



# HOW TO BECOME A BLACKJACK STAR

By Murphy James

You've read every blackjack book ever written. You are a graduate of four blackjack schools. You play flawlessly on every computer system. You've had private tutoring lessons from the best.

Your "out of town" tryout was a smash. You killed them in Jackpot, Eiko, Winnemucca and down at the Marina. You are ready to take on Las Vegas Boulevard, Fremont Street, Virginia Street, and the Boardwalk.

But like the kid with the guitar on his back eyeing Nashville's 16th Avenue, you don't want to be just another number—you want to be a star! You want to be on "60 Minutes." You want groupies trailing after you from table to table, casino to casino, hotel room to hotel room. You want comps, limousines . . . a movie of your life!

It's yours if you will follow these 15 simple rules. It's worked for others. It'll work for you. Here's how to do it:

1. Use a pseudonym. Let's say your name is Fergie Petersen and you are from Philadelphia. "Philly Fergie" is a possibility but it sounds too much like a poker player, or a handicapper.

Where did you go to school? OK, let's try Pennsylvania State Dude. No, too long. How about a simple one, just two one syllable words: John Black?

2. Develop a counting system. This is easier than it may seem at first glance. One way is simply to rediscover an existing one, say Dubner's High-Low Counting System. Just use it, and call it "Black's Counting System."

Another way is to decimalize the numbers, perhaps into quarters, i.e. .25. So, instead of counting by ones, count by quarters and multiply by four. In fact, recommend that the counter add a "smidgen" for fives played from the deck. With the complicated "Black Quarters Counting System" and a side count of

"smidgens," you will be lauded for developing a superior system.

3. Sell the "Black Quarters Counting System". You have developed an asset and are on your way to big money. Type your system onto no more than four pages, photocopy the text and tables and sell for \$200.

4. Nitpick the math of other writers. See if you can't find several where the computation is off, maybe, one ten-thousandths of a percentage point.

Write letters to the editors of all the gambling magazines and newsletters decrying sloppy work. Question the academic degrees of others and their motivation for being involved in blackjack.

5. Sue, or threaten to sue. Your letters to the editors will bring recriminations from those you've attacked. This is a strong sign of acceptance by your peers. Several will sue, or threaten to sue. If they don't sue or threaten to, sue them.

6. Now you need a technique with your name attached to it; something to be called "Black-ing it." Perhaps you know a little about hypnotism. With certain key plays, a certain look at a dealer may result in them creasing the cards sharply down the middle. This information, combined with the "Black Quarters Counting System" gives you an advantage over the house, you say, of 18 percent.

7. Open the John Black School of Blackjack. Advertise that the casinos will soon become your personal, private bank. Promise advantages over the house of five to 20 percent of the action. Have a beginner's course and an advanced course. Tutor others in "Black-ing it." Wear a mask as you promote your school on television and in newspapers.

8. Write a book. Expand your four page counting system into 64 pages.

Offer the self-published book for sale, first, for \$200. As sales dry up, sell the book for \$50.

9. Start a newsletter. Offer it first to those who bought your book. Review your own books here. Ask readers what they think of your books in comparison to other books in the field.

Once you've built up circulation with a general blackjack newsletter, announce a five for one special. Call your five newsletters: "Atlantic City," "The Strip," "Downtown," "Reno-Tahoe," and "Everything Else."

10. Develop a computer program. Be sure the software you develop is not compatible with any other software program offered by others.

Sell your "Black Quarters Counting System" as a software package. Find a way for fifteen players to play a thirty deck game. Write and publish a favorable review in your newsletter.

11. Speak at the Conference on Gambling and Risk Taking. Ham it up. Talk about blackjack as a religion; players as parishoners. Make a list of the Ten Commandments of Blackjack. Offer to sell the Ten Commandments through your newsletter.

12. Build a team of players. Practice the "Black Quarters Counting System" in your hotel room before playing. Have the players do the counting and then signal in you, "the Big Bettor." Call the Big Bettor "the Elephant."

13. Get barred. This is an absolute must for your credibility.

Sit down at a table and ask the dealer, "What's the count?" When the count gets to 1.25 or more (plus a smidgen for a couple of fives played), loudly announce: "The count is now 1 1/4 and a smidgen." Increase your bet from \$1 to \$1,000 as you say this.

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