

ANTIQUE COLLECTIBLES

Liquor Advertising Chips are Treasures

by Dale Seymour and Ken Craig

Old poker chips advertising various brands of liquor are popular with antique chip collectors. Most of these early 20th century creations were made of clay or cardboard. They were most likely given to special dealers or customers. We have no evidence that they were made for sale to the general public. The 36 known liquor advertising chips (pre-1950) are shown on the two following pages. In some cases, the reverse sides are different. Most of these chips are fairly rare. If you have liquor advertising chips that are not shown here, we would like to know about them.

Since the last article we wrote for this journal, collectors have come up with 25 new ivory chip finds and two clay chip finds. These chips and their new codes are shown following the liquor advertising chips. The monogram "G" ivory chips belonged to St. Louis inventor, Heinrich Gerhardt. Best known of Gerhardt's inventions is the hydraulic pump. These chips were found in his estate in St. Louis.

Another variation of the commemorative chips made in the 1920's is the Texas Star chip. The ivory "25"

chip, coded IP-NF, measures a whopping 44 mm. Extra large ivory numeral chips bring premium prices among ivory chip collectors.

The clay chips shown with the horsehead and Indian head may have been made for a private party, as few of either have been found. Rich Hanover, whose specialty is Crest and Seal chips, owns the "BH" (Beverly Hills) and Tango ship chips with the customized reverses. Our thanks to Bruce Bouwkamp (KS), Michael Knapp (OH), Rich Hanover (NJ), and Ralph Strandwold (CA) for these recent finds.

Do you have some special old inlaid or catalin chips that are marred by cigarette burns, fading, oxidation, yellowing, scratches or dirt? A recently retired jeweler has discovered that he can clean chips using his years of jewelry expertise. Clayton Robey has had so much success with restoring the original beauty of damaged inlaid chips that he is considering doing this as a business. A new chip collector, Robey says he may clean in trade for chips. If interested, contact: Clayton Robey, 310 W. Ash St., Zionsville, IN 46077.



Antique chip collectors with new finds send photocopies to: Dale Seymour, 11170 Mora Dr., Los Altos, CA 94024 (seymourdg@sbcglobal.net) or Ken Craig, 3927-H Waring Rd., Oceanside, CA 92056 (drkenny@cox.net).

Liquor Advertising Chips (1890 - 1950)



PY-BH Beam's Choice
Embossed-Stamped



PY-DK Cummins
Embossed Paste-On



PY-DP Cunningham
Embossed



PY-DU Dubonnet
Embossed



PY-EA Eagle Brewing
Engraved



PY-EN Fortuna Home
Engraved



PY-EO Gilbey's Dry Gin
Stamped Wood



PY-EP Gilbey's Port
Stamped Wood



PY-ER Gilbey's Rum
Stamped Wood



PY-EQ Gilbey's Spey Royal
Stamped Wood



PY-FL G & W Special
Embossed



PY-HN Jung Beer
Stamped Paper



PY-JK J. Klein
Embossed



PY-LI Lithia Beer
Stamped Paper



PY-MN Minn. Brewing
Embossed



PY-OS Oshkosh
Stamped Paper



PY-PA Pabst
Printed Paper



PY-PW Piper Heidsieck
Engraved

Liquor Advertising Chips (1890 - 1950)



PY-RH Rhineland
Stamped Paper



PY-RO Rose Valley
Engraved



PY-RY Royal Pepsin
Engraved



PY-SC Schneider
Engraved Paper



PY-SE Seagram's
Embossed-Printed



PY-SI Silver Age
Engraved



PY-SL Silver Age
Printed Paper



PY-TA Taylor Red Brn
Printed Paper



PY-TD Taylor White Brn
Printed Paper



PY-TH Taylor Wine
Engraved Paper



PY-WA Walker's Am. B.
Embossed



PY-WE Walker's Am R.
Embossed



PY-WK Walker's C. C.
Embossed



PY-WN Walker's Father T
Embossed



PY-WP Walker's I. W.
Embossed



PY-WR Walker's Mt. R.
Embossed



PY-XJ Johnnie Walker
Engraved Celluloid



PY-XR Warrens
Engraved



ID-PJ
Star / v:p



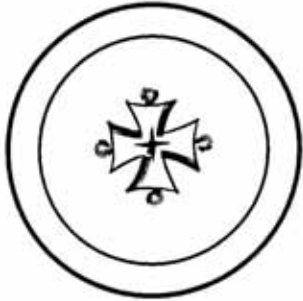
ID-PJa
Star / v:p



ID-PK
Star / v:p



ID-PKa
Star / v:p



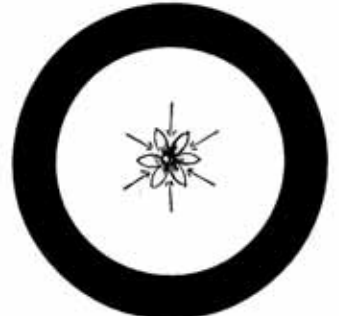
ID-SG
Cross / v:m



ID-SH
Cross / v:m



IE-KV
Three Leaves / v:l



IE-SG
Six Petals / v:k



IM-EM
G / v:m



IM-EMa
G / v:m



IM-EMb
G / v:m



IM-HT
D. McT. / v:m



IM-IF
P / v:m



IM-IF
reverse



IO-ME
v:m



IO-SD
3/F/2 / v:m



IP-AH
3/2/2/2 / v:m



IP-DS
3/F/3/2 / v:m



IP-DYa
3/F/3/3 / v:m



IP-NF
v:o



IP-NZ
v:n



IR-FS
Texas Star / v:s



IR-FS
reverse



IX-LQ
2B 2W (30/27) / v:i

New Clay Poker Chip Finds



IX-TK
3B 3W (30/27) / v:i



PA-KU Horsehead
Stamped / v:g



PE-JM Indian Head
Stamped / v:f

Examples of custom-made Crest & Seal chips



Beverly Hills



Beverly Hills (reverse)



S.S. Tango



S.S. Tango (reverse)