

# Casino Chip

## & Token News

Volume 23 Number 2  
\$8.95

# A Tour of Las Vegas Boulevard North



**PLUS...**

**CC&GTCC Convention 2010**

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**North Land Updates**

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## The Casino Chip and Gaming Token Collectors Club, Inc.

A 501(c)(3) educational organization  
with the mission of preserving gaming history.

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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.

# Join The Fun!

## CC&GTCC Membership Application

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Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Country \_\_\_\_\_

E-mail or Phone Number \_\_\_\_\_

My collection interests are:

- Chips       Tokens  
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- Name and address  
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I have enclosed my annual dues for:

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 One year Associate Member \$5.00  
 First class postage - additional \$14.00  
 International \$55.00 - includes first class postage

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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&GTCC to:

**CC&GTCC Membership Officer**

**Steve Bedo**

1215 E. Dalton Ave.  
Glendora, CA 91741

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**www.CCGTCC.com**



# Casino Chip

## & Token News



Volume 23 Number 2  
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A publication of the Casino Chip and Gaming Token Collectors Club, Inc.

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



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Boulevard North**  
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**Cover Photo Courtesy of  
Las Vegas News Bureau**



## American Numismatic Association Membership Application

Our club, CC&GTCC, 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

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- Senior Citizen (age 65 older) \$41
- Life Membership (under 55) \$1,200 (over 55) \$900

\* International Memberships have an additional \$36 per year shipping and handling fees in US Funds.

Forward completed application to:

ANA

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

Please contact us with any questions (800) 367-972

# Visit Us Online!

[www.CCGTCC.com](http://www.CCGTCC.com)



Visit the Membership Section to find all the information you need about our members as well as all the information you need to become a member. Find information about local clubs, visit the Hall of Fame and more.

Check out the Reference Center, where you will find useful information on the hobby of casino chip and gaming token collecting. There are articles for the beginning collector and detailed reference materials for the more experienced collector.

Log on to the club message board. Ask questions, get answers and meet other people interested in the same collectibles as you!



# See You There!

[www.CCGTCC.com](http://www.CCGTCC.com)



# Advertising

Need help in working up your ad?  
Just give us a call at  
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with your advertisement to:

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

## Please Note

- Do not send in ads that are folded. 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 \$4.95 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. Try to get the changes to us well before the deadline of each issue.
- When ordering items from one of our advertisers, let them know what issue of the magazine in which you noticed their ad.
- All ad copy must be accompanied by payment made out to "The Casino Chips and Gaming Token Collectors Club, Inc." or CC&GTCC. No ad will run without payment

## Schedule of Publication and Ad Deadline Dates

Spring Issue  
Mailing Date: March  
Deadline for Ads: January 1st

Summer Issue  
Mailing Date: June  
Deadline for Ads: April 1st

Fall Issue  
Mailing Date: September  
Deadline for Ads: July 1st

Winter Issue  
Mailing Date: December  
Deadline for Ads: October 1st

## Moving?

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

Steve Bedo  
1215 E. Dalton Ave.  
Glendora, CA 91741

## Rates

Advertising rates for members are available by emailing the advertising manager at [advertising@ccgtcc.com](mailto:advertising@ccgtcc.com)

### *The Casino Chip & Gaming Token Collectors Club, Inc.*

Wants you to advertise in your quarterly magazine for FREE

This coupon is worth one FREE one-inch ad  
in *Casino Chip & Token News*



Deadline for ads are  
January 1st for 1st qtr. issue April 1st for 2nd qtr. issue  
July 1st for 3rd qtr. issue October 1st for 4th qtr. issue



Send all ads to the following:  
Charles T. Rodgers, Advertising Manager  
P.O. Box 4572 - Lakewood, CA 90711  
Need help call 562-408-2463 or E-Mail [advertising@ccgtcc.com](mailto:advertising@ccgtcc.com)

Coupon is not good as a discount on any other ad. Must be used for one-inch ad, one time only.

Expires one year from date \_\_\_\_\_





**Jim Steffner**  
President

## President's Letter

There is light at the end of the tunnel, and it's not a train coming your way. The economy has been down, way down but now we can see an improving future. Here in Nevada foreclosures are decreasing, housing sales are improving, visitor count at the airport is up each month, the jobless rate is at least not increasing, and membership at our local club is growing.

Your club is holding it's own and has good signs of improving and growing. The recent mid-year Board meeting produced some very good and workable ideas to maintain and even increase membership, reduce costs while still providing a good return on your membership dollar and make our Annual Convention even better while trying to keep costs down.

In response to your comments and suggestions the pre-registration fee was reduced and a \$3.00 trade chip will be in your packet. Room rates were lowered from last year and there is even better news. Read the Convention article elsewhere in the magazine for some GREAT news about room rates. I know you'll be pleased.

We have strong dealer table bookings and preliminary reports show good pre-registration counts and banquet ticket sales. A great speaker has been lined up for the Early Bird Banquet. See Convention article for details. Don't forget the "PIRATE" theme. All you land lubbers polish your peg leg, give Polly a cracker and get set to enjoy the Caribbean theme menu.

Set sail for Las Vegas this June and join the rest of the crew for the Captains party. See you in port.

Jim Steffner  
CC&GTCC President



# New Members

Member #	Last Name	First Name	State	City	Reference
8118	Williams	Robert	WI	Fond du Lac	Website
8119	Exinger	Mike	OR	Seaside	Archie Black
8123	Anderson	Garn	CA	Culver City	CT Rodgers
8124	Bennett	Victor	GA	Grovetown	Club Website
8125	King	Dennis M.	FL	Milton	Silver Strikers
8126	Oshiro	Alan	HI	Honolulu	Club Website
8127	Utley	Robert C.	CA	Crestline	Former Member
8130	Blankenship	Mack	OH	Canal inchester	Archie Black
8131	Ciancia	Bob	NJ	Pt. Pleasant Boro	Archie Black
8133	Bucher	Todd	OH	Cleves	Club Website
8134	Ray	Donald I.	CA	Belmont	Club Website
8135	Selig	Derek	MA	Tewksbury	Club Website
8136	Kurtzebom	Edwin	FL	Hudson	Club Website
8137	Rabago	Linda	AZ	Sahuarita	Club Website
8138	Cohen	Michael	NE	North Platte	Club Website
8139	Durant	Kyle	MN	Elko	Club Website
8140	Birdsell	Greg	CA	La Mesa	Doug Saito
8141	Matukonis	Ed	PA	Forty Fort	CT Rodgers
8142	Stroud	James	FL	Estero	Archie Black
8143	Moss	Todd	ID	Meridian	Archie Black
8144	Stapleton	John	NV	Henderson	Archie Black
8146	Herzog	Jerry	NV	Las Vegas	Lou Lucci
8147	Irmen	Joseph	IL	Itasca	Club Website
8148	Brown	Ben	TX	Dallas	Club Website
8149	Hampshire	Jack	GA	Forsyth	Club Website
8150	Kusch	Jeff	MN	Champlin	Jon Dodge
8151	Swart	S.D.	OH	Moscow	Club Website
8153	Sand	Brian B.	NY	Woodmere	Club Website
8154	Lyles	Neal	CA	Vista	Butch Reynolds
8156	Garrison	Pat	TX	Garland	Former Member
8158	Diller	David	CA	Rocklin	Club Website
8159	Fox	Jimmy	MN	Hastings	Club Website

*If you are a new member & you don't see your name listed, it's because you did NOT chose the "Publish" option.*



**Doug Smith**  
Treasurer

# Treasurer's Report

The information contained in this report reflects costs and expenditures for the period of 01/01/10 thru 03/31/10.

## Highlights of the First Quarter of 2009 (01/01/10-03/31/10)

- Continued with implementation of numerous cost savings measures and initiatives.
- Attended Mid year BOD Meeting.
- Completed the 2009 annual Club Audit with audit team.
- Worked with Paypal to qualify as Non Profit Vendor.
- Completed analysis of CCTN Printing costs.
- Completed membership application for the Association of Collecting Clubs.

## Club Accounts

The current balances as of 03/31/10 in the CC&GTCC accounts are as follows:

Museum Fund Money Market	\$106,095.53
Life Membership Fund Money Market	\$60,728.29
General Fund Money Market	\$14,604.95
General Fund Business Checking	\$68,166.86
Total of all four accounts	\$249,595.63

The above totals do not reflect checks written in the amount of \$4,687 for payments that have not yet cleared and deposits in the amount of \$7,422 that were made after the 03/31/10 date.

I wanted to say thank you once again to all that participated in our Cost Savings programs and helped bring the club back into a much better financial position than we were in 2008. Hopefully once the convention has passed we will see this trend carry forward and we can continue to keep membership costs down and increase benefits for the club.

## The Museum Fund

The total amount currently in the Museum fund is now \$106,095.52. During this past quarter \$240 in new donations were added as outlined below.

A summary of donations for the Museum Fund this past quarter is as follows:

Sales of Andy Hughes Museum Chip	\$200
Donations in memory of Janice O'Neal	\$25
Donations from Chipboard auctions	\$15

There was also one expense this period associated with the Museum Fund totaling \$2,520 for MoGH workshop costs by Sandra Harris. The totals above do not reflect an additional \$519 in checks that have not cleared as of the 03/31 cut-off.

## Online Renewals & Pre-registration

We continue to see increased usage of online payments thru Paypal who is processing all our online payments.

Currently we are allowing online payments for Pre-registration, Banquet, Membership, Club Merchandise, and Membership. We also have the ability to accept payments for other items on an as needed basis and are going to allow Auction payments thru Paypal with a slight charge for additional processing fees.

This past quarter we have had a total of \$6,609 in transactions thru Paypal from the website.

## Period Revenue (Thru 03/31/10)

The following monies were collected during the period of 01/01/10 thru 03/31/10.

Dealer Table Fees (2010)	\$23,940
Membership Renewals	\$9,265
Banquet Registration	\$2,205
Poker & BJ Tournament Registration	\$2,100
Convention Pre-Registration	\$1,720
CCTN Magazine Advertising	\$941
Convention Program Advertising	\$650
Museum Fund Donations	\$240
Promotion Sales	\$134
Interest Income	\$134
Life Member Challenge Donations	\$50
Misc. Donations	\$15
Auction Proceeds (supplies/postage)	(\$105)
Total Period Revenue	\$41,289



**Period Expenses (Thru 03/31/10)**

The following expenses were paid during the period of 01/01/10 thru 03/31/10.

CCTN Magazine	\$14,513
Museum Committee Workshop	\$2,510
Storage Fees	\$1,704
Meetings	\$1,111
Misc. Postage (Membership/Promotions)	\$600
Credit Card / Paypal Fees	\$271
State Agent & Transfer Fees	\$150
Printing Membership Renewals	\$139
Telephone Charges (800#)	\$100
Misc. Supplies	\$43
Total Period Expenses	\$21,141

**Period Account Balance Reconciliation (Thru 03/31/10)**

Total balance in all accounts as of 01/01/10	\$229,449
Revenue for the Period thru 03/31/10	\$41,289
Expenses for the Period thru 03/31/10	(\$21,141)
Balance of all accounts as of 03/31/10	\$249,597

Thank you again to all that helped support the club and the Convention and I look forward to seeing everyone in June at the South Point.

THE CASINO CHIP AND GAMING TOKENS COLLECTORS CLUB INC.  
Income & Expense/Equity Statement (Cash Basis)  
January 1 Thru March 31, 2010

INCOME

Membership Dues (Includes 1st class postage & Life Memberships)		\$	9,265
Convention 2010:			
Table Fees	\$	23,940	
Banquet	\$	2,205	
Poker & Blackjack Tournaments	\$	2,100	
Registration	\$	1,720	
Program Advertising	\$	650	
Auction Proceeds (Includes Catalog)	\$	(105)	
Convention 2009 Total:		\$	30,510
Magazine Advertising		\$	941
Museum Fund Donations		\$	240
Promotion Sales		\$	134
Interest Income		\$	134
Life Member Challenge		\$	50
Misc (Donations)		\$	15
Raffle Ticket Sales		\$	-
Total Income :		\$	<u>41,289</u>

EXPENDITURES

Magazine		\$	14,513
Museum Committee Workshops & Meetings		\$	2,510
Storage (Occupancy)		\$	1,704
Meetings		\$	1,111
Postage (Other than Magazine)		\$	600
Bank Charges / Paypal Fees / Ebay Fees		\$	271
Filing Fees		\$	150
Printing		\$	139
Telephone		\$	100
Misc Supplies (Includes Membership Pins)		\$	43
Promotion		\$	-
Museum Fund Expenses / Promotional Items		\$	-
Video Production (Convention/Seminars)		\$	-
Awards		\$	-
Insurance		\$	-
Website		\$	-
Total Expenditures :		\$	<u>21,141</u>

Net Income - 01/01/10 to 03/31/10 \$ 20,148

Beginning Equity Balance - 01/01/10	\$	249,488
Net Income - 01/01/10 to 03/31/10	\$	20,148
Change In Inventory - 01/01/10 to 03/31/10	\$	-
Ending Equity Balance - 03/31/10	\$	<u>269,636</u>

Detail of Equity Balance - 03/31/10

General Fund - Checking	\$	68,167	
General Fund - Money Market	\$	14,605	
Museum Fund (Formally Building Fund)	\$	106,096	
Life Membership Fund	\$	<u>60,729</u>	
Total Cash Available		\$	249,597
Inventory (November 2009 listing)		\$	19,839
Advance (Promotions)		\$	200
Ending Equity Balance - 03/31/10		\$	<u>269,636</u>

Respectfully Submitted, Douglas P. Smith - Treasurer  
April 17, 2010



# Playboy Casino Chips for sale by Tom Stroh

I am always interested in buying Playboy Chips if you have any to sell, one or fifty, please contact me.  
If you are interested in any of the chips below please contact me for postage and insurance.  
Tom Stroh 9764 W. Elmhurst Pl., Littleton, CO 80128; ph 303-979-6135; kj7av@q.com



The Manchester 50 Pence (PLN-p50)<sup>1</sup>, Scroll Mold, chip was manufactured around 1975. It is orange with four black x ¼ inserts. I suspect, but haven't been able to prove it yet, that the Scroll Mold is the second issue of chips purchased for the Manchester casino. The casino, was opened in 1973, and closed with the others eight years later. The chips, as well as information, are very scarce. This chip was one of the first hoards that I experienced when I started collecting about 15 years ago, back then they were selling for about \$20 each after John Benedict came across a rack of these in Florida. With the majority of them in collections they are again getting hard to locate. Only one chip is available and it is in slightly used<sup>2</sup> condition, some wear on the center of the Hot Stamp **\$115.00**

The next chip is the London second issue, Roulette with the Triclub (triangles and clubs) Mold. Two chips are available as unused. The first is pictured above and is mustard yellow with white inserts and green inserts, the second is a mustard yellow with orange inserts and no inserts. These roulettes are really quite rare but are priced low due to the lack of demand. There are approximately 60 of all types in collections (so far there are 9 chip colors and 6 insert designs for a total of 54 chips that have been identified of which there are today about 15 different available to the collector). **\$65.00 each**

These \$25.00 chips (PLB-25) were manufactured by the Bud Jones Co. in 1977 and used on the gaming tables during the years that the Bahamas Casino was open. Three chips are available unused or slightly used condition. **\$95.00 each**

The last chip offered, (PLL-p50b) is the familiar London, Large Greek Key, orange with 4 x ¼ black inserts. When Burt Co. closed their doors a large group of these hit the market forcing prices, of these 50 pence as well as anything that looked like these, (PLL-s10, PLL-p50a. PLN-p50) down. Most of the chips acquired from Burt were canceled chips. I have three of the uncanceled chips for sale in unused condition for **\$65.00 each**.

I have a number of the PLL-p50b, London 50 Pence that are canceled (three cuts into the outer rim) these are available for **\$18.00 each**.

<sup>1</sup> The numbering system referenced here is from T. Stroh's "Checks, Chips, and Tokens of the Playboy Casinos."

<sup>2</sup> see Official CC&GTCC grading descriptions.



# Of Literary Note

by the club Librarian, John K. Kallman

P.O. Box 122

Sartell, MN 56377

librarian@ccgtcc.com

Of the many different items contained in your club library, a large number relate to how to play the various games offered as well as strategy as how best to play these games. Of course, many such books on the strategy are nothing more than people trying to fund their own gambling habits by rehashing their own failed system in hopes of finally hitting a big pay day, if not at the casinos, perhaps at least from the royalties.

Many gamblers of course become collectors, if by doing nothing more than taking home a few items that they gamble with as means of “insuring” a winning visit to the local casino. And no doubt, more than one collector has tempted the hand of fate. What I find interesting is the large number of people who willing stake their hard earned money playing a game when they don’t even know the rules, nor the best bets to make! In these cases, the casinos might just as well put in a drive through window with a deposit box so you can drop off your money as you drive through, for in effect you are giving your money away.

One of the more recent additions to the club library (listed below), is *Casino Gambling – The Ultimate Play-To-Win Guide* by Roger Gros. No doubt the second part of the title is somewhat a hyper-bole, but what I like about this book is its large format with full color illustrations of, first: how to play the game, and second: the best ways to either minimize your losses or maximize your wins. If you are thinking

about trying out a new game on your next visit to the casino, you may want to first check out either this or another one of the many similar reference books available. Some books are specific to only one game while others, such as this, list a large number of different games. And even if you think you know everything there is about a particular game, who knows, you might learn something you didn’t know before!

Steve Asrilant donated the following items:

*Casino Behind The Tables* - John Alcamo

*Super Casino* - Pete Earlet

*Las Vegas Behind The Tables Part 2* - Barney Vinson

*Casino Gambling* - Roger Gros

*Book Of Tells* - Mike Caro

*The Money and The Power* – Sally Denton & Roger Morris

*Beat the Odds* – J. Edward Allen

*What the Casinos Don't Want You to Know* – John Gollehon

*The Official Dictionary of Poker* – Michael Wiesenber

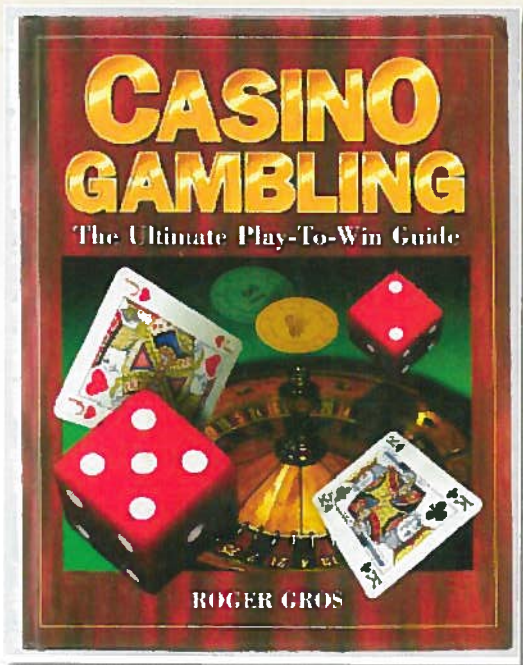
*Casino Secrets* – Barney Vinson

*Las Vegas The Great American Playground* – Robert D.

McCracken

Jim Noll’s donated a copy of his *TITO’s, Version 2.01*, in CD format.

Michael Knapp donated a copy of his: *The Gaming Table, 3rd Edition*.





# ▲ Aaron Michael Peacock #R-6135 ▲

By Rick Pokracki LM-3113-84

For those who did not know, Aaron Michael Peacock passed away on February 16, 2010. Young Aaron was a month more than 45 years old.

I first met Aaron in March 2006; we started communicating by email to trade chips. Although we lived in the same state, we were a couple hours drive away from each other, so we decided to meet for lunch halfway, in Watseka, Illinois, at a pizza place called Monical's that had a unique, awesome, triangle-shaped pizza. We ordered a pizza, talked for quite a while, and traded chips. We were in the restaurant for so long, management wanted to know what we were doing. We were happy to share with them our hobby of collecting round pieces of clay from gambling casinos around the world. By then, hours had passed, and it was dinner time, so we ordered another triangle pizza.

Aaron collected \$1 chips, but mostly chips that appealed to him. From then on, Aaron and I would meet at the Chicagoland chip gatherings or talk on the phone late at night, mostly when I got off work at about 1:00 am—it left Aaron and I time to talk through the night. We would always talk about chips, of course, or maybe an idea he had for a new personal chip, but the conversation usually ended up in a strong political discussion or with us talking about criminal law. Aaron loved to argue his point, but was also willing to listen to yours.

His obituary states Aaron played varsity football and baseball at Central Catholic High School. His father, Fritz, says:

*When Aaron was a kid, he was one hell of a baseball player. He and another boy had the highest batting averages and most home runs in the Lafayette & West Lafayette Babe Ruth league. In high school he was a lineman (Imagine that). Aaron was a 230 pound freshman. Here is a story... In high school the football coach would make the kids run from the school, Central Catholic, to the courthouse and they could walk back to cool off. It is about two miles. Aaron would lag behind (he was never much of a runner hence the homers in baseball) about the time they were running, the 4:30 bus would be on the same route. Aaron would get on the bus using his student pass and ride to the courthouse. It took the coach a couple of weeks to wise up. The real funny part is the coach would berate the other team members lecturing how Peacock runs it and never complains; of course the team knew what Aaron was doing.*



His obituary also states Aaron was an award-winning debater at Purdue University, where he got his Engineering degree and was President of the Off-Campus Student Organization. Aaron went on to the Northern Illinois University College of Law for graduate school and won the NIU Moot Court Competition in 1997. In 1998, he graduated with a Doctor of Jurisprudence degree and in the same year became a member of the Illinois Bar Association. He then served as the Assistant State's Attorney in Lincoln, Illinois until 2000, when he accepted a position as a public defender.

Aaron is remembered as a gentle giant by his sister, Kim, and other family members. He often spoke to me about the respect he had for his father, and especially his love for his little brothers, Alex and Sam, and his nephews, Joel, Joshua, and Elijah. His sister Kim says, "He was loving, kind, understanding, and very smart. He was the best uncle I could ask for my three kids. I feel like my kids are going to college because of him."

Aaron was known as bigbearlawyer@ yahoo.com on the TheChipBoard, and was known for lengthy and long-winded, politically-charged posts in which he would often poke fun at himself.


He loved Purdue sports, the Chicago White Sox, and the Pittsburgh Steelers. Aaron will be missed by many at the CC&GTCC Convention where he volunteered his time, and also at Splash Bar gatherings, where he received the Splashy Award for 2008. Of course, nobody will ever forget his shocking, and descending, elevator ride in the Riviera Hotel and Casino one summer. Aaron left us all too soon and will be missed by family and friends from all over.

"Because I have loved life, I shall have no sorrow to die."

-- Amelia Burr







# THE 18TH ANNUAL CC&GTCC CONVENTION

Sandi Steffner  
Convention Chairman



and on the horizon, lower the sails, port ahead, and meet the whole crew at the South Point Hotel on June 23rd for some fun and relaxation. The CC&GTCC is holding it's 18th Annual Convention June 23rd thru the 26th.

Those who attended last year know how nice the rooms were. And this year it gets even better. Not only did we lower the room rate from last year, but the great news is...\$50.00 per night, Sunday through Thursday and \$70.00 for Friday and Saturday. Great rates, great place to stay.

The show floor is big, beautiful, and easy to access. There are many great restaurants with reasonable prices, bowling, movie theaters, and lots of good slots and table games. You are just a short ride from one of the larger outlet malls and a large antique mall. Don't forget about the Ladies Tea, see convention article in last issue. You can still sign up by sending me an e-mail – [convention@ccgtcc.com](mailto:convention@ccgtcc.com)

Make your plans now. We have a lot of surprises in store and you won't want to miss a minute of all the activities.

## HELP WANTED

Part time positions are still open for members who wish to volunteer a few hours during the show.

If you wish to volunteer for positions such as registration, promotions table, auction table, membership table, or show setup and teardown, please contact Belinda Hixon - [txbel711@aol.com](mailto:txbel711@aol.com)

We are looking for donations of your old and unwanted costume jewelry, necklaces, bangles and beads to fill the treasure chest at the banquet. If you would like to help fill the chest, send any items, or bring them along to the show. All donated items will be available for sale on Thursday with all proceeds going to the club treasury. Here's your chance to pick up some nice new-to-you pieces and help out the club at the same time. It's a big treasure chest do start looking now for what you can send. Mail to Sandi Steffner, 9321 Mt Bret Ave Unit 103 Las Vegas NV 89129. Any unsold items will



be donated to the children at Ronald McDonald House here in Las Vegas.

## REGISTRATION

A photo ID with address will be required to pick up your packet and each person must pick up their own. No packets will be mailed to non-attendees. Children under 12 for which there is no charge for show entry, do not need to pre-register,

for Friday or Saturday night, and only \$50.00 Sunday through Thursday. Special rates are effective from June 18, 2010 thru June 27, 2010 for those who wish to arrive early or stay over. Reservations must be made before May 28, 2010 to be included in the club room block. All reservations made at the South Point and included in our special club room block help the club keep costs down and assist us in negotiating more favorable contracts for future conventions (notice the \$5.00 room reduction this year). Support your club and stay at the South Point.



but if they will be attending the show, please provide their names and ages and a special Junior Collector packet will be available for them. Pre-Registration packets can be picked up at the registration desk on Wednesday June 23, 2010 between 9:00 am and 4:00 pm ONLY, and during regular registration desk hours on Thursday, Friday, or Saturday. There will be four lines separated alphabetically to make the process smooth and fast. Your pre-registration envelope will contain your show badge, banquet tickets (if ordered), poker and blackjack confirmations (if participating), and any special coupons, freebies, or give-a-ways that we can obtain along with the \$3.00 show chips.

## HOTEL RESERVATIONS

Reserve your room directly with the South Point Hotel. Call their toll free registration number 1-866-791-7626 or 702-797-8905. Be sure to mention that you are with the Casino Chip & Gaming Token Collectors -2010. Ask for your confirmation number. Deadline to book our special rooms is May 28, 2010, or until our block of rooms is filled.

Hotel room rates for the 2010 convention will be \$70.00

## EARLY BIRD BANQUET AND TRADE SESSION

The banquet is scheduled for Wednesday evening, June 23rd. Due to many requests for a theme like we had two years ago, we are planning a Pirate night at the banquet. Dress up in your pirate or pirates duds and maybe you will just win a nice prize. While this isn't a formal event, pirate related or business casual will be appropriate. Please, no flip-flops, shorts, or tank tops. The South Point catering staff has put a fabulous Caribbean buffet menu together.

All banquet attendees must be club members. If you plan on bringing a spouse or friend, make sure to sign them up for club membership BEFORE the banquet. There will be no opportunity to join the club at the show before Thursday morning after the exhibit hall opens. Banquet tickets will be in your pre-register envelope and can be picked up at the registration desk between 9:00 am and 4:00 pm ONLY on Wednesday.

When the banquet ends about 8:00 pm, the gigantic trade session begins. Bring what you can carry, allow space for



others and remember NO direct selling of items. Convention badge will be required for entry. Have fun!

## EXHIBITS GRAND BALLROOM - A & B

This is one of the highlights of the convention and members look forward to seeing what other members collect. In the past exhibits have included chips, tokens, silver strikes, ashtrays, dice, belt buckles, money clips, hotel history, security badges, t-shirt quilt, and much more. Check out each exhibit and vote for your favorite.

## EDUCATIONAL SEMINARS

Many good suggestions were received for seminar topics. Sheldon Smith, Education Director has lined up some great speakers to keep everyone well informed, educated, and entertained. Check the show schedule for times and places.

## BRUCE LANDAU MEMORIAL AUCTION

The auction will be Friday evening June 25th and once again David Spragg will be organizing the popular event. David has assembled some excellent lots for this year's auction that may include some lower and medium priced lots plus items other than chips. Be sure to order your auction catalog as they usually sell out by show time.

## POKER CHALLENGE AND BLACKJACK TOURNAMENT

The poker and blackjack sessions will again be held at the South Point. The action starts on Wednesday with the Blackjack Tournament at Noon. The Poker Challenge will be Thursday evening with a start time of 7:00 pm. Check related article for all the details. Advance sign up for both sessions can be done on the registration form. PLEASE NOTE – due to recent gaming regulation changes payment for the tournaments MUST be made by check and mailed in on the registration form. No on-line payments can be accepted. Players can also sign up at the convention for the Poker Challenge if seats are still available. Cost this year

will be \$90.00 for the poker tournament and \$70.00 for the BJ tournament.

A special set of tournament chips will be available for purchase starting on Friday morning when the show opens or by mail thru the Promotion Director. For any questions, please contact Bob Pardue, robert.pardue@cox.net

## TRADE SESSIONS

Several trade sessions are planned during the convention. Check the schedule at the show for times and locations. Bring some binders but leave space for others. Please, no outright sales of merchandise or you will be asked to leave the trade session. Convention badge required for entry to any trade session.

## LAST DANCE SWAP MEET

On Saturday, June 26th, the Last Dance Trade Session will be held. The event will begin at 7:00 pm and last until the last two traders call it quits. This is not a “dance” with a band or music but just the last chance for members to get together after the convention closes to find that elusive chip, token, or slot card. Check show schedule for location.

## ANTIQUUE GAMBLING CHIP CODE SESSION

*Seymour Codes assigned to  
antique gambling chips pre 1946*

Member Robert “Smitty” Smith has organized a special event. If you collect, or are just interested in antique gambling chips, “Smitty” along with Dale Seymour and Ralph Strandwald will have a table set up in the trade session room on Friday evening June 25th starting at 7:00 pm. Bring in any unidentified antique chips and they will help you with an ID if available. They are interested in adding new chips to their database. Stop by and discover this fascinating part of our collecting hobby.

*Watch for more updates on the club web site. See you  
all in June and have fun collecting!*



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*Specializing in Mississippi and the Riverboat Chips*

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[www.QualityCollectors.com](http://www.QualityCollectors.com)

R-7555

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R-0868



P.O. Box 2081 – Rancho Palos Verdes, CA 90274



# CC&GTCC 2010 Blackjack Tournament • South Point Hotel Casino

## Wednesday June 23, 2010 12:00 noon

### General Info

The 2010 CC&GTCC Blackjack Tournament will be held during the club's annual convention in Las Vegas. This is the 8th annual Blackjack Tournament the club has sponsored. Pre-registration for the Blackjack tournament is encouraged -- see club magazine or website for details. Walk-up entries and re-entries will be accepted on the day of the tournament as well, based on space available.

Tournament chips are NOT part of the tournament package this year, but commemorative chips will be available for sale separately. See the club table for details.

### Time & Place

Wednesday afternoon, June 23, 2010 – 12:00 noon to approx. 5:00 pm at South Point Casino Resort – casino floor. See specific schedule below.

### Entry info

Entry fee: \$70 per player. Open to current CC&GTCC members and associate members only. (Age 21+ of course.) Maximum 108 players, as explained below. Each player receives 3,000 in NCV tournament chips each round. Bet limits: 25 minimum / 3000 maximum.

### Prize pool

\$45\* per player goes to prize pool and \$25 to South Point for hosting the tournament. \* 3% of prize pool held for tournament staff.

### Prizes

Final round players win the following portion of the net prize pool: 1st place - 40%, 2nd- 25%, 3rd - 15%, 4th - 10%, 5th - 7%, 6th - 3%.

### BJ Tournament Format

Up to three preliminary rounds, followed by 1 semi-final round, followed by 1 final round. Players will be scheduled to play in one of the preliminary rounds (12:00 noon, 1:00 pm or 2:00 pm). If you do not advance to the semi-final round on your first try, re-entries into the 1:00 pm or 2:00 pm initial rounds will be accepted if space available, at \$70 per re-entry; the 2:00 pm round may be cancelled if warranted. **Semi-final round begins immediately after the last preliminary round finishes and Final round begins immediately after the semi-final round finishes... so if you advance to the next round, remain available for the next round!! Each round starts promptly. Late players will be disqualified. No refunds for no-shows.**

**Preliminary rounds:** Up to 6 tables with 5 to 6 players at each table, depending on number of entries. Players may be moved to balance tables. Maximum 36 players start at 12:00 Noon. Same format for 1:00 pm and 2:00 pm. The FIRST and SECOND place players with the most chips from EACH table advance to the semi-final round.

**Semi-final round:** Up to 6 tables with 4 to 6 players each, depending on total number of advancing players in initial rounds. The FIRST place player from each semi-final table advances to the final round; if 3 or fewer semi-final tables, both FIRST and SECOND place players will advance to the final round.

**Final round:** 1 table with up to 6 players. Final position based on order of elimination. For players with chips remaining at end of final round, the final order of finish will be determined by chip count.

### Tournament play

Each round begins with each player receiving 3,000 in NCV chips. Betting limits: 25 to 3,000 anytime. Players make betting decisions in turn for each hand, with "chung" marker at first-base player for first hand. Chung moves clockwise each hand, so new player acts first each time. Open play for the first twenty (20) minutes, then five more additional hands will be played at each table before play ends. Set bets in turn. Maximum of 1 minute per player to make betting decision.

Blackjack Tournament will use multiple decks, up to 6-deck shoe, with cards dealt face up. Dealer must hit soft 17. Blackjack pays 2-to-1. Double down on any two initial cards. Split any pair, resplit to total of 4 hands. Resplit aces to total of 4 hands if additional ace(s) dealt immediately. Double down after split permitted. Surrender permitted, rounded to nearest 25-unit chip. (Example: 75 bet surrenders 50; 100 surrenders 50; 125 surrenders 75, etc.)

### Additional tournament rules

One player per hand -- No coaching from other players or spectators. Must leave table when no chips remain. All standard South Point 21 rules apply. If there is a tie between two contestants who may advance to the next round, one (1) card will be dealt in normal order to each contestant. High card dealt will determine who will advance to the next round. (Ace high, deuce low.) All disputes resolved by the South Point tournament representative whose decision is final. All decisions will be based on normal house rules. Any extenuating circumstance will be based on the fairness for all participants. **And finally, absolutely NO harvesting tournament chips!**



# CC&GTCC 2010 Poker Tournament • South Point Hotel Casino

## Thursday June 24, 2010 at 7:00 pm

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### General Info

The 2010 CC&GTCC Poker Tournament will be held during the club's annual convention in Las Vegas. The tournament format will be No-limit Hold'em again this year. This is the 12th annual Poker Tournament the club has sponsored. Pre-registration for the Poker tournament is encouraged -- see club magazine or website for details. Additional entries on the day of the tournament will be accepted if space available. Wait-listed players will be seated in the tournament during the first hour, if seats become available.

Tournament chips are NOT part of the tournament package this year, but commemorative chips will be available for sale separately. See the club table for details.

### Time & Place

Thursday evening, June 24, 2010, beginning at 7:00 pm in the Brunswick Room at South Point Hotel Casino. Depending on the number of players, the tournament may last 4 to 5 hours or so.

### Entry info

Entry fee: \$90 per player. (No optional rebuys or add-ons.) This is a PRIVATE TOURNAMENT -- Open to current CC&GTCC members and associate members ONLY. (Age 21+ of course.) Maximum 165 players (15 tables with 11 seats per table). Each player receives 2,500 in NCV tournament chips for entry fee.

### Prize pool

\$60 of each player entry goes into prize pool\* and \$30 to South Point for hosting the tournament. \*3% of prize pool held for tournament staff.

### Prizes

Prize pool distribution: the final 12 players split the prize pool based on a declining percentage. Distribution: 38%, 18%, 12%, 9%, 6%, 4%, 3% for 1st through 7th places, and 2% each for 8th through 12th place.

### Poker Tournament Format

No-limit Texas Hold'em. Start with 2,500 in tournament chips. No rebuys. Blinds start at 25-25; ante added in later rounds. Limits increased every 15 minutes of play. Minimum bet and raise increments equal to big-blind unless all-in. Tables & seats assigned as registered. Tables will be consolidated periodically throughout the tournament. Finalists will be paid in the order of finish.

No refunds for no-shows. No-show chips will be blinded off, then picked up after 40 minutes of play if no player.

### Tournament Play

South Point Poker Room tournament rules for this type of tournament will apply. Seat assignments, table combinations, rulings on play, etc. according to Tournament Director whose decision is final. Also...***Absolutely NO HARVESTING tournament chips.***



# CONVENTION SCHEDULE

WEDNESDAY – JUNE 23rd, 2010

- 9:00 AM REGISTRATION OPENS – DEALERS AND MEMBERS
- 9:00 AM GENERAL TRADE SESSION – NAPA A  
9 AM to 4 PM – TRADE SESSION – NO SALES  
REGISTRATION BADGE REQUIRED FOR ENTRY
- 9:00 AM DEALER SET UP BEGINS – GRAND BALLROOM  
DEALER CREDENTIALS REQUIRED FOR ENTRY
- 12 NOON 8th, ANNUAL BLACKJACK TOURNAMENT – CASINO FLOOR
- 4:00 PM GENERAL TRADE SESSION CLOSSES  
PRE-REGISTRATION & BANQUET TICKET PICK-UP CLOSSES
- 5:30 PM EARLY BIRD BANQUET – SONOMA A&B  
TICKETED EVENT – ADVANCE PURCHASE ONLY
- 8:00 PM – 11:00 PM MEMBER TRADE SESSION OPENS – NAPA A  
REGISTRATION BADGE REQUIRED FOR ENTRY

## 1ST ANNUAL GREG SUSONG MEMORIAL GET TOGETHER

**At Garduños inside  
The Palms Casino  
on Tuesday  
June 22nd, 2010  
at 7:00 PM**



**If you plan on  
attending e-mail  
your name and  
guest names to  
Allan McCurdy at  
[annallan@aol.com](mailto:annallan@aol.com)**



# CONVENTION SCHEDULE

THURSDAY – JUNE 24th, 2010

- 7:00 AM LIFE MEMBER BREAKFAST – TICKETED EVENT
- 7:00 AM DEALER SETUP CONTINUES – GRAND BALLROOM  
DEALER CREDENTIALS REQUIRED FOR ENTRY
- 9:00 AM EDUCATIONAL SEMINAR – SONOMA A  
“COLLECTING GAMING”  
PRESENTED BY HOWARD HERZ of GAMING ARCHEOLOGY
- 9:00 AM REGISTRATION OPENS
- 10:00 AM OPENING CEREMONIES – 2010 SHOW BEGINS  
GRAND BALLROOM
- 2:00 PM STANDARDS & ARCHIVES COMMITTEE MEETING – NAPA A
- 2:00 PM EDUCATIONAL SEMINAR – SONOMA A  
“PIRATES OF THE CARIBBEAN”  
PRESENTED BY CHARLES KAPLAN
- 3:00 PM CARIBBEAN CASINO COLLECTORS CLUB MEETING – SONOMA A
- 3:00 PM VISION & FEASIBILITY COMMITTEE – NAPA A
- 4:00 PM SILVER STRIKE FORUM – SONOMA A
- 4:30 PM SHOW FLOOR ENTRANCE CLOSED – EXIT ONLY
- 5:00 PM SHOW IN RECESS TILL 10:00 AM FRIDAY
- 6:00 PM SILVER STRIKE MEETING – SONOMA A  
SHOW FLOOR SECURED
- 7:00 PM 12th ANNUAL POKER CHALLENGE – BRUNSWICK ROOM
- 7:00 PM – 11:00 PM GENERAL TRADE SESSION – NAPA A  
REGISTRATION BADGE REQUIRED FOR ENTRY



# CONVENTION SCHEDULE

FRIDAY – JUNE 25th, 2010

- 8:00 AM DEALERS WITH CREDENTIALS MAY ENTER SHOWROOM
- 9:00 AM EDUCATIONAL SEMINAR – SONOMA A  
“ROOTS OF RENO”  
PRESENTED BY AL MOE
- 9:30 AM REGISTRATION OPENS
- 10:00 AM SHOW FLOOR OPENS TO MEMBERS – GRAND BALLROOM
- 11:00 AM FLORIDA CASINO CHIP & GAMING TOKEN COLLECTORS CLUB MEETING  
NAPA A
- 12:00 NOON HALL OF FAME COMMITTEE MEETING – NAPA A
- 1:00 PM TITO COLLECTORS CLUB MEETING – NAPA A
- 3:00 PM EDUCATIONAL SEMINAR – SONOMA A  
“ORGANIZING YOUR COLLECTION”  
PRESENTED BY TERRY SHAFFER
- 3:30 PM SHOW FLOOR ENTRANCE CLOSED – EXIT ONLY
- 4:00 PM SHOW IN RECESS UNTIL 10:00 AM SATURDAY
- 5:00 PM SHOW FLOOR SECURED
- 5:30 PM “BRUCE LANDAU MEMORIAL AUCTION” – SONOMA A
- 6:00 PM – 11:00 PM GENERAL TRADE SESSION – NAPA A  
REGISTRATION BADGE REQUIRED FOR ENTRY
- 7:00 PM ANTIQUE GAMBLING CHIP CODE SESSION – NAPA A

**Collector of R-7 or better Reno Chips,  
prior to 1950. [nickbates242@aol.com](mailto:nickbates242@aol.com)**

**- Nick Bates -**

**P.O. Box 242 – Duxbury, MA 02331**



# CONVENTION SCHEDULE

SATURDAY – JUNE 26th, 2010

8:00 AM	DEALERS WITH CREDENTIALS MAY ENTER SHOW FLOOR
9:30 AM	REGISTRATION OPENS
10:00 AM	SHOW FLOOR OPENS TO MEMBERS – GRAND BALLROOM
11:00 AM	ANNUAL CC&GTCC BUSINESS MEETING – SONOMA A
12:00 NOON	EXHIBIT AWARDS – EXHIBIT AREA
3:30 PM	SHOW ENTRANCE CLOSED – EXIT ONLY
4:00 PM	2010 SHOW CLOSES – SEE YOU NEXT YEAR
6:00 PM	ALL DEALERS MUST VACATE SHOW FLOOR
7:00 PM – 11:00 PM	“LAST DANCE” TRADE SESSION – NAPA A

\*\*\* TIMES & LOCATIONS SUBJECT TO CHANGE. CHECK SCHEDULE AT CONVENTION.

SEE YOU AT  
“SPLASHBAR VI” 2010

**Brian “Mr. Splashbar” Cashman**  
**LM-1121-157MA CCCC-06**



**Educational Seminar**  
**Thursday June 24th, 9:00 am**  
**Sonoma A**  
**Howard Herz**  
**“An Introduction to Collecting Gaming,  
America’s Undiscovered History”**

An authoritative look at the Gaming Industry in America and collecting the history of it through its many artifacts; from paper to metal, from plastic to clay!

Howard became associated with gaming collectibles in 1967 as the curator of Harvey’s Resort Hotel’s collections of gaming checks and gaming tokens. In 1967 he had the distinction of being one of the few people who had visited and entered all of the state of Nevada’s licensed casinos while collecting gaming checks and tokens for Harvey’s owner, Harvey Gross. Over the years, Harvey’s chip collection grew to more than 27,000 chips and tokens. As curator of the collection, Howard was responsible for cataloging the collection. To assist in this job, Howard contacted the gaming manufacturers that Harvey’s did business with and also others that supplied other casinos. In 1983, Howard was asked to provide a detailed catalog of the collection - this project required research into the various methods of gaming chip production and the identification of the gaming check molds of the various manufacturers and distributors. This research led to the publication in 1985 to Harvey’s Guide to Collecting Gaming Checks and Chips. This publication was one of the first collector’s guides in the hobby. In 1995, Howard & Kregg wrote A Collectors Guide to Nevada Gaming Checks & Chips published by Whitman.

Over the next fifteen years, Howard’s interests expanded into other areas of gaming history including dice, cards,

Silver Strikes and table games. In the late 1990’s, Howard was able to visit and research some of the original companies that have supplied gaming in the early part of the 20th century including Mason & Co., Taylor & Co., and Hunt & Co. in Chicago. Howard also researched the operations of Paul-son, Bud Jones and other local Nevada gaming manufacturers. Some of the results of this research have been made public over the years in the more than 35 auction catalogs that Howard and his wife Kregg produced for Gaming Archaeology as well as more than 10 books on gaming collectibles. Howard and his wife continue to research and catalog gaming collectibles.

In 2007 Howard established the American Gaming Archives at the Nevada Historical Society in Reno, Nevada. The Archives collections are focused on the history of American gaming (Caribbean included) as it developed from its earliest days in the United States. Because American style gaming was also introduced into the Caribbean the mid 1950’s, this geographical area is also part of the AGA area of interest. Howard serves as the coordinator of the Archives and is presently cataloging its extensive holding of gaming records and artifacts and continues to research the history of American gaming.

Howard, Kregg and their daughter Marce (who collects WWE chips) live in Minden Nevada with their two dogs and four cats.





**Educational Seminar**  
**Thursday June 24th, 2:00 pm**  
**Sonoma A**  
**Charles Kaplan**  
**“Pirates of the Caribbean, How Organized Crime Began  
in the Caribbean Casino Industry”**

The American mobs and how they came to run the casinos, from Lansky to Siegel to Batista!

Charles Kaplan, LM-115-48, is the President of the Caribbean Casino Collectors Club, President of the NY Casino Collectibles Club, Membership Officer of the Atlantic City Casino Collectibles Club, CC&GTCC

convention volunteer, frequently provides articles for Casino Chip and Gaming Token News, and runs the Caribbean ChipGuide website.

Charles is a casino chip collector who specializes in the Caribbean, obsolete \$1 Nevada chips, and \$1 chips from everywhere.



**Educational Seminar**  
**Friday June 25th, 9:00 am**  
**Sonoma A**  
**Al Moe**  
**“Roots of Reno”**

The author relates the involvement of dozens of characters in the development of Reno, the Biggest Little City in America!

Al W. Moe has been interested in gaming, casinos and slot machines since the age of eight. He grew up in a family of four. His mother was a teacher and his father was a career US Naval officer. Al lived all over the United States and overseas, but loved Northern California and Nevada the best. He attended college first in California while playing baseball and basketball and then attended the University of Nevada Reno and finally managed to obtain a BA in Business Management.

Mr. Moe played poker and blackjack while attending school and then played for a living for several years. He tried to save a chip from each place he played, and eventually got

interested in trading chips with other collectors. He started a newsletter in 1984 to send to his chip traders and started “Casino and Gaming Chips Magazine” two years later. Archie Black wrote articles for the magazine and asked him to join the CC&GTCC - He was happy to join as member #67.

He started working in the casino industry in 1985 and spent time in Reno at Harrah’s, Circus Circus, and the Cal-Neva and was the Casino Manager at the Atlantis Resort.

In Washington he ran Freddie’s Club as the General Manager and is currently at Casino Arizona. Al has four wonderful daughters and two of them are young enough to be at home with his wife Shannon in Scottsdale, Arizona.

“The Roots of Reno” is his third casino-related book.





**Educational Seminar**  
**Friday June 25th, 3:00 pm**  
**Sonoma A**  
**Terry Shaffer**  
**“Organizing Your Collections.**  
**Why and How to Get it All Under Control”**

A very good look at why and how to organize your collection, It's an issue second to none in the eyes of many collectors!

Terry Shaffer is a Life Member of the CC&GTCC and is the creator and Director of the CC&GTCC Mentoring Program. Terry assisted in the development of the Collector's Assistant Plus" casino chip database program and continues an integral role in the ongoing development and upgrading of the program. He also assisted in the initial development of the CaribbeanChipGuide.com

He presently operates two websites; his collector site: [www.TerrysCasinoChips.com](http://www.TerrysCasinoChips.com) and his retail site: [www.HappyChipper.com](http://www.HappyChipper.com).

Terry may be best known for his bulging muscles, incredibly handsome good looks and his amazing sexual magnetism, not to mention a really cool looking moustache.



**Early Bird Banquet**  
**Wednesday June 23rd - 5:30 pm**  
**Keynote Speaker - Bill Zender**

As former Nevada Gaming Control Agent, casino operator, professional card counter, and present gaming consultant, Bill Zender has been involved in various areas of gaming and hospitality since 1976.

In the past, Bill Zender has instructed courses on game protection, card counting, advantage play, and gaming operations at various colleges and institutions throughout the country. As a member of JMJ, Inc., Zender was an owner and operator of the Aladdin Hotel and Casino, and has additional operational experience in card room casinos in California and is considered an expert in Asian gaming.

Besides his practical gaming experience, Zender holds a Bachelors degree in Hotel Administration and a Masters in

Business. As a gaming author Zender has penned six non-fiction books on gaming including Pai Gow Without Tears, Card Counting for the Casino Executive, How to Detect Casino Cheating at Blackjack, Advantage Play for the Casino Executive, and Casino-ology: The Art of Managing Live Table Games.

Presently Bill Zender is the owner/consultant of Bill Zender and Associates, and is a monthly article contributor to Casino Enterprise Management Magazine, and the World Game Protection monthly electronic magazine, The Catwalk.



# The Greg Susong Memorial Award

Greg Susong's passing was a shocking and sad moment for the entire hobby. For his family and those of us that knew him, Greg was the guy that never had a bad thing to say about anyone and even through his pain, never complained. Greg also worked tirelessly to promote the hobby and make it easier for everyone to communicate, have fun and find their passion collecting. He was directly responsible for starting TheChipBoard.com and for it becoming the main focus of sharing information with the rest of our fellow collectors. It is with this in mind that Andy Hughes and I thought that the

most fitting way to remember Greg was to create a perpetual award that would be given to the person who did the most for the hobby in the prior year. This award would be voted on by all the other club members. Our vision is that this award will not be a popularity contest but one that will truly honor those that donate their time promoting the club and keeping it a fun and exciting hobby. With this in mind, please read the following proposal that was submitted to and approved by the CC&GTCC Board of Directors.

## THE GREG SUSONG MEMORIAL AWARD

We propose the following:

A new CC&GTCC Club award called "The Greg Susong Award" in remembrance of Greg Susong. The perpetual trophy shall be presented to the club at the 2010 convention banquet by the Susong family in remembrance of Greg in addition to a plaque that the Susong family can take with them with the trophy remaining in Las Vegas for safe keeping. The first award shall be given at the 2011 Convention based on the winner's contributions in 2010. Club member donations and auctions shall pay for the Susong family to attend the 2010 banquet.

This award should be given to the person that makes the greatest contributions to the chip collecting hobby in addition to having the greatest impact on advancing the chip collecting hobby during the previous year. Criteria should include contributions in all facets of the hobby, both online, in print and in person at Club functions.

This should be a yearly award based on contributions to the hobby from January 1st to December 31st of each calendar year.

The club will request nominations from Club Members via an online request on the Club website from January 10th to January 31st of the following year. There should also be a pullout mail-in notice in the final quarter of the Club magazine that allows mail in nominations. Only one nomination per club member shall be permitted.

The top five nominees based on club member voting will then be compiled and nominations announced on the club website. In addition, the first quarter Club magazine should include another pull out mail-in vote that the reader can use to vote for one of the final five nominees. This request should also be publicized by email and posts on TheChipBoard.com directing members to the website and magazine.

All club members will then be asked to vote for one of the nominees that they feel is most deserving. Only one vote per club member will be allowed. Based on the voting, by the club membership via online and mail in ballots, the winner will be chosen. The winner will not be disclosed to the entire hobby until the trophy is awarded at the convention banquet.

The Greg Susong family should be invited to be present at the banquet for awarding of the trophy to the winner in 2011. All five nominees will be invited to the Convention Banquet where the award will be announced and presented. The winner will be given a substantial plaque in addition to having their name and year engraved on the perpetual trophy. The four runners up will receive a framed certificate celebrating their nomination.

The award should include a large and prestigious trophy with a name plate large enough to annually add deserving winners for 50 years. It should be kept in Las Vegas so that it can be easily displayed at the Club Convention and kept safe from damage that might result from transit.

Please keep this award in your thoughts as we progress through this year. You will be asked to nominate someone that you feel deserving of this award at the beginning of 2011. Through your nomination, the first award winner will

be chosen so it is very important. We look forward to your input.

Thanks,  
Andy Hughes & Mike Christensen





*Those  
Gardena  
Card Clubs*

As written  
by Doug Saito



# THE FIRST KNOWN CARD CLUB IN GARDENA

Embassy Palace Club 1938 - 1969



*UCLA Charles E. Young Research Library Department of Special Collections,  
Los Angeles Times Photographic Archives.  
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Seen above is a 1950's newspaper photo of the Embassy Club after the building had been converted from a movie theater to a cardroom at its Western Avenue address.

Unofficially the club began in 1937 when an individual named Joseph Martin purchased a popular in-spot cafe called the Alamo. Under Martin's ownership, the place where once cafe diners sat in booths was converted to a bingo parlor, christened by its new owner as the Embassy Palace Club.

Success as a bingo parlor was soon followed by a proposal made by Martin to the city council of Gardena - if he were granted a license to operate a specific card game not covered by California's state penal codes, he promised that the city coffers would benefit by yearly surcharges of \$35.00 for each poker table they installed at the club.



The councilmen agreed, and thus born was the Embassy Palace Card Club with forty tables that offered quasi-legal draw poker in July of 1938.

By 1942, the name of one of gaming's all-time legendary figures appeared on management papers filed by the Embassy Palace - Ernie Primm, who would go on to more fame and a lot more fortune with the founding of two other Gardena card clubs, the Monterey and the Rainbow.

The Embassy Palace Club, later officially shortened to the Embassy Club, changed locales twice, its chips many times, and its ownership nearly a dozen times (both silent and active partners) until 1969, the year that the first-known Gardena card club went under.

## *Paper Proprietors of Gardena Card Clubs*

American Legions, VFW Posts and even Am-Vets were the listed licensees for nearly all of the Gardena card clubs. From the standpoint of research, it's easy to find out which American Legion Post was granted a gaming license for which card club. And, there's no brow sweat in discovering which veteran's association granted an operator's permit or had a written agreement with outside parties to manage, operate and direct the activities of a card club.

However, after days spent looking at records of Gardena city council meetings from 1938 to 1949, I have yet to come across written reasons why gaming licenses for Gardena card clubs were held by various veteran's groups.

Perhaps it's not the laws of Gardena, but the attitude of the American people in the 1940's that best explains



entitlement of gaming licenses. Not a single blue-blooded American citizen in WWII would have gone against giving veterans of the worst war in history their fair share of respect and appreciation, and most of all, any type of funds that would benefit Uncle Sam's retired warriors, even if those funds came from gaming revenues.

## *Famous Figures In Gardena Card Club History - Ernie Primm*



*Ernie Primm  
Photo courtesy of Greg Primm.*

Today, Ernie Primm's heirs not only benefit from the success of Whiskey Pete's and the Primadonna Resorts, but the Primm name will forever be entrenched in Nevada geography with the establishment of a border townsite now called Primm, NV.

Of all the Gardena owners that I researched, Ernie Primm's name ranked highest on the most-times-mentioned list. Too often in various news accounts that looked lowly on the man, with tabloid tales of involvements with gangsters, card club feuds, and even headlining his divorce proceedings.

However, reading between the lines after hours of research, there are several conclusions of character that I've drawn on Ernie Primm. First and foremost stands one staunch characteristic - he was a helluva businessman, and by far, the best businessman of all the Gardena card-club owners. He could keep a low profile and stay above the fray, as witnessed by the Kefauver hearings investigating organized crime; or he could garner publicity as

when he fired the first shot to initiate a card-club feud, as seen by the famous food-fight wars in the 1950's. He knew when to get in (see old photos of Whiskey Pete's and postcards of Whiskey Pete's today), he knew when to fold 'em (see clubs Monterey, Rainbow and his first Primadonna), and most importantly he knew when to raise (see the town of Primm become Nevada's fastest growing strip of casinos and strip malls).

When was the last time you ever heard of a gaming establishment owner asking local government to raise taxes on gaming revenues? It's unheard of today, but it was well heard of in Gardena in the mid-1950's. The owner was Ernie Primm, and he felt that the city of Gardena could use a municipal swimming pool, and Ernie felt the card clubs should pay for its construction.

Being a good samaritan might have been his reason, but I dare say it was a super-shrewd, purely business move on Primm's part. At that time, Ernie already had two successful card clubs going, the Monterey and the Rainbow; those two clubs could afford a one-time \$400-per-table tax hike, but it would have been the kiss of death for the foundering Embassy, and it would have cut deep into the financial resources of the Horseshoe and the Gardena Clubs, both of which had made financial plans to expand.

Raise taxes to kill competition while being lauded as a civic-minded entrepreneur - boy, they don't teach that in Business 1A. Then again, that's why Ernie Primm leads my list of famous figures in Gardena card club history. Legendary is to say the least about this gaming pioneer - Ernie Primm.



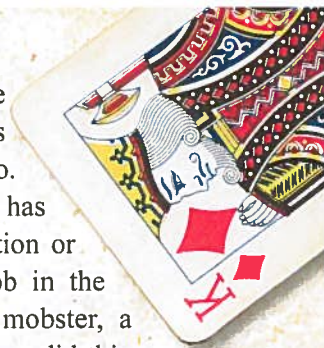
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## THE BEGINNINGS OF THE HORSESHOE CLUB

On the wrong foot (some would say on the wrong side of the law) is how the Horseshoe Club began. Even today, it's difficult to explain how the Horseshoe even saw the first light of day when it opened as a "bona-fide" card club in Gardena.

Its beginnings can be traced to one helluva mover and shaker in everyone's gambling hall of fame - Tony Cornero. Never a true mobster because no one has ever proved that Tony had an affiliation or allegiance to any one particular mob in the 1950's, Tony was simply his own mobster, a maverick soldier of fortune who always did things his way and never their way.



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### How They Played In Gardena Card Clubs



No stud, just draw. No rakes. No dealers. No cheating. No spitting. That's a brief summation of the constraints players faced when taking a seat in any Gardena poker room until the late 1970's.

Draw poker, it was always considered to be the only poker game of skill by the state of California, and it was the only game in Gardena town. Players had a choice of two draw games, play it high or play it low.

A rarity today - players dealing to each other in a legal gaming establishment. Of course, the main reason why this procedure was instituted in Gardena card clubs was because local ordinances prevented the house from raking the pot, or to put it in plain English, it prevented the house from taking a percentage as a commission from each pot. So players dealt in turn. And more mechanics played in Gardena than the number

who worked for auto shops in LA (for those not in the know, your definition of a mechanic might be one who can fix things; for gamblers, a mechanic is one who can "fix" a deck of cards).

Ever since poker parlors went to a rake of the pot, or charging on a per-hand basis and "dropping" a chip to record the number of hands played, it necessitated the use of a house dealer, and ever since the practice of employing house dealers began, fewer and fewer everyday card players are as adept, or even adequate, at shuffling cards. Today, gaming-eager kids go to dealers school; yesterday, everyone had a poker-playing uncle or gin-rummy aunt who could demonstrate the fine art of meshing two evenly divided stacks of cards into one.





It was Tony Cornero who ran the Fortune Club and the Casino Club in Gardena on an unofficial basis in the 1940's; they became short-lived clubs because Tony was taking so much out of each club that everyday operating expenses couldn't be met.

So when Tony Cornero left Gardena for good, he had already taken nearly all of the profits from two card clubs and he had the good sense for knowing that Uncle Sam's crime investigators were turning up the heat on the Gardena card parlors. The timing of Tony abandoning the Gardena scene couldn't have been better for a newly organized corporation that was eager to get into the poker business and had even embarked on breaking ground and beginning the construction of a building that would house a modern-day card club. The name of the corporation was Ver-Crans, and it would be successful in having Tony Cornero's old Casino Club license transferred into their hands.



Cornero. Having milked nearly every drop of revenue from the Fortune and Casino Club, Tony managed to sell a lease he didn't own to buyers of questionable character with an assurance that the new owners would have no problem in getting a non-transferable license transferred to them.

But Tony did it. And, of course. Cornero went on to bigger things - the big mansion of a house he constructed in Beverly Hills, the big hole in his stomach that he got when a shotgun blast gave him indigestion, and finally building his big-dream casino, the Starlite (known today as the Stardust) in Las Vegas.

As for Ver-Crans, they opened up a Gardena card room in 1949, paid the American Legion, the real lease-holders, \$1,200 a month in lease payments until the heat that Cornero knew was coming came forth in the fiery investigation of the Kefauver Commission in 1952. Within a year, Ver-Crans had disappeared from the Gardena scene, its shareholders going their separate ways, save for one - Bow Herbert, who would retain majority interest in one of Gardena's most famous poker parlors, the Horseshoe Club.

***Famous Figures In Gardena  
Card Club History - Harry Klassman***

**Embassy Club Owner From 1953 to 1966**



Murky are the facts of how Ver-Crans could even qualify for a street-vendor's license let alone one for gaming. Principal shareholders of Ver-Crans in 1948 were Tony Banks, known then as the head of the underworld in Minneapolis; Phillip "Flippy" Share, whose criminal record detail his ties to Chicago and Florida mobsters; Jack Davenport, a former burglar whose brother-in-law was Willie Heaney, reputed to be the boss of Cicero, IL; J. Stanley Brower, who had recently been released from Alcatraz in 1941; Harry Shepherd who had been sentenced at one time for third-degree murder in Minnesota...and Bow Herbert who, lacking any criminal record, stood out

like the last nail to be hammered down on a board of directors that should have been the corporate officers for Mobsters, Inc.

There's only one notorious individual who could have masterminded a curtain-call transaction as slick as this one - Tony



Boisterous, flamboyant and flashy, Harry Klassman deserves more than mere mention in any history of Gardena card clubs. In action and in word. Harry was always good for a couple of Titanic-sized headlines on a monthly basis.

In 1955, Harry ordered his Embassy Club restaurant staff to serve boiled ham hocks, salami and eggs, a choice of short ribs or calf's liver with coffee and dessert - all for ten cents per customer. That was Harry's retaliatory response to Ernie Primm's Monterey Club serving discount lunches and dinners for fifty cents.

It wasn't the first time that Harry's ire was directed at his card-club rival, Ernie Primm. Sometimes his anger was justified, as when the Gardena city council forced each card club to close down for at least one day a week



*Harry Klassman © Time Inc.*



in the mid-1950's; it was because Ernie Primm owned two clubs and Harry Klassman only one that provoked a typical Klassman remark: "He (Ernie Primm) shoves all his business into one club on the day the other is closed, so that he really isn't closing at all. Maybe the only way to retaliate is to give our food away and let people play for fun."

Suiting action to word, Harry promptly slashed table rates in half at his Embassy Club, sparking still yet another price war.

In 1958, a very vocal Harry Klassman appeared before the Gardena city council to protest a recent tax hike proposal on poker tables, stating the raising of taxes was orchestrated by Ernie Primm in yet another attempt to knock off the other poker parlors. Then, to the disbelief of the council members, Harry tells them that Primm controls the council and he asks for a grand-jury investigation. Later, when the city council approved an increase in the yearly license fees, Klassman angrily retorted: "I am going to sue the council, Mayor Bolton and Mr. E.J. Primm."

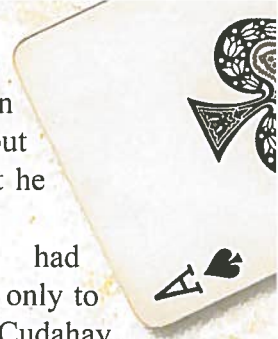
Of course, during that same year, when Harry was going to be a suer, he was also a suee. A lawsuit was brought against Harry by his dentist, Dr. Edwin Brofman, who had given Harry \$20,500 in exchange for six percent (known as six points in gaming-business parlance) in the Embassy Club and for which he had yet to receive any income from his investment. Brofman's lawyer went on the record when he stated: "I wonder

just how many points Mr. Klassman has sold; there are only 100 points, but we wouldn't be surprised to find that he has sold 600."

By 1966, Harry Klassman had disappeared from the Gardena scene, only to resurface in a neighboring locale - Cudahay, an unincorporated small island of suburbia surrounded by the large incorporated cities of Huntington Park, South Gate and Bell. Klassman was instrumental in getting Cudahay incorporated, but instead of a shopping mall that he had promised to build for the citizens of Cudahay, Harry's structure was becoming a casino-sized card parlor that was to be called the Silver Saddle. Harry got as far as ordering chips, but he never got the opportunity to put them in play...his Silver Saddle card club was shut down by the Cudahay city council in 1973.

Harry's last chance at prominence in Southern California gaming came in 1982, when he was one of fifteen applicants selected to operate the newly formed Commerce Casino. Harry made it to the top three finalists, but Vegas made him a non-winner, when the city of Commerce selected Leonard Gang, a Las Vegas attorney who represented himself and other individuals who had connections with two Las Vegas casinos.

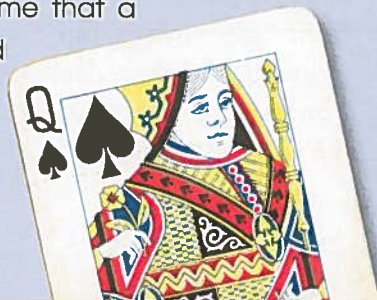
Little is known about Harry Klassman's last whereabouts...but whatever he did in his later years, now knowing Harry, he probably did it as he always did things, as a screamer and a schemer.



## The Pace of Gardena Card Clubs



At times, it wasn't a game of five draw that players participated in, it was more like Beat the Clock. Forty hands an hour was the ideal tempo for play, and woe to the fumble-fingered player who couldn't shuffle a deck at least twice and deal out five cards to seven people in less than twenty seconds. Three seconds may have been considered to be too much time for a player to decide whether to open or pass in a low-ball game, two seconds was considered average, and one second was all the time that a Gardena regular needed to look at only two dealt cards before deciding to pass.



The punishment for hesitation, indecisiveness or slow play was usually a sharp elbow to the kidney applied by a rouge-faced granny, accompanied by her gravelly voiced reminder: "Pass or bet before the rent's due."

If no one had a pair of jacks to open a high-draw game, it was a remarkable study in sociology to hear five to nine dissimilar-looking human beings vocalize, nearly in concert and in unison, "Pass."

Gardena players played fast and furious because they were earnest poker players being charged half-hour chair-rental fees...and no slow-play person was going to gyp them out of an extra two or three hands an hour.



## AFTER MANY A STORM, A RAINBOW IS BORN

In 1949, the license for the Fortune Club was suspended. Of course, the original Fortune Club's "hidden" owner, Tony Cornero, could have cared less...because he had conveniently assigned the club license to four individuals of questionable background. However, since the legal owners of the license, a Gardena VFW, had never been aware that its license had been transferred to a new set of operators, and since the new operators were very slow in making monthly lease payments to the VFW, those old warhorses of the Veterans of Foreign Wars did battle in court.



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The Vets won, and the Fortune Club license was returned to them. New operators were found to run the club. However, with so much bad publicity surrounding the Fortune Club, a name change was decided upon. Thus, in 1950, the Western Club opened up at the old Fortune Club site on Western Avenue.

Like Tony Cornero before them, the Western Club operators found themselves in the envious position of having taken out so much money that they couldn't pay the rent to the VFW. By 1952, the Western Club operators owed ten grand plus in leasing fees and were one day removed from the expiration date for renewing the license...when, suddenly, an angel saved all souls during the twelfth hour. The angel was Ernie Primm, owner of the Monterey Club, who came to the rescue and paid the \$10,500 owed to the VFW.

Ernie closed the Western Club, then with its license in hand, he built a modern club nearly next door to his Monterey Club on Vermont Avenue. Ernie called his new place, the Rainbow Club, and it would prove to be a pot of gold for nearly two decades from the day of its opening on April 8, 1953.

### *Famous Figures In Gardena Card Club History - Bow Herbert*

#### **Owner Of The Horseshoe Club And The Gardena Club**


In 1949 one of the most famous figures in Gardena card club history was first mentioned when he was a partner with Hardy Lee in the operation of the Gardena Club. In 1952, Hardy Lee's name was removed from the ownership papers, and two individuals, Henry Ballard and George Cooley, took over operations of the Gardena Club. They named





Bow Herbert as their general manager even though Bow owned a rival poker parlor, the Horseshoe Club, at the same time.

By 1954, Bow Herbert became the principal operator of the Gardena Club. Now with two clubs under his control, the Horseshoe and the Gardena Club, Bow Herbert had gained equal footing with Ernie Primm who also owned two clubs in Gardena, the Monterey and the Rainbow. Equal footing was about the only thing in common between these two owners. Their differences were like nights and days. All for one was Ernie Primm. One for all was Bow Herbert. One believed




**BOW HERBERT** — Member  
INTERNATIONAL ASSOCIATION OF CHARACTERS, Ltd.

**POKER GUIDE**

Odds against getting various hands on the deal and with the help of a 3 card draw, are as follows:

	ON THE DEAL	DRAW POKER
Royal Flush	649,739 to 1	11,619 to 1
Straight Flush	64,973 to 1	1,159 to 1
4 of a kind	4,164 to 1	296½ to 1
Full House	693 to 1	
Flush	504 to 1	
Straight	253 to 1	
3 of a kind	46 to 1	
2 pair	20 to 1	
Pair	1-13/15 to 1	



**The HORSESHOE Club**  
14305 S. Vermont Ave.  
**The GARDENA Club**  
15446 S. Western Ave. Gardena, Calif.  
Management



**The BOW HERBERT Organization**

of enmity in a public forum. In some ways Bow succeeded, an association was formed, but in the end, the association would be at constant odds with the dominant personalities of a Harry Klassman or an Ernie Primm and its strength diminished with each clash.

A sense of order was a common Bow Herbert trait. Just two years after heading up operations for two card clubs, Bow's organizational skills became limelighted when he issued an employee's pamphlet called: "Your

Job with the Bow Herbert Organization." The pamphlet was a first for the Gardena card club industry, and its rules and regulations were enforced to such an extent that many employees called the guide, the Ten Demandments.

A far second to his organizational skills was the importance Bow placed on publicity. He would do his damndest to get the word out to the world that Gardena was



*UCLA Charles E. Young Research Library Department of Special Collections, Los Angeles Times Photographic Archives. Copyright © Regents of the University of California, UCLA Library.*

in bettering himself, the other believed in bettering the industry. One believed in making a better pie, the other believed in getting a bigger slice.

Ernie Primm would have done anything to keep his card clubs on top, even if it meant the onset of another price war, or fueling a feud, or running a negative campaign against the other clubs; whereas Bow Herbert felt that anything bad said about one club would only end up hurting the industry as a whole.

Bow worked hard at promoting good will between the Gardena card club owners. He was the backbone for framing an association for the owners, hoping that disputes and future feuds could be settled between themselves as opposed to intensifying the bitterness

the only place to play poker; yet his greatest foe was a city law passed in the 1940's that banned any Gardena card club from advertising. No highway billboards, radio spots or newspaper ads. It was a law that Bow could never get rescinded





or even amended, so he did the next best thing. He circumvented the law. In the early 1960's, he started up an in-house publication called Chips 'N Chatter that was

made available to the public, a newsletter that was sent out to poker players worldwide, any one who had anything to do with gaming was put on Bow's mailing list and sent a copy. Other clever items were designed and created by Bow Herbert - extraordinary matchbook covers, ashtrays and even chips were intended to be carry-home items in the hopes that poker in Gardena would constantly be in the eye of any player.

How much Bow spent on publicity became the example of a lawsuit filed against him by two minority owners of the Gardena Club in 1961. The suit asked that the partnership be dissolved and all proceeds split in equal proportions because of Bow's claim that he was spending over \$1,000 a month for advertising purposes when it was a crime for any card club to advertise. The suit was settled out of court...and Bow kept spending on "public relations."

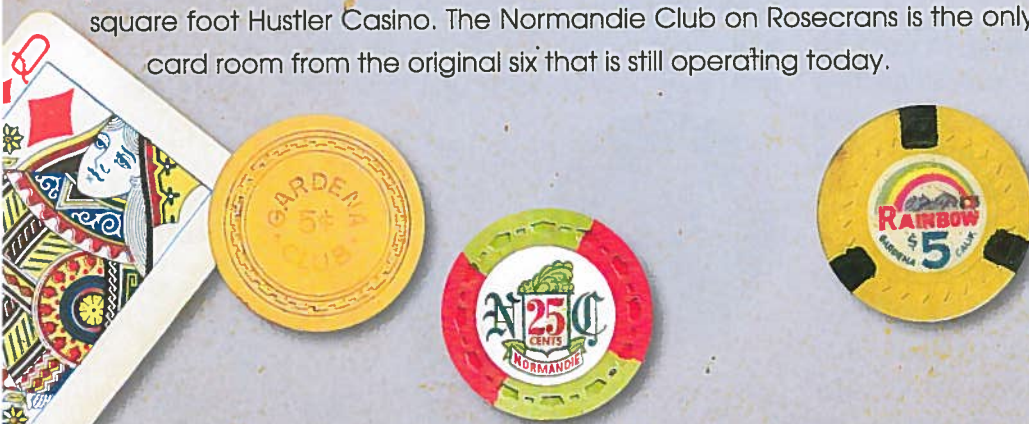
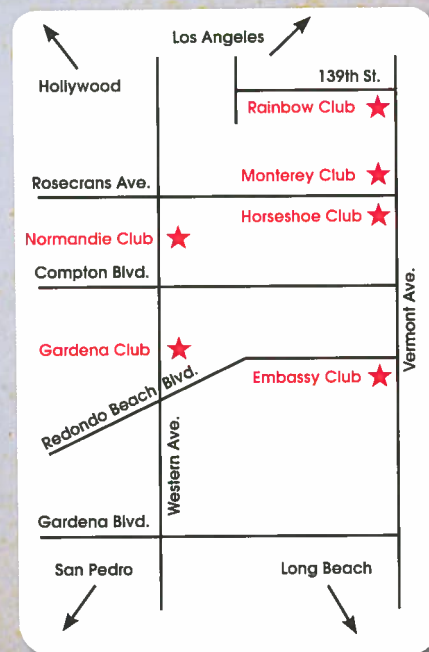
In later years, Bow Herbert would be an active participant in the formation of the California Card Club Owners Association, but his death in 1973 would be ten years too early for him to see the day when Gardena card clubs were given legal authority to advertise.



## Where Were They in '52?



Seen at right is a map detailing the locations for six historic Gardena card clubs. In later years the Normandie Club would move across the street from the Horseshoe Club at the corner of Rosecrans and Vermont. The Embassy Club would come under new ownership and re-open as the Eldorado Club. In 1998 Larry Flynt razed the Eldorado club then constructed the 55,000 square foot Hustler Casino. The Normandie Club on Rosecrans is the only card room from the original six that is still operating today.





# CHIPS OF THE GARDENA CARD CLUBS

## Early Chips



Embassy Club  
1943



1944



Fortune Club  
1945



1946



Seen here are the earliest chips I know of that were issued for four of the six clubs that began in the 1940's in Gardena, Thanks to manufacturing records provided by Dennis O'Neill of TR King, we now know what some of the early 1940 Gardena card-club issues looked like.

Because old dates of issue provided by TR King, only two chips seen here can be considered to be first issues - the non denomination Casino Club produced in 1944 and the Fortune Club chip in 1945, both dates of

issue correspond to the first year that those two clubs were established. Little is known about what first-issue chips looked like from the Embassy, the Monterey, the Gardena Club and the Normandie, but such chips are highly likely to be either of large crown or plain mold manufacture, more than likely with no denomination, and quite possibly with just one letter hot-stamped on the chip as seen by the Embassy Club and Fortune Club chips depicted here.



### \$5.00 Fortune Club

*Large crowns, olive brown, hot-stamped.*

Much rarer than any Fortune Club chip in the double FF series is the brown \$5.00 Fortune Club. It's just not an everyday chip seen on the Internet or at chip shows. And as far as serious chip collectors of Gardena card clubs are concerned, it's the only known Fortune Club chip with a denomination. No purple five-centers, white dimes, red quarters or blue one-dollar Fortune Club chips have ever been found.

In my early days of chip-collecting, this chip (like so many other California chips even today) was oft-

times passed off as originating from the Fortune Club in downtown Las Vegas, then again, if it was known that the buyer favored Reno casinos, the attribution was simply switched to the Fortune Club in Reno. Today, thanks to the availability of manufacturing records from TR King, instead of this chip being another classic bogus boner on the Internet, it's now a classic Gardena card club chip, issued for Tony Cornero's Fortune Club in 1947.







**\$1.00 Western Club**  
*Small crowns, blue, hot-stamped.*



**\$5.00 Western Club**  
*Small crowns, pink and blue quarter pie, hot-stamped.*



**\$25.00 Western Club**  
*Small crowns, yellow and black quarter pie, hot-stamped.*

It's a fact, these chips come from a Gardena card club located at 15516 S. Western Avenue from 1948 - 1952.

Disproving that these chips were issued by a Nevada casino is as easy as proving God exists because Christmas exist. The Bible tells us so, and so too with records from TR King that show these chips being produced in 1952 for the Western Club in Gardena.

However, disproving that these chips, somehow, in mysterious fashion, were transferred to a Nevada casino and put in play is as hard as disproving that God is not a black woman. The Bible doesn't tell us so, nor

do TR King records. What tells us so are Internet sales. So it must be so.

For chip collectors who can read, who do read, who have read everything up to this ensuing dash — Read my lips: These are solid California chips. With a beautiful, if not rare, hot-stamp design done in script. With a unique space on the \$1.00 chip between the dollar sign and the number in the denomination, as if future chip sellers could wedge another hot-stamped number into that open space and make it into one helluva an odd denomination.



## Have A Seat. Wanna Receipt?



In the late 1950's, the Gardena city council wanted a better idea of how much the card clubs were really making. The council hired the famous accounting firm of Price Waterhouse to interview club accountants and come up with recommendations for conducting audits. In essence, the conclusion of Price Waterhouse was that it was impossible to audit the books because not one club issued receipts for fees charged to players for rentals of table seats.



*The crowded floor of the Monterey card room in 1951.  
UCLA Charles E. Young Research Library Department of Special Collections,  
Los Angeles Times Photographic Archives.  
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## The Purple Gang

### 5¢ Chips That Are The World's Best!

There's not six casinos in Nevada, or for that matter in the whole world, that will ever compare to the half-dozen Gardena card clubs that issued five-cent chips with great-looking inlays. All of them were ante chips, and the fact that they were purple is evidence that the Gardena card clubs cooperated in some method of chip exchange for their card-playing customers.



**5¢ Embassy Club**  
*Small crowns, purple,  
multi-colored inlay.*

likeness of His Highness portrays the Uncharitable; I surmise Harry would have preferred a girl's best friend, diamonds.

This chip was issued in 1954 during the early reign of ownership for one of the most colorful names in Gardena card club history, Harry Klassman. Depicting a king on the inlay of this chip speaks of a Klassman design, and it's difficult to tell if the

Research of the recorded history of Gardena card club chips indicates that this piece is the first issue of purple five-cent chips manufactured in small-crown molds for Klassman's Embassy Club.

In my opinion, as far as its rarity among Embassy Club five-centers, only Large-Crown, hot-stamped Embassy Club would qualify as tougher to get. But, by far, this chip is still the hardest to obtain in the series of five-cent chips issued for the Embassy in a small-crown mold.



**5¢ Gardena Club**  
*Small crowns, purple,  
multi-colored inlay  
depicting a grizzly bear.*

state flag but logozed on VFW's established in California — the latter, of course, being the true licensed owners of the Gardena Club.

The design of a grizzly bear on the inlay of this chip was a logo that Bow Herbert inherited from the previous owners. And those previous owners probably got their paws on the logo from the grizzly bear image that not only appears on California's

The Grizzly series of Gardena Club chips were issued in the early 1950's until 1957 when Bow Herbert made the grizzly extinct and replaced the bear image with a four-leaf clover, thus came about the first of the equally famous Shamrock series of Gardena Club chips. The date of issue for this particular chip was 1952, two years before Bow Herbert would gain tight-fisted control of the Gardena Club.







**5¢ Horseshoe Club**

*Small crowns, purple, multi-colored inlay.*

in whole as the Horseshoe Club logo for years to come. (Generic note: The image of a horse's head necklaced by a horseshoe was first seen on generic crest and seal chips of the 1930's).

It could be because it's the only Gardena purple poker chip that lacks the name of the club spelled out on the chip that makes it less appealing, thus less pricey. But I tend to opine that it's just a case of this chip being the least rarest of all the Gardena five-centers with an inlay.

Another 1952 Gardena issue from the first club owned by Bow Herbert — the Horseshoe Club. The logo of a horseshoe enclosing a horse's head was another design that Bow probably inherited from previous owners, yet it would remain in part or

I have no idea how many exist, but I do see this old studhorse frequently at chip shows.



*UCLA Charles E. Young Research Library Department of Special Collections, Los Angeles Times Photographic Archives. Copyright © Regents of the University of California, UCLA Library.*



**5¢ Monterey**

*Small crowns, purple multi-colored inlay depicting entrance to Monterey Club building.*

The most oft-asked question by Gardena collectors is: What the hell is that thing that stretches in an arc from the building to the bushes as seen on the inlay? A drive-under awning? Half an A-frame? In my records of what old-time Gardena poker players can recollect, they don't remember the Monterey Club building looking like that. They remember the building as it would appear on later issues of Monterey Club chips.

Another why quite high on the list of questions concerning this chip — Why isn't there a matching white ten-center? That why, of course, comes about because all of the purple gang of five-cent inlaid Gardena chips had matching ten-centers in white clay, in small molds...except this one. It's in a

No other five-cent inlaid Gardena chip is more deserving of a question-and-answer session. However, with fewer and fewer answerers, still living, Gardena chipsters will forever be left with questions they have about this particular chip.

series by itself, with a stand-alone building attached to an awning.

Also a matter of question — there's one characteristic that makes this chip unlike the other Gardena five-cent inlays. The design of its denomination, which shows a number "5" followed by a cent symbol, whereas nearly all of the other Gardena clubs had the "5" overprint with the word "cents." Chalk it up as another why that will never be answered.



*An interior shot of the Monterey card room lounge area. Reprinted with permission from Gardena, by Gardena Heritage Committee. Available from the publisher online at [www.arcadiapublishing.com](http://www.arcadiapublishing.com) or by calling 888-313-2665.*





**5¢ Normandie Club**

*Small crowns, purple, multi-colored inlay depicting a crest.*

all of the Gardena five-centers were ante chips, playable at any Gardena club, down-on-their-luck players would have thought nothing of pocketing the purples and trying their luck at the next nearby poker parlor. Which they could do rather easily if they trafficked back and forth at the Horseshoe, Monterey and Rainbow clubs on Vermont Avenue. But not so for players at the Normandie or Gardena Club, who in all likelihood cashed them in instead of trekking to some other far-away club. Of course, by not making the trek with a pocketful of purples would eventually mean less of them would have walked out of the club; thus making less available for collectors near sixty-plus years later.

As seen by the 1952 map that appears on a preceding page in this issue, at one time the Normandie was one of only two clubs located on Western Avenue. Perhaps its location is one reason why early issues of Normandie chips are rare today. Since

Another oddity about early Normandie Club chips that were in play at the Western Avenue address is that few collectors have seen a \$1.00 or higher denomination in this particular series of inlaid chips that depict a plumed shield. That oddity would help bolster the assumption that the only Normandie “crest” chips in collections today were all low-denomination chips that were pocketed and saved by some old-time poker players.



*UCLA Charles E. Young Research Library Department of Special Collections, Los Angeles Times Photographic Archives. Copyright © Regents of the University of California, UCLA Library.*



**Obverse**



**Reverse**

**5¢ Normandie Club**

*Small crowns, purple, inlay colors on both sides are red, black and gold.*

This one's possibly the most highly sought after of all the Gardena purples. Because it was issued during the famous food-fight era in Gardena when the clubs staged a price war on meals served to poker-playing customers. Competition became so fierce that some card clubs slashed their menu prices to as low as five cents

a meal. However, as far as is known about the food-fight wars of 1955 - 1962, there was only one club that issued an ante chip which was also fully redeemable for meals — the Normandie Club. And the faces this chip might have fed were oftentimes wino-whiskered bums and weather-beaten women with no home addresses.

Call it commemorative chip if you want, because I will. A commemorative special-occasion chip issued in 1962...and rare, because not many of its users intended to walk out of the Normandie with it, not when it meant getting grub for a nickle. And rare, because its issuer, the Normandie Club, had to make a limited number for a limited time, or they'd be finding long lines of famished poker players long after the price war had ended.



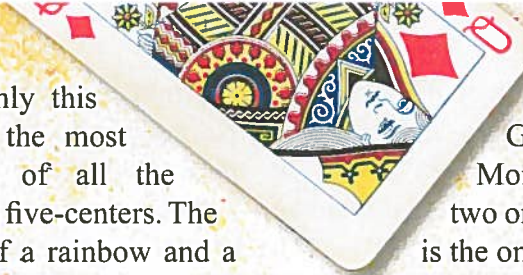




**5¢ Rainbow Club**

*Small crowns, purple, every color in the rainbow on the inlay.*

Certainly this chip is the most colorful of all the Gardena five-centers. The image of a rainbow and a pot of gold would appear on all the denominated chips from Ernie Primm's Rainbow Club until it closed in 1982.



Whereas, the Embassy, the Gardena Club, the Horseshoe, the Monterey and the Normandie, all had two or more issues of five-cent chips, this is the only one ever issued for the Rainbow Club. Although this particular chip doesn't have the rarity of a Normandie knife, fork and spoon, it's just as popular and, in a way, might be much more in demand because of its only-known denomination.



**5¢ Rainbow Club**

*Large crowns, purple, hot-stamped.*

Still part of the purple gang, yet several characteristics seen on this chip make it not only dissimilar from previously seen Gardena five-cent chips, but an aberrant as well.

Obviously, it's hot-stamped, which always make a difference in eye-appeal compared to an inlaid chip; less obvious though is the mold — large crowns. Only the Embassy and the Monterey issued five-cent purples in a large crown mold. And, contrary to the general rule concerning TR King chips where large crown chips preceded the usage of small crown chips

when ordered by one gaming establishment, the issue date of 1956 for this large crown chip comes a couple of years after the Monterey Club issued chips in small-crown molds.

Another peculiarity is that there were two types of large crown five-cent chips issued by the Monterey. One type conforms to the typestyle of most Gardena low denoms, wherein the word "cents" has been overprinted on the denom. The difference in rarity between the spelled-out cents chip and the one depicted here that shows two cent-symbols is evident in collections today: Few California chip collectors have either, some Gardena chip collectors have one, and there's only three known Gardena chipsters who have both.



**Another Dead Hand Story**



One day a seventy-year-old woman slumped over a Gardena poker table. Floormen rushed to her side and, suspecting a coronary, they told the players not to move the old biddy, then called an ambulance. The poker game kept going, the players skipping over the poor

old lady when it was her turn to deal. As ambulance attendants carted the poor woman out, one of the players called out to the floorman: "Okay, now bring us a live one."

*Thanks to Stu Lovett for providing chip and matchbook images.*

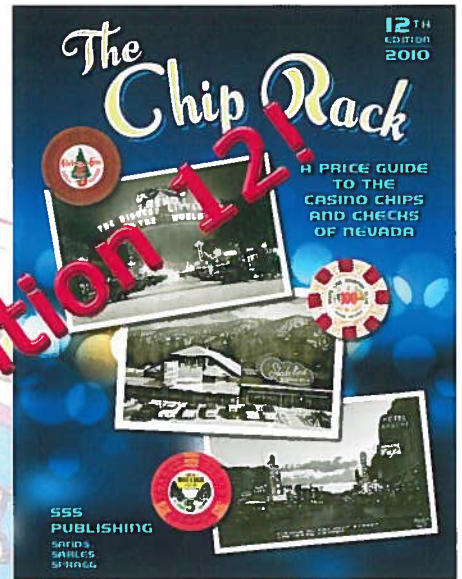




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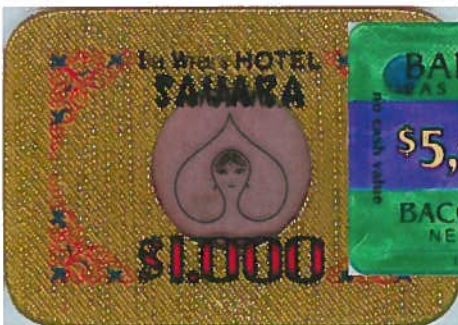
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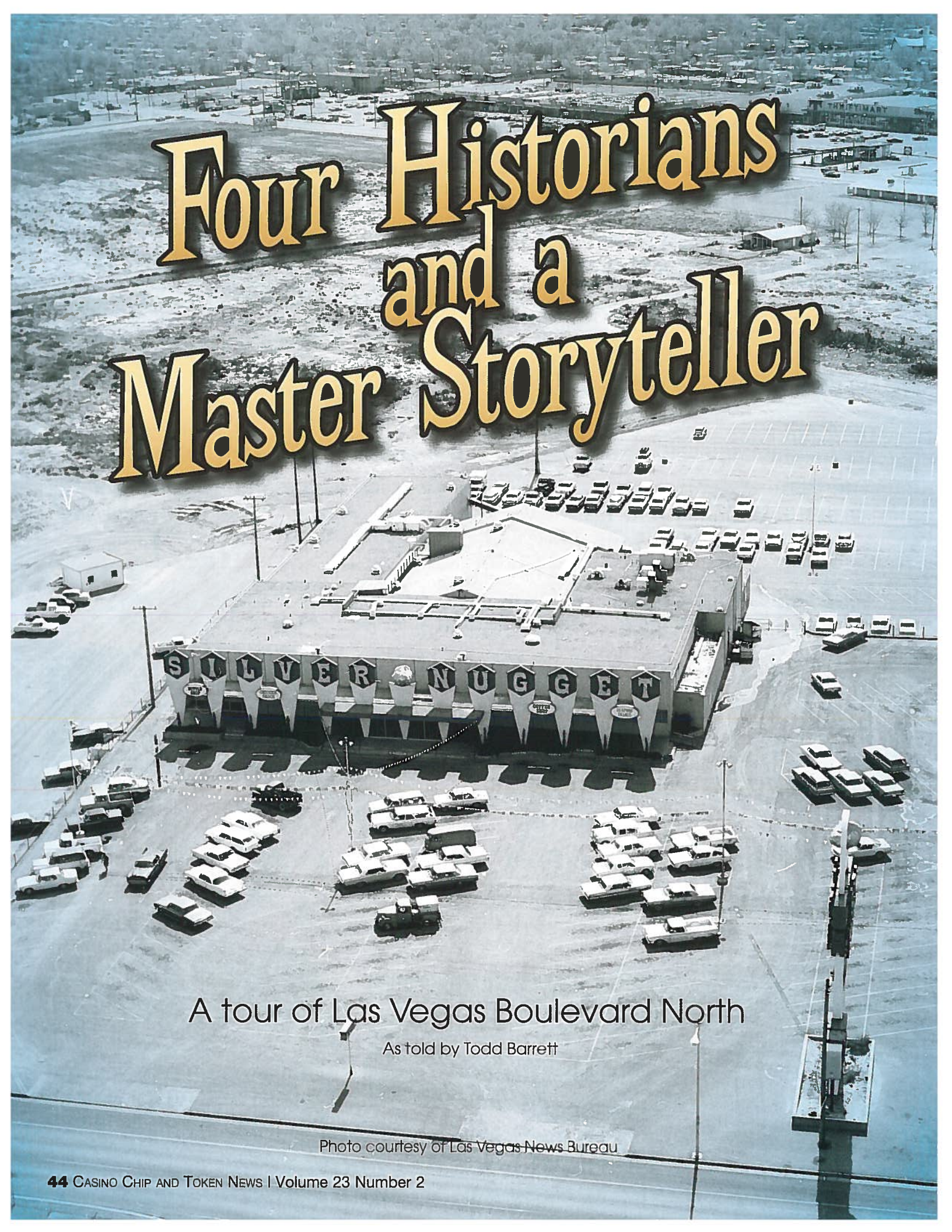
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# Four Historians and a Master Storyteller

A tour of Las Vegas Boulevard North

As told by Todd Barrett

Photo courtesy of Las Vegas News Bureau



In early February, 2010 a group of chippers piled into a Nissan Forerunner for a day trip that was loosely planned. Narrated by CC&GTCC Hall of Fame member Phil Jensen, the group planned to visit the past and present clubs of North Las Vegas. Present at the time are Martin Kenney, Alex Cilento, Greg Birdsell and Tyrus Mulkey. Yours truly was scheduled to participate in the festivities, but I was “bumped” by Alex. Needless to say he owes me big time.



*The casual tourists about to become “historians”.  
(L-R) Tyrus Mulkey, Greg Birdsell, Martin Kenney, Alex Cilento  
and Phil Jensen.*

“So, what do you guys want to know about?” Phil asked to no one in particular

“Everything,” replied Alex putting the pressure on Phil.

Minutes later, the car load of chippers zipped North on Las Vegas Boulevard and crossed over Owens Ave. While nothing remains today Phil pointed out a vacant lot on the right side that was once home to The Scarlet Wagon. The opposite side of the street is currently a Super Pawn, but in the 1960’s The Maverick Club occupied the area that is Super Pawn parking lot.

Just a few feet past the ghost of The Maverick and The Scarlet Wagon, Las Vegas Boulevard North hooks up with Main Street and veers to the north east. On the right hand side is another abandoned patch of gravel and dust that used to be The Montana Bar.

Although our crew have not seen a actual casino or former casino on their trip as of yet, off in the distance Jerry’s Nugget is visible on the left side of the street. All eyes were on the approaching Jerry’s Nugget when Phil pointed to a small nondescript building on the right.

“There’s where the Zanzibar Club was.”

All heads whipped back around to look at this small nondescript building now home to a strip club by the name

of Chicas Bonitas. Martin pulled the car into the Nugget parking lot and the group crosses the boulevard to get a better look and take a few photos.



*Chicas Bonitas at 1820 Las Vegas Blvd., North  
formerly The Zanzibar; Gay 90’s and Foxy Lady.*

“After the Zanzibar, it became Gay 90’s, then in the 1970’s it became the Foxy Lady.” Phil recalled.

With the photos taken the boys head back toward the Nugget parking lot.

“This parking lot used be where The Oxford Club was, and in the 70’s it was The Joker Club.” Phil remarked.

Without anything remaining of the Oxford Club or The Joker Club, the group takes a few photos of Jerry’s Nugget. Phil recalled, “This place opened up as the “Bonanza Club” back in the 50’s. In the mid sixties it re-opened as Jerry’s”

The classic oil derrick sign that marks the Nugget has been a popular spot for gamblers who want to venture off the beaten path of the “Fremont Street Experience”.



*Jerry’s Nugget photo courtesy of Las Vegas News Bureau.*

Back in the car the group headed north just a few blocks to 2121 Las Vegas Boulevard North; where the chippers got



out of the Forerunner to get a group photo in front of the “Rosemont” building. The Rosemont was built on the site of the former Long Branch Saloon.



*The Rosemont Building, site of the former Long Branch Saloon.*

The Long Branch was just across from the Silver Nugget at 2140 Las Vegas Boulevard North. Since the mid sixties the Silver Nugget has been a popular casino, and the fact that is one of the few that is still operating today north of the Interstate 515 shows that it has what it takes.



“Back in the early sixties this was the site of the Town Hall Roundup.” Phil mentioned.

Phil points out an interesting sign across from the Silver Nugget, “This road used to be called “Strip 91”, as evident

by an old neon sign for the Strip 91 Motel.

Back in the car the boys headed off to 2572 Las Vegas Boulevard North and the Opera House Casino. The Opera House in another one of the few casinos left in operation up north, and is owned and operated by Silver Nugget Gaming, the same group that runs the Silver Nugget. A very photogenic casino it is another that has changed very little since it opened in 1980. It’s building may be part of the 101 Club which was open by Don Laughlin in 1955.



*Opera House photo courtesy of Las Vegas News Bureau*

The group headed across the boulevard to the Poker Palace and another bit of hidden history.



*Poker Palace photo courtesy of Las Vegas News Bureau.*

“Part of the Poker Palace was the original Bunny’s Bar.” Phil casually mentioned.

“The’ Bunny’s Bar?” Greg questioned.

“Yeah, this round part was all that was here. That door was the original entrance.” Phil pointed to a small windowless door to what is now the lounge area of the Poker Palace Race and Sports Book.





*Photo of the Poker Palace Race and Sports book. The round portion was originally Bunny's Bar. The windowless door in the middle of the photo was the original entrance.*

As the group takes photos of this unremarkable portion of the casino, a security guard approaches them to ask what they are doing. He asks more out of curiosity than out of his duties of protecting the casino.

"We're historians." Quipped Alex.

The group, including the security guard gets a giggle out of the remark. Phil goes on to tell the guard about Bunny's Bar and the time he spent in the small club in the early 70's.

"There was a large mural on the back wall behind the bar. It wrapped around the whole back wall."

"Part of that mural still exists," the guard mentions.

The group enters the Race and Sports Book lounge and the guard leads them to a large fish aquarium built into the wall. There is a small maintenance door off to one side.

"Behind that door is the electrical works for this area, the mural was never painted over inside that closet."

Greg jumps in and asks, "I'll give you \$20.00 if I can get in there and take a photo."

"I can't do it," replied the guard. "My boss is here today."

Good to know this guard is keeping everyone safe from camera wielding "historians" in the old Bunny's Bar!



*Inside the Poker Palace Race and Sports Book lounge, formerly Bunny's Bar.*

Phil also recalled the short time that the club used Mickey's chips instead of the familiar Bunny's Bar chips.

"I don't remember a sign out front, but they had Mickey's chips in play in the very late 70's."

Towards the back of the Poker Palace the boys, er, the "historians" notice a large fenced off area with vintage video poker machines and original signage from the 70's. The simple plastic lettering sign brags of "Live" 21 and Poker.



The group exits the Poker Palace and hop back into Martin's car and head up north a few blocks where Phil tells them to turn left onto Griswold Street. A few feet in on the right hand side is the old Cal's building. The familiar sign still stands today, but the "Cal's" portion has been replaced by a stylized line drawing of a Hispanic female dancer or mariachi player. Tyrus finds a location on Griswold street to get a shot of the now Mercado del Pueblo that matched an old photo of Cal's that Harvey Fuller took many years earlier.



Back in the car and back onto Las Vegas Blvd., North, the group head up toward Nellis Air Force Base. Just northwest of the runways is the Nellis Air Force Base Suites and the 25 Club. The 25 Club has stood in the same location for over 50 years, but unfortunately has become a victim of the changing economy and recently closed it's doors for good.

With fading light and weary legs the historians pile back into Martin's car and head back to Fremont Street for a beer and more chip talk. The north side of Vegas may not get the respect and tourists of the more famous Fremont Street casinos, but the memories of these great clubs of the past will live on.





The Scarlet Wagon on 1601 Las Vegas Boulevard North  
Harvey Fuller photograph from August of 1978.



Longbranch Saloon  
Strip 91 Motel  
Silver Nugget  
Town Hall Round-Up

E Carey Ave

N Civic Center Dr

101 Club  
Opera House

E Lake Mead N Blvd



N 5th St  
Oxford Club Joker Club  
Jerry's Nugget  
Zanzibar Gay 90's  
Foxyxy Lady  
Big Bonanza Bonanza Club  
E Tonopah Ave

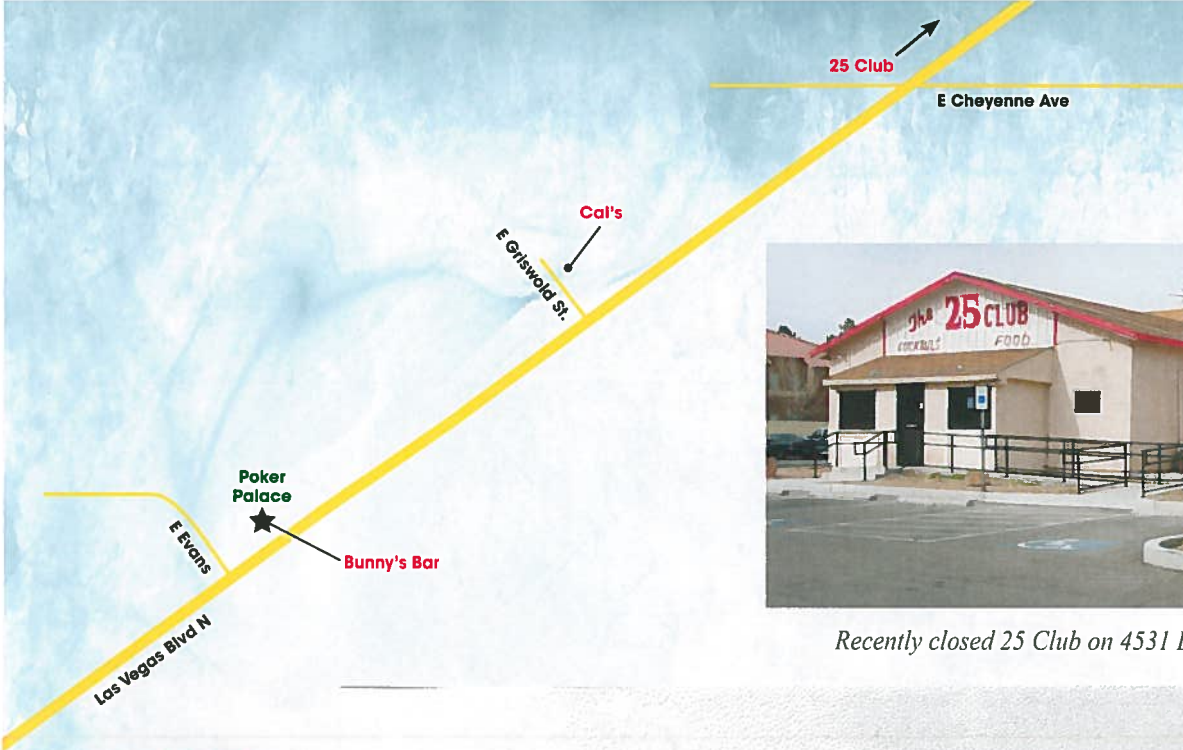


Montana Bar  
Scarlet Wagon  
E Owens Ave



N Main St  
Las Vegas Blvd N  
To Fremont Street Experience





Recently closed 25 Club on 4531 Las Vegas Boulevard North.



Longbranch Saloon on 2121 Las Vegas Boulevard North. The Rosemont Building sits in this location today.



Montana Bar on 1726 Las Vegas Boulevard North Harvey Fuller photograph from 1986.





# 1821 Las Vegas Boulevard North

- Bonanza Club
- Big Bonanza
- Don French's Bonanza
- Jerry's Nugget

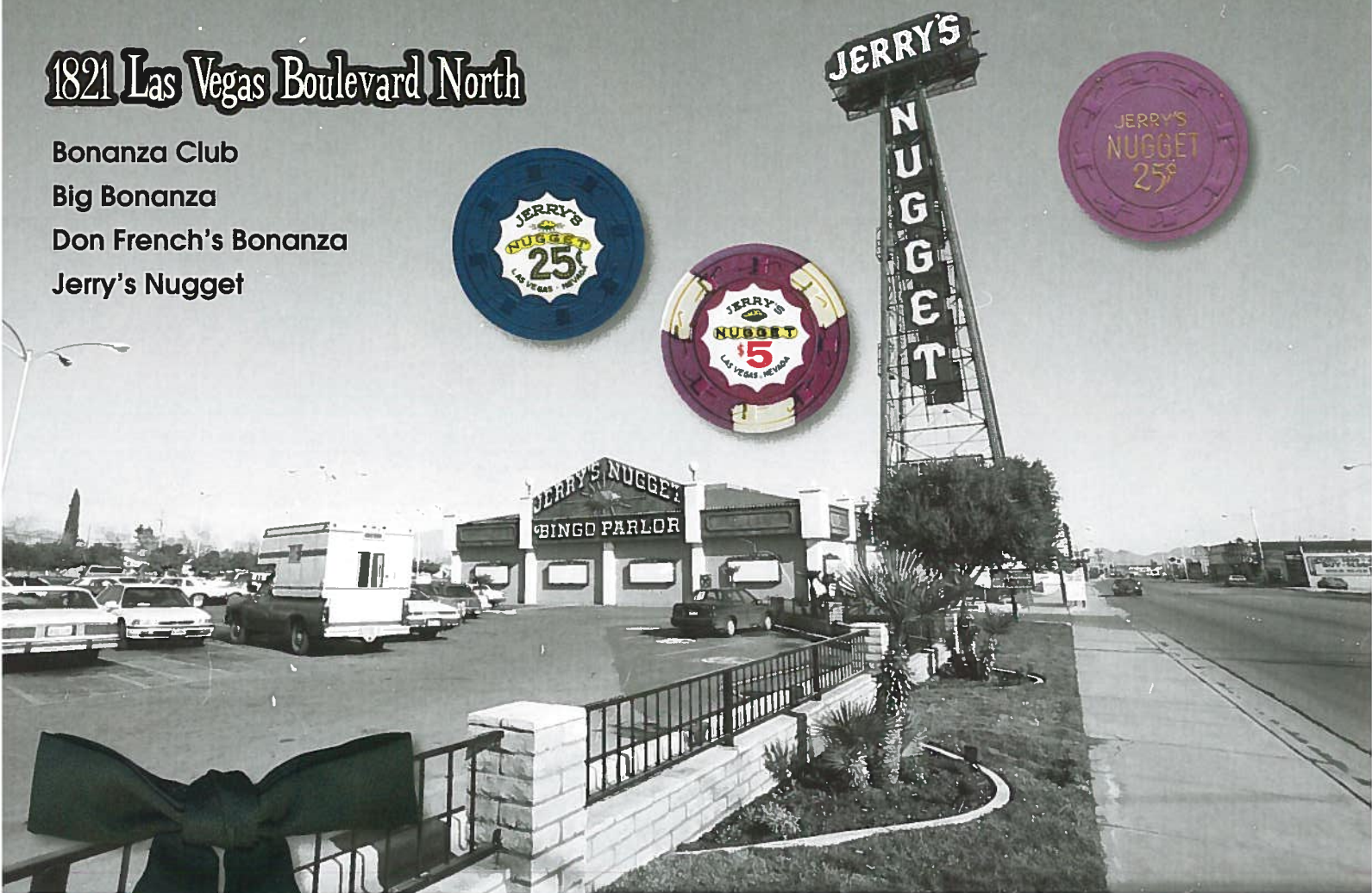
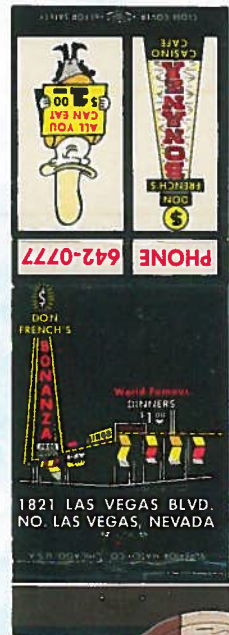


Photo courtesy of Las Vegas News Bureau.





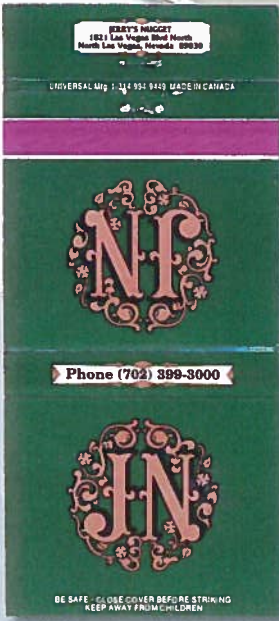


Photo courtesy of Las Vegas News Bureau.





# 1820 Las Vegas Boulevard North

Zanzibar



## NO. LAS VEGAS ZANZIBAR

**DON  
PRESENTS  
NITE OF MC KNIGHTS  
LYNNS BIRTHDAY NOV. 7  
NO FOOD BUT PULCHRITUDE**

**GRAND  
PRIZES**



**JEANIE**  
OUR SLICK CHICK  
DEALERESS



**WES**  
OUR LOVERBOY  
BARTENDER

Lucky ticket holders will win these two as escorts for any "strip" show with dinner and all expenses paid by

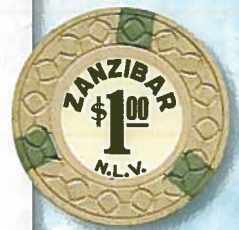
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every half hour for all kinds of \$\$\$ prizes and surprizes  
GRAND DRAWING for JEANIE and WES at ONE A.M.

COME EARLY STAY LATE WIN A MATE

AT THE

**ZANZIBAR  
NOV. 7**



*A very interesting ad for the Zanzibar that comes from the back cover of a tourist magazine from November 3, 1951. It looks as if they are having a drawing in which the grand prize is two people. Ad courtesy of Pam Goertler.*

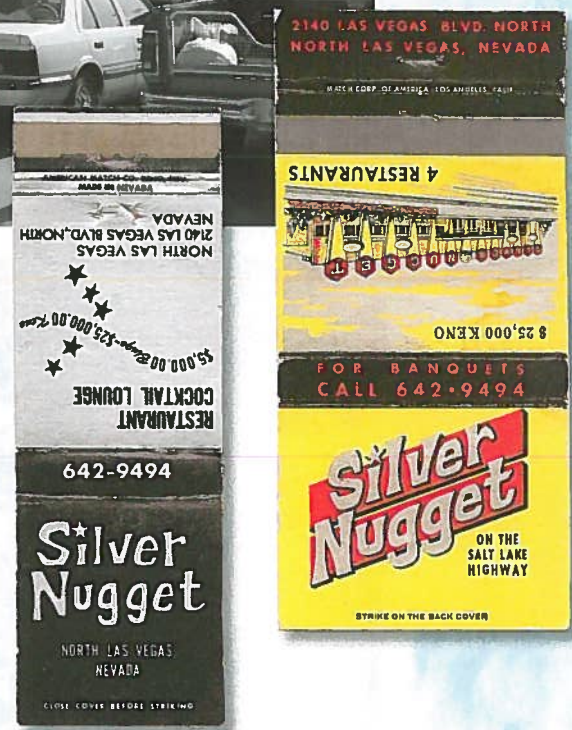


# 2140 Las Vegas Boulevard North

Silver Nugget



Photo courtesy of Las Vegas News Bureau.





# 2542 Las Vegas Boulevard North

The Opry House/The Opera House  
101 Club



Photo courtesy of  
Las Vegas News Bureau.

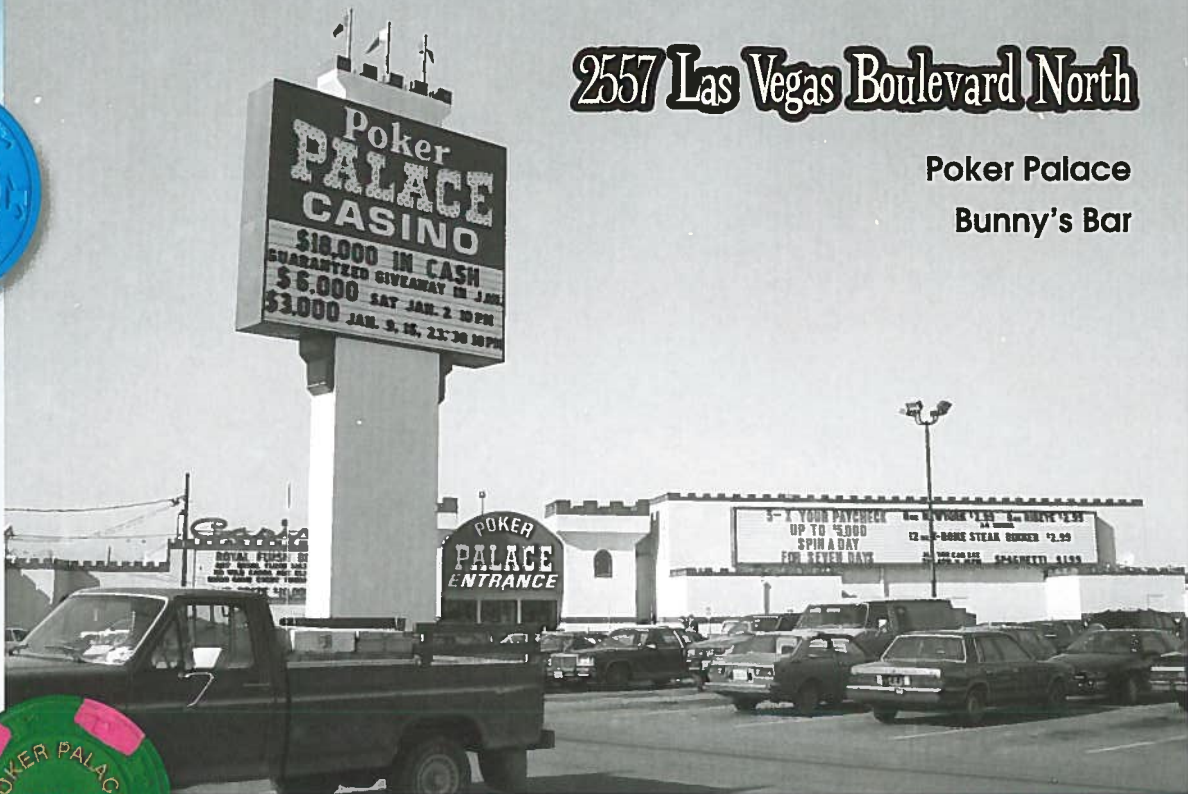


A rare photo of the 101 Club in what is now the parking lot of the Opera House Casino. Don Laughlin bought the 101 Club in 1954, he ran it for 10 years before selling it for \$165,000. Photo from: Nevada Day 1864-1989 / 125 Years of Vision. Nevada's 125th Committee & Nevada Commission on Tourism. Publication compliments of University Medical Center Foundation.



# 2557 Las Vegas Boulevard North

Poker Palace  
Bunny's Bar



Not much has changed at the Poker Palace as evident by the top photo from the early 80's and the photo above from March of 2010. Photos courtesy of Las Vegas News Bureau.



An interior of the Poker Palace Race and Sports Book lounge, formerly Bunny's Bar.



Cal's Food & Cocktails/Cal's Gin Mill/Cal's Jackpot Club



*Cal's was named after Calvin "Cal" Lombardi. Not many photos of Cal's exist, here is an example By Harvey Fuller.*



*Tyrus tried to replicate the Fuller photograph on their tour in February 2010. Looks like he did a pretty good job.*

*Many have helped make this article possible. Thanks to Phil Jensen, Martin Kenney, Greg Birdsell, Alex Cilento and Tyrus Mulkey for their recollection of the tour. Thanks to Alex Cilento, Brian Cashman, Martin Kenney, Pam Goertler, Phil Jensen, Phyllis*

*Spagnola, Ricky Pushkin, Ross Poppel, Sheldon Smith, Steve Bedo and Eric Miller for providing the images of the chips, matchbooks and other collectibles in this article.*





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# North Land Updates

by John K. Kallman

While I was not quite able to make it back to Seven Clans – Red Lake casino for the official Grand Opening on 21 January 2010 as I had hoped, I did make it back soon thereafter. Sadly, there were indeed no grand opening chips anywhere to be found. However, I did manage to acquire the \$100 chip from the Black Jack tables, which I described but was unable to illustrate in my article on this casino in the last issue. Additionally, a very late poker manager made amends for his tardiness by providing me with two different No Cash Value chips which he indicated are used for tournaments. I am unsure if any additional denominations are available or not.



Not to be outdone, Black Bear Casino, Carlton, MN, finally replaced their nearly worn out rack long after they spent large sums in adding a new hotel wing, a parking ramp, and remodeling the entire casino. Some reports claim that there was a problem with the security cameras and that the felts of the table required changing before the new rack could be brought out from the same. While this might indeed be the case, it seems that it took a long time to do so. Sadly, the poker room is using the same chips as the main pit.



Late January found me visiting Fargo for its annual Winter Show. With much of the population still very much tied to the rhythm of the land and the growing seasons, activities such as this one are timed for when people are otherwise not so busy. Of course, the weather this time of the year could be a tad bit warmer! While pickings at the show were slim to say the best, I did find time to visit some of the numerous charity casinos located around town. While no new charities have opened shop, some of the existing ones did either change or add new locations. When this happens, there is always the possibility of new racks as well! What I lacked finding at the show, I made up for by the many stops on the way home!

The Plains Art Museum vacated its Blue Wolf Casino for the West Acres Bowling Alley located less than a mile away with Share House taking over this location. Along with the Blue Wolf location came a Paddle Wheel layout, and thus, chips had to be ordered. Much like roulette chips, these are hard to get normally, but the casino was very nice in letting me purchase a set of the chips without having to resort to pretending to play the game and pocketing a few along the way!







Next on the list, American Gold Gymnastics added a new location, as well as a new rack.



The Multiple Sclerosis Society added a TGIF restaurant to the locations offering Black Jack, and a new Chipco Rack along with it. A \$25.00 chip (green) was also available, but my funds were running low by this time. Also, unusual, was the presence of both a \$2.00 and \$25.00 chip as most places that opt for the higher denomination pass on the \$2.00 chip as there is not enough room in the racks for both.



Valentines weekend found me visiting a coin show in Rochester Minnesota. While this is a show that I normally do not attend, a hot tip from Charles Kaplan about an “antique” store close by with some North Dakota Charity Casino chips

made the trip more than worthwhile! Among the “finds”, was perhaps the first rack in play by the North Dakota Association for the Disabled. For those of you new to North Dakota Charity Casino chips, when first authorized, table limits were all of \$2.00 with most locations offering Black Jack (then as well as now) as low a \$1.00 a hand! In my various trips around the state I have only seen a single table with a table limit of \$5.00 – and then no one was playing!



It’s the mold! It’s the mold! It’s the mold! How many times have you heard that before? If you are like me, not enough! The following chip I actually had in my trader bin until a post by Tracy Crump made me dig through them and move it to my collection!



While not quite as firm an identification, along with the other North Dakota chips were the following two from the Big (Top). There is probably a 50¢ chip that complements this rack. The Plains Art Museum (which had operated the Blue Wolf Casino (mentioned above) also operates the Big Top Bingo Parlor (also located in Fargo). One of the many oddities in how Charity Casinos operate, while the state authorizes the charities for gaming operations, it is up to the local jurisdiction to determine which games are allowed (and where)!





If you have been collecting for awhile, and have decided to “specialize” in a particular area, you know how difficult it can be to add anything “new” to your collection. One of the many joys, and sorrows, about North Dakota Charity Casino chips, is that there is so much “more” that is out there, most of it just waiting to be “discovered”. While on line auction sites are not always the best bet for these finds, sometimes it can be quite rewarding. While I try to make several trips a year to North Dakota, either to visit old haunts in search of new racks, as well as just plain old exploring – from “antique” malls, to yard sales, to various towns and hamlets. Of course, time and distance is always a factor, and weather plays a big role as well. Winter is, well to put it mildly, just to plain cold! Spring time has its flooding and summer either finds me traveling to the convention, returning from there, or flat broke as a result of going! But you can never tell what might, and on occasions, does show up on the internet. Chips do travel, and quite always as it turns out! The following March of Dimes chips come from Australia from all places!

Some what closer to home, California that is, was the location of these chips from the now defunct Head Injury Association that had operated out of West Fargo North Dakota. There is probably a 50¢ (yellow) chip for both the previous rack as well as this one.





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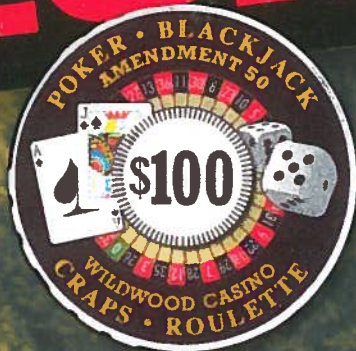
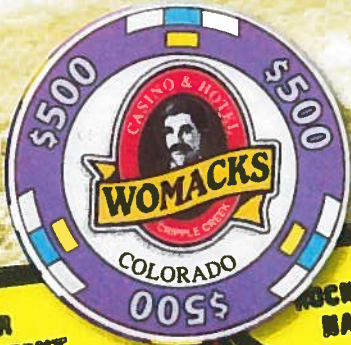
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# COLORADO CASINO UPDATE

Eric Miller R-7075  
Central City, CO





The year 2009 brought major changes to the casinos of Colorado. Colorado voters approved Amendment 50 in November 2008, which, in a nutshell, extended the maximum betting limit from \$5.00 to \$100, gave casinos the option of 24-hour operations, and permitted them to add craps and roulette. These measures were adopted in July 2009 and so far have proven successful in Colorado's 36 casinos. A lot of excitement was felt by the casinos, as well as their patrons anticipating the arrival of more ways to spend their money. Slowly but surely, casino floors began to change. Casinos

that hadn't had blackjack in many years were introducing the games back to their floors. Craps and roulette were completely new to Colorado and seeing all the pieces casinos put together to accommodate these new games was impressive.

Certainly, the buzz among Colorado collectors was exciting! Those of us based here in Colorado were sharing info, confirming rumors, and keeping an active eye on what was happening. The introduction of new Colorado casino chips had really come to a lull between the years 2003 to 2008. During that time, very few new chips (limited editions or house chips) came out. This was the complete opposite of the prior 10 years when there was a fairly constant supply of new chips to collect—sometimes an overwhelming amount. As of July 2, 2009, the lull was over! Collectors here and abroad



were grabbing up all the new house chips like it was 1995! A few grand opening chips and a couple "Amendment 50" chips came out, such as the outstanding \$100 chip issued by the Wildwood Casino in Cripple Creek. The artistic appeal of so many of the chips from Colorado's past is



certainly what made them a very popular area of collecting. The new chips that came out within this past year did not disappoint! Another item completely new to Colorado was logoed dice, an attractive facet of casino collectibles for many. Dice are slowly making their way out to members of the casinos' player's clubs and are becoming available to the collector. At first, many of the casinos were not sure what they were going to do with their used dice. Hopefully, they will become as readily available as drilled decks of cards.

Now that most of you have seen a lot of the new chips coming from Colorado casinos over the past 10 months, I wanted to take this opportunity to share some pictures of the higher denomination chips. Not many collectors go over the \$25.00 mark in their collections. However, for historical reference, a few have purchased these chips; if not for their personal collections, at least to get a quality scan for the books. Thanks goes out to CC&GTCC member, author, and friend, David, for his efforts in documenting the chips you see before you.

If you are interested in Colorado casino collectibles, please visit [www.coloradocasino collectiblesclub.com](http://www.coloradocasino collectiblesclub.com).



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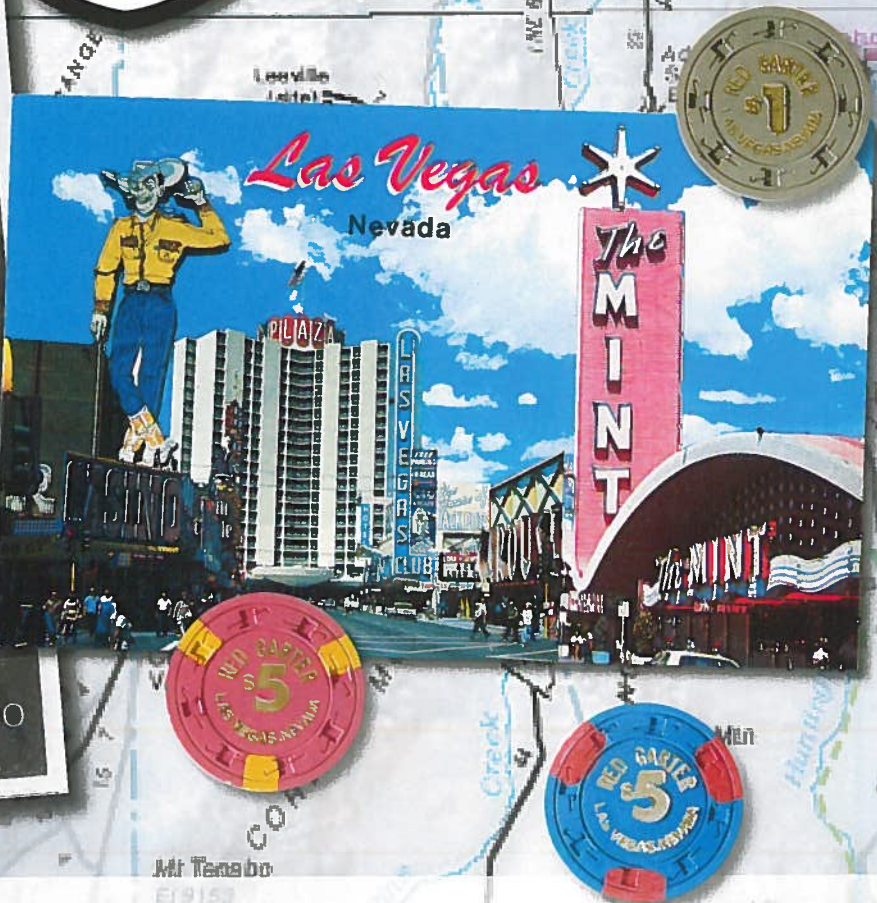
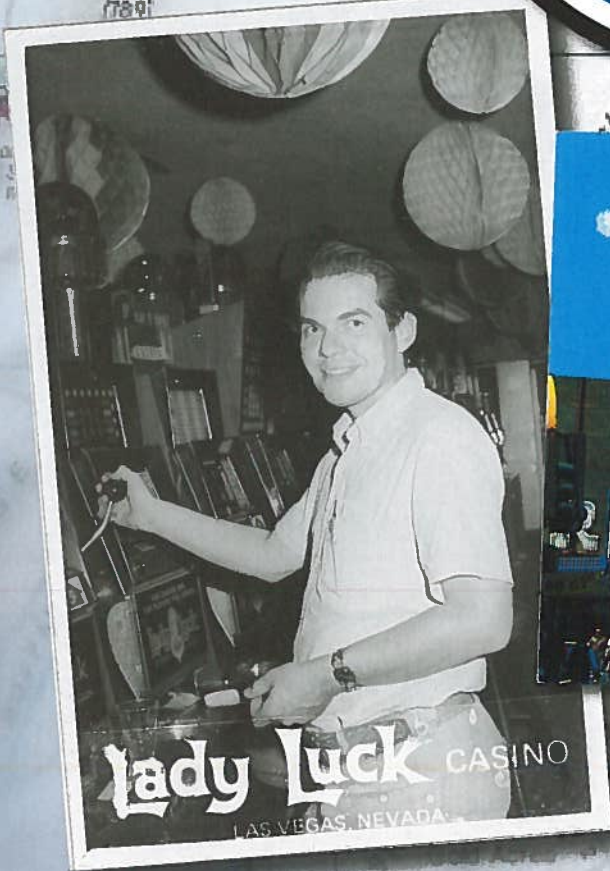
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# Phil's Forays



In the last issue, Phil traveled "The Loneliest Road" from Fallon to Ely. This time Phil is "Living Large in Las Vegas". This story was originally published in the summer of 1999. It has been updated with photos and images of chips and postcards from Phil's collection...

## Living Large in Las Vegas by Phil Jensen

Although I preferred living in Reno, every couple of years I'd move to Las

Vegas just so I could hunt for Southern Nevada chips. Las Vegas in the late 60's and early 70's was a far cry from what it is today but I still had a lot of fun exploring the Strip and the small clubs on Fremont Street. There were places like the Red Garter, Nevada Club, Frank Schivo's California Club, Pioneer, Club Bingo, Sinabar, Carousel, Mint, and Honest John's downtown. All have been absorbed into the few large casinos that make up Fremont Street today. Places like the Horseshoe and Golden Nugget

were a lot smaller and more fun too. I spent many hours playing the old nickel machines at the Golden Nugget which dropped an \$8.00 jackpot into the coin tray all at once.

Most of the places had quarter craps so there were plenty of low denomination chips to collect. Some even had ten and fifty centers. Even though I got to visit a lot of the joints that are no more, I regret not seeing places like the Bird Cage, Fortune Club, Savoy, and Boulder Club. They



must have been pretty neat.

One of the activities I enjoyed was exploring the small clubs in North Las Vegas. A good friend of mine, Warren Stanley, was the constable out there for many years and knew a lot of the old time operators. He was able to get me quite a few obsolete chips from long closed places and relate many stories about them.

One of those places was the Town Hall Round-Up Club which was so named because a lot of North Las Vegas city officials would gather there for lunch. Supposedly, a lot of business was conducted there. Across the street was the Embassy Club which, in addition to gambling, had burlesque-type entertainment. At the time it was the only place like it in town and was pretty popular. At night cars would be parked for blocks along the boulevard.

Warren or "Stan" as he preferred to be called, was also able to dig up chips from the Oxford, Zanzibar, Louisiana, and Brown Derby Clubs. Some were located on the West Side and I was afraid to go into them.



I asked her if I could buy four of them and she obliged. I quickly stuck them in my pocket just about the time the boss returned to his post. He immediately noticed the missing \$100.00 worth of chips. "Where did those chips go?" he screamed. The frightened dealer quickly pointed at me as I sat there with an innocent look on my face. "Give those back-they're worth \$25.00 each" he said. "Oh, I thought they were only worth a quarter" I replied as I gave up my treasure. Anyway, they used a red 10¢ hotstamp that matched the yellow one for drink tokens and I was able to get several of those. So I still wound up with a Chesterfield Club chip for my collection.

Farther north on Las Vegas Boulevard was a joint called Al's Liquors and it was kind of a tough joint. There was one 21 game in there and they have one and five dollar chips. One night I was playing and rat-holing chips whenever I thought the dealer wasn't looking. Pretty soon I got up to leave and the pit boss said I couldn't take chips! So I said I was just going to use the rest-room and I'd be right back. I went toward the back looking for an exit which I quickly used. Once outside I took off through a dark and bumpy field. Fortunately I got to my truck without breaking my neck. Anyway, I got my chips and it wasn't much after that the joint was closed for cheating.



Just down the street was a place called Bill and Bud's Montana Bar which is still in business as the New Montana Bar. There was a single twenty-one table in there and every time I went in I'd grab a few chips. They had one and five dollar denominations and for the \$25.00 chip they used a hot-stamped 25¢ Chesterfield Club which was what the joint was called previously. Anyway, one day I was playing and the pit-boss left to use the rest-room. I asked the dealer, who was obviously new, what the chips in the middle were. She looked at one and said it was just a 25¢ chip.



Next stop was Bunny's Bar just down the street. It had a curved facade with a mural of a boy rabbit chasing a girl rabbit painted all around. The wall is still there as part of the present-day Poker Palace but the mural was painted out years ago.

As it turned out, Bunny was a crabby old guy who watched his chips closer than the joint across the street. They were old and worn rectangle mold ones with denominations of 50¢, \$1.00, and \$5.00. One time I was





playing and picking out some good ones for my collection. When I attempted to leave, Bunny told me to leave the chips on the table. Again I used my ploy of having to use the restroom but he would have none of that. I was really in a spot but soon Bunny turned his back and I bolted for the back looking for an exit. I ducked into a door and found myself in a store room with a bunch of mops and assorted junk. I looked for a window to crawl out of but there was none. I started to wonder if this chip collecting thing was all that much fun. Afraid to leave, I just stood there hoping Bunny wouldn't walk through the door but after a few minutes I ventured out. No Bunny. I don't remember how, but I got out of the bar, the chips being real treasures. Not long after that a guy named Mickey bought the place and had chips made with that name. They weren't nearly as neat as the originals though.

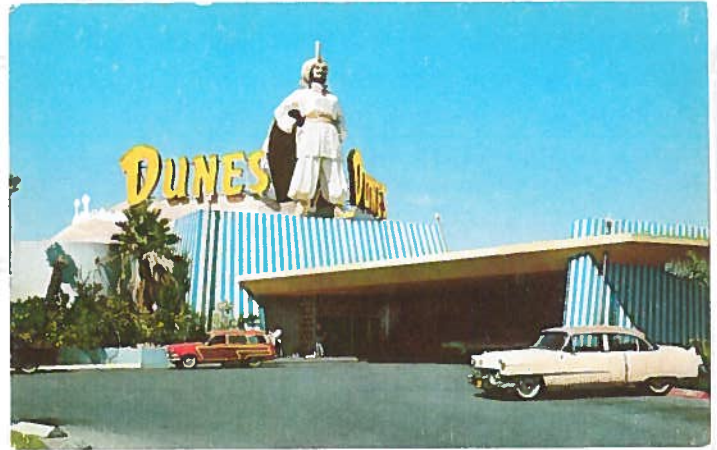


Another joint I liked a lot as Cal's Gin Mill. Cal was an old timer who held gaming license number 17. He also used chips from an old casino called the Rancho Inn that had been next door and burned down around 1966. I used to ask him about the old days whenever I got the chance and one time he even gave me some old chips. He operated a 21 and poker game and also a tub-style crap table that was gone by the time I got there. Later on he got rid of the Rancho Inn chips and had some made that just said CAL'S. Later he changed the name of the joint to Cal's Jackpot Club but the place has been closed for several years now.

The current Opera House has gone through several changes over the years but when I was collecting in the early '70's it was called the 101 Club, owned by the Bon-Bec Corporation. At one time it was owned by Don Laughlin who used the money from its sale to buy the Riverside in Laughlin. Later it was owned by Glen Jones who was dark County Sheriff at one time. My friend Stan was able to find some chips from there that I think went back to the original owner. Anyway, I remember that there was an old Chuck-a-Luck game one could play for nickels at the 101 and it was one of the last ones in existence — I had a lot of fun playing it.



In those days, there were twelve major hotels that included the Sahara, Thunderbird, Riviera, Stardust, Frontier, Desert Inn, Sands, Flamingo, Dunes, Aladdin, Tropicana, and Hacienda. There were other, smaller operations with live gaming but I thought I'd get all the \$5.00 chips from the big hotels first. I figured I'd hit one or two hotels a week and spread out the cost. The first place I went was the Dunes



Hotel, one of my favorite places. I asked the cage cashier if I could buy a \$5.00 chip and she said sure but did I want some of these obsolete ones she had in the back of the drawer? It wasn't in my budget but I agreed and would up with four or five different chips. I left with mixed emotions about spending so much money but was glad to get them. I had the same experience at other hotels and in the end wound up with a fairly good collection of old chips. Even some of the older places had only been around for twenty years or so and with little competition, I had a fairly easy time finding stuff.



*Some of Phil's early Dunes chips, some of these chips came from the "obsolete" drawer.*





Honest John's and the Jolly Trolley photo courtesy of Nicepictures.

As I mentioned, there were small clubs on the Strip as well. One of my favorite was Honest John's located in a shopping center at Sahara and the Strip. There were a couple of other locations but this one was the only one with live gambling. It was a noisy slot joint with free peanuts at the

bar. Later on the Money Tree and Jackpot Casino opened and the Mayfair Market in the center became the Big Wheel, the Wheel, and Centerfold complete with gambling in the front and strippers in the rear. You could spend the whole day there. The Jolly Trolley later occupied the sight.

Some of the chips from the casinos of 2440 Las Vegas Boulevard South



Photo courtesy of Nicepictures.





*Pussycat a' Go Go photo taken by Phil Jensen*

Another neat place was the Pussycat a' Go Go. It was mostly an after hours joint with not much happening before midnight. After that the place would be jumping until the early morning hours. I remember a couple of 21 tables with nice inlay chips. I was also able to get some hotstamps used by a previous owner. There were rumors around that not all the cards came off the top of the deck. Could be - the joint closed in 1971.

Another place I hung out at was the Sneak joint a couple

of blocks off the Strip on Spring Mountain Road. There was a lone twenty-one table there with 50¢, \$1.00, and \$5.00 chips. They were just hotstamps and I was able to rat-hole what I wanted without any problems from management. It was a relief after all the hassles I had in North town. Later on, around 1979, a new owner had some nice \$5.00 inlay chips made up but shortly thereafter the place was changed to Sonny's Saloon with slots only. Recently, the place was torn down to make way for road construction.



*The Sneak Joint on 2358 Spring Mountain Road.  
Photo taken by Harvey Fuller in May 1977.*

Other places on the Strip that had live games included the Silver Slipper, Castaways, Riata, Mr. Sy's, (later Big Reds) El Morocco, Flamingo Capri, Louigi's Broiler, and Lucky Slots which later became the Silver Saddle. So in addition to the dozen hotels I also had to budget money for chips from those places. It was a daunting task but I managed to get what was available. Of course, I had a lot of fun doing it not thinking some day most of these places and all of the chips would be obsolete. Anyway my early years in Las Vegas provided fun the likes of which I would never experience again.



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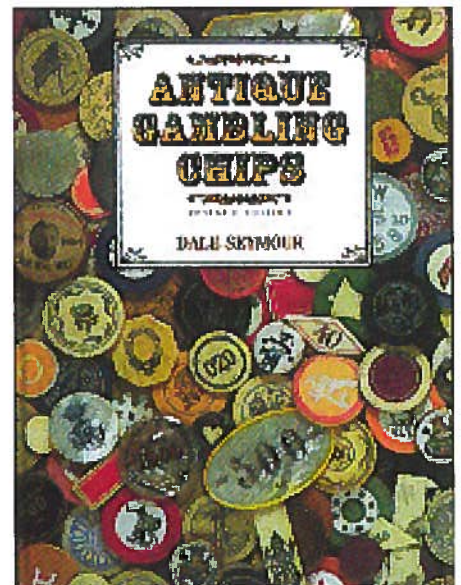


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- Only members in good standing may identify themselves as members of the Club
- Any member who identifies himself/herself as a member must affix or state their membership number so as not to confuse the public.
- “Identifies” includes advertising, announcements, business cards, internet websites, internet or live auctions, e-mails and any and all types of communication.
- Every member must make an effort not to confuse the public or lead the public to think that the member represents or speaks for the Club, other than those officers who actually do speak for the Club or those who have been authorized by the Board to speak for the Club.
- No event, show, auction or convention shall use the Club name, logo or symbol for any reason whatsoever unless it is an event, show, auction or convention run by the Club.
- The Board has approved a “Member’s Logo” which contains the member’s membership number. Only that logo may be used by members in their advertising, promotions, business cards, auctions, etc.
- Any other use of the Club name, logo or symbol must be submitted to the Board of Directors for their approval prior to such use.
- The entities formerly known as “Chapters” are prohibited from using the Club name, logo or symbol as representative of their organization

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# CC&GTCC Mentoring Program

## Introduction

The program is offered free of charge and available to everyone. The Mentoring Program is specifically designed for new casino chip collectors offering a wealth of information and experience of our seasoned casino chip and memorabilia collectors.

Seasoned collectors have gone through many a trial and tribulation, learning as they go and learning from their mistakes over the years. Knowledge increases little by little over time as we absorb what we can from our interactions with other collectors and individual experiences. If one is going to learn from mistakes, isn't it always best to learn from someone else's mistakes?

Collecting has many forks in its windy road, and is filled with many potential unwise choices, but our experienced collectors will help guide the beginner down the path.

Quite often a new collector just happens to stumble onto a casino chip online message board or web site. They most likely have just a few chips, no price guides and no real idea of the best way to proceed with their new hobby. They often times have no idea how vast chip collecting is. That's where we come in!

- Find out which price guides are available.
- Find out which price guides should and shouldn't be used.
- Be able to ask questions about casino chips and casino related collectibles and find the answers.
- Find resources online and offline through our resource pages..
- Find out the best ways to increase your collection.
- Discover the many different collecting areas of casino memorabilia.
- Learn from the pros, what's valuable and what's not!

## The Program

Simply go to [www.ccgtec.com](http://www.ccgtec.com), click on the "EDUCATION" button to the top of the page. From there click on the "CC&GTCC Mentoring Program" link and a questionnaire/application will download to your computer, print out and complete the questionnaire/application and mail it to the address provided. The questions are designed to best identify your interests and to match you with a suitable mentor for your particular collecting interests.

Initial Stage: lasts for a period of 30 days. During this time, both parties will be encouraged to communicate back and forth through e-mails, and/or telephone. The mentee (new collector) will be open to ask any and all questions he may be interested in, and the mentor (experienced collector) will address the questions, giving advice and direction.

At the conclusion of the initial 30-day initial stage, the program chairman will contact both parties to see if both wish to continue. If both parties are pleased with how things are going, they may choose to continue for an additional 11 months. This short initial period is particularly good for beginners who just need a little help and direction while getting started.

Either the mentee or the mentor can conclude the relationship at anytime. This may need to be done because of unforeseen real life issues that may arise.

The program will continue for a maximum period of one year from the beginning of the initial active date, with a review after six months.

Mentoring Program Director, Terry Shaffer R-5645  
[terryshaffer@hotmail.com](mailto:terryshaffer@hotmail.com)



# CC&GTCC Claims Form

Up until now, there has never been a uniform, standardized way of filing a Claim against another member for an alleged Code of Ethics violation. Claims have been filed over the years in formats ranging from hand written notes, typed 5-6 page letters to just an email saying "I want to file a claim against \_\_\_\_\_".

Most of the time the information provided to the Club is vague and/or incomplete. The Claims Director may spend more time gathering basic information that should have been provided in the first place, than on resolving the issue at hand.

This form provides all the basic information needed by the Club, in written form, first hand from the member filing the complaint.

The process will work as follows:

1. Fill out the form completely, sign and date it.
2. Forward it Vice-President Jay Sands.
3. V.P. Sands will make an initial determination on the Claim.
4. If further action or investigation is warranted, V.P. Sands will forward the form to the Claims Director to open a Claims Investigation.
5. The Claims Director will work to mutually resolve the matter between the parties or if that is not possible, make a recommendation to the Board of Directors for the appropriate action.
6. The Board will act on the recommendation and the final report of the Claims Director. The parties involved will be notified of the final decision of the Board by V.P. Sands.

If you find it necessary to file a Claim against a fellow Club member, please help us to resolve the matter as quickly as possible by using the Claims Form.

\*The form will be available on the Club website at [www.ccgccc.com](http://www.ccgccc.com) for you to download and print out. We are working on a program that will allow you to fill out the form online and send it electronically to V.P. Sands. We will notify the membership once this format is available.

## Reward Fund

Several years ago, the Club had a standing offer to help deter theft of member's collections. Somewhere along the way it was either dropped, forgotten or just faded into obscurity. The Board has voted to reintroduce the reward offer. We would like to thank Jim Reilly for his research and assistance with this project. The terms of the offer are similar to those used by the ANA. Please contact any member of the BOD for further information.

The Club offers a reward for information leading to the arrest and conviction of any person or persons charged with the theft of any part of a club member's collection.

The Club will pay a reward as follows:

If the retail value of the stolen property is less than \$5,000, the reward is \$250

If \$5000 to \$20,000, the reward is \$500

If greater than \$20,000, the reward is \$1000.

The purpose of this reward offer is to increase the likelihood of apprehending and convicting those who steal from club members, as well as to increase the likelihood of recovering the stolen property. The reward offer, however, is not intended to reimburse any club member's loss. It is each member's responsibility to maintain insurance against losses of this kind.



# The Casino Chip and Gaming Token Collectors Club, Inc.

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## Reference Center

Welcome to the CC&GTCC Reference Center! Here you will find useful information on the hobby of casino chip and gaming token collecting.

### [Casino Chip & Token News](#) - A publication of the Casino Chip & Gaming Token Collectors Club

This official club quarterly is a must-read for every casino collectible enthusiast.

#### For The Beginner

- [CCGTCC Mentoring Program](#) - Help others or find help for yourself!
- [2005 Buyer's Guide to Casino Collectibles](#) - Be an informed collector!
- **Ask The Expert!** - a list of CC&GTCC members who have volunteered to answer your questions.
- [Chip Conditions](#) - an official list of CC&GTCC sanctioned terminology used to describe chip condition.
- [Glossary](#) - an extensive list of the terminology used in our hobby - a "Chiptionary", if you will.
- [Chip FAQ](#) - a huge list of Frequently Asked Questions regarding our hobby.
- [Chipology 101](#) - a great intro-to-chipping seminar presented at the national convention.
- [Cleaning Chips](#) - a good primer on cleaning casino chips.
- [Mold Designs](#) - Robert Eisenstadt's mold design project.

#### Detailed Reference

- [Fakes/Fantasy/Counterfeits](#) - a large list of fake, fantasy, and counterfeit chips - includes pictures.
- [Brass Core](#) - a thorough presentation of the brass core controversy.
- [Fraternal Order of Eagles](#) - Aeries listed numerically
- [Cancelled Chips](#) - Nevada Casino Chips Known To Exist Cancelled

#### Books, Magazine Articles, etc.

- [Club Library](#) - a list of club reference material that you can check-out and use.
- [Gaming In Atlantic City](#) - by Steve Piccolo
- [Playboy Cheques, Chips & Tokens](#) - by Tom Stroh
- [Knapp on Books](#) - A series of book reviews by Michael Knapp
- [The Flamingo Capri Revisited](#) - by Mike Quinlivan
- [Casino Chip and Token News](#) - Back issues

The Education section of the CC&GTCC web site offers valuable information on chip collecting, whether you're new to the hobby or have been collecting for years.

In this section you will find reference material about fakes and counterfeits, cancelled chips, brass core chips and much more. *Ask The Expert* gives you access to over 50 collectors who can answer any question about collecting. Each collector is an expert in a particular field. Whether it's casino chips, tokens, silver strikes, ashtrays, dice or collecting by state, country or casino, you can find help here.

Check out the club library for books or search for articles on the *Casino Chip and Token News* web site. Other publications and articles are also free to download.

<http://www.ccggtcc.com>





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North Dakota  
South Dakota  
Iowa  
Illinois  
Michigan  
Indiana**

**Missouri  
Dead Wood, S.D.  
Nevada -  
over 8,000 chips  
New Mexico  
Arizona  
Kansas  
California**

**Arkansas  
Louisiana  
Montana  
Caribbean  
Canada  
Cruise Ships  
Many Misc.**

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**My website is: [www.rollyschips.com](http://www.rollyschips.com)**

**Note: Not everything on yet, will take some time to get everything on.  
Please keep checking back. I'm entering things as fast as I can.**

*Thank You, Gary*



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