the Taj Mahal. The current Resorts casino floor encompasses 60,000 square feet, one of Atlantic City's largest, while the new Taj Mahal casino floor will boast 120,000 square feet at a cost that is currently approaching \$1 billion dollars!



HAPPY NEW YEAR, "CHIP-A-HOLICS"!!

As many of you know, the finest "magazine" published about our hobby specialty, "CASINO & GAMING CHIPS MAGAZINE", is no longer being published. Many of us were quite pleased and enthusiastic when it made its initial appearance, as it had a lot of potential to be THE publication for we casino chip collectors...and for a couple of very short years, it was indeed! I was very disappointed to learn that it would no longer be published. We all owe former Editor, AL W. MOE, a debt of gratitude for his devoted time and efforts at publishing such an interesting, informative magazine, which in itself served as a catalyst to promote chip collecting and which converted so many collectors of other material to those colorful clay discs that we all frantically search for. I understand through Al, that another individual has offered to pick up where Al left off.....and I for one, certainly hopes that it will happen.

In the meantime, I've given some thought to publishing my own version of a hobby newsletter for collectors of Atlantic City chips and tokens. This effort is being made solely to introduce new collectors to this fascinating collectible and also to keep the advanced collector up to date with information on new chip issues and varieties as they develop on the Atlantic City scene. There is no personal profit motive for publishing such a newsletter (as no profit exists..... as Al will testify). In fact, postage & printing costs alone will more than absorb any few dollars received from potential revenues that may be realized via ads, subscriptions, or memberships...not to mention the time involved putting together such a periodical.

So, this initial informal presentation, Vol. #1, Issue #1, will serve as a barometer to see if enough interest exists for an issue #3. Yes, there will be at least an issue #2, as a feed back of your responses. Your input and comments are encouraged and excerpts may be published in future issues. I would be most pleased to hear from you in response to the following questions:

1. Would you favor organizing a casino chip & gaming token club?
2. Would you join such a club and pay a nominal annual fee in the support of a dues payment (say \$4 per year) which would include covering the cost of receiving a quarterly newsletter?
3. Would you support this new club belonging to a national organization such as the A.N.A., so that as a member club we could hold an annual gathering/swap meet in conjunction with the national A.N.A. convention which is held in a different major U.S. city each year?
4. How does a casino chip/token mail bid sale published in the newsletter for disposal of your duplicate material sound as another benefit of forming such a club?
5. Got any other ideas? Send 'em in. Will publish them in the next issue.



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NEWSLETTER**

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**RESORTS INTERNATIONAL FIRST ISSUE CHIPS**      **MAY, 1978**  
 Note: All first issues have Hat & Cane mould

It all began back in 1974, when voters were asked to approve casino gambling in Atlantic City, in an effort to rebuild the decaying city to its former glorious past. This first attempt failed as the voters rejected the ballot question on November 5, 1974. Two years later, the re-worded question re-appeared on the ballot and the rest is history. A company called Mary Carter Paints, in 1975, "gambled" on the success of the 1976 vote and purchased the then Chalfonte-Haddon Hall and a few other parcels, including a 5.6 million dollar buy of the 56 acre Uptown Renewal Tract. This former paint company, now known as Resorts International, became Atlantic City's first gaming hall. How successful have they become? Well, that 56 acres is currently valued at more than \$270 million.....about 50 times its original cost!!



Before May of 1978 there were no casino workers. By the end of this year, IF the Taj Mahal opens as expected, there will be 45,000 people employed in the twelve currently operating Atlantic City casinos. According to a recent article in the Atlantic City Press, in 1976 the prediction was 33,700 workers by 1985. Other predictions at the time were that 4.4 million visitors would come to the "Nations Playground" each year. Last year, 29.8 million came. Casinos were supposed to pay \$31 million in 1985 taxes for senior citizens and the disabled. Guess what? \$169 million was collected!

In mid-1979, a year after Resorts had opened its doors to the public; and they still had the only game in town. Slot machines were backed up 3 players deep and you had to wait for a seat at some of the black jack tables. Ike dollars were in use at the dollar slot machines as it was not until 1981 when Resorts introduced their first dollar token. My, how times have changed!





HARRAH'S TRUMP PLAZA CHIPS.....GONE  
NOW JUST ANOTHER OBSOLETE ISSUE

December, 1987

Trump Plaza has removed all of the "Harrah's Trump Plaza" metal center chips (coin inlay center, if you prefer) from its table games and has issued their own new series \$1 to \$5000 chips. This action creates another obsolete series of A.C. chips joining Brighton, Playboy, Hilton, and Boardwalk Regency chips

The "Harrah's Trump Plaza" coin inlay center set which has been withdrawn is illustrated as follows:



Illustrated below are the new Trump Plaza \$1 to \$100 denominations. Note the absence of a new \$20 replacement chip in the new series.

