

Distributor Samples, Casino Samples & Game Advertisements

Gaming Checks for Gaming Suppliers.

by Howard W. Herz



Several specific types of gaming checks developed as a result of the business relationships that existed within the early gaming industry in the United States. Over the past century several hundred businesses supplied equipment to professional gamblers and to a lesser extent to private individuals.



Despite the representations of many of these suppliers, only a very few were the actual manufacturers of the products they sold. Frequently gaming or "club equipment" companies offered products under their label but not of their manufacture. During most of the 20th century the number of actual manufacturers of gaming checks was very small.

Between 1900 and 1945 most of the custom gaming checks were produced by the United States Playing Card Co. Following the purchase of the U.S.P.C. production facilities by the Burt Co. of Portland, Maine around the mid-1940's the vast majority of the gaming checks in the

United States were produced in Burt's facility

18 RYAN'S QUALITY CLUB EQUIPMENT

RYAN'S SPEED CHECKS

THE FASTEST DEALING CRAP CHECK MADE

25% Added Weight

Ryan's Speed Checks are so designed that they require no breaking in. Speed Checks deal faster and never slick up. The added weight makes them stay where they are put and also prevents spills which slow the action. Complete protection from ringers is assured through our patented design and registration of Monograms.

SUPPLIED IN TEN STANDARD COLORS AS SHOWN

Special colors furnished on large orders without additional charge—no charge for special monogram on orders for more than 1,000. Speed Checks, per hundred (any three initials or money value) \$7.00. Speed Checks, per 1,000, \$65.00.

Genuine Speed Checks Can Be Obtained Only From

RYAN & CO.

RED	YELLOW
WHITE	LIGHT BLUE
DARK BLUE	LAVENDER
PINK	CHOCOLATE
GREEN	BLACK

The Burt company made gaming checks for most of the distributors and offered them the exclusive use of molds that they could claim to be their own "registered" and "patented" design.



Manufacturer's Samples

As a result of this arrangement, each distributor usually had advertising samples produced that allowed them to show customers their exclu-

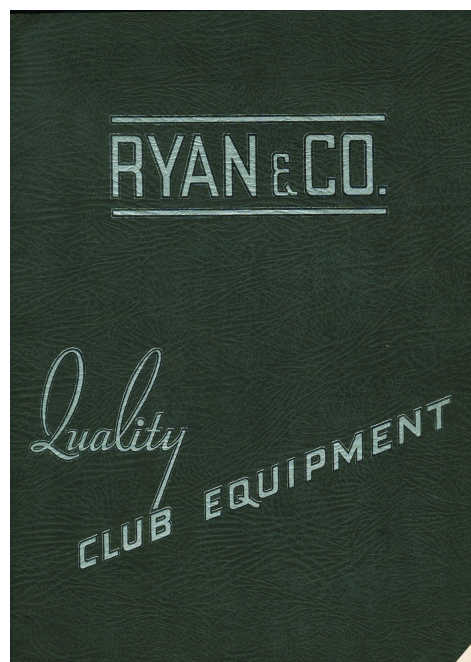
sive mold design along with the range of colors that they could offer.

These samples were primarily produced for internal use in the gaming industry and were rarely seen by the public. Today these samples represent a distinctly separate and highly collectible group of gaming checks and chips.



Distributors would offer their "exclusive" mold along with a stated number of colors that in reality reflected the colors available from a single manufacturer.

This system provided for both uniformity and security in the industry.





Distributors, including those that manufactured, produced samples of their checks for customers and advertising purposes. These highly collectible chips would feature at least the companies's initials, but most likely their full name, address and logo.



By offering the distributors customized advertising pieces, the manufacturers were able to structure a system that put them one step removed from the ultimate customer and gave the distributors greater independence for competition.

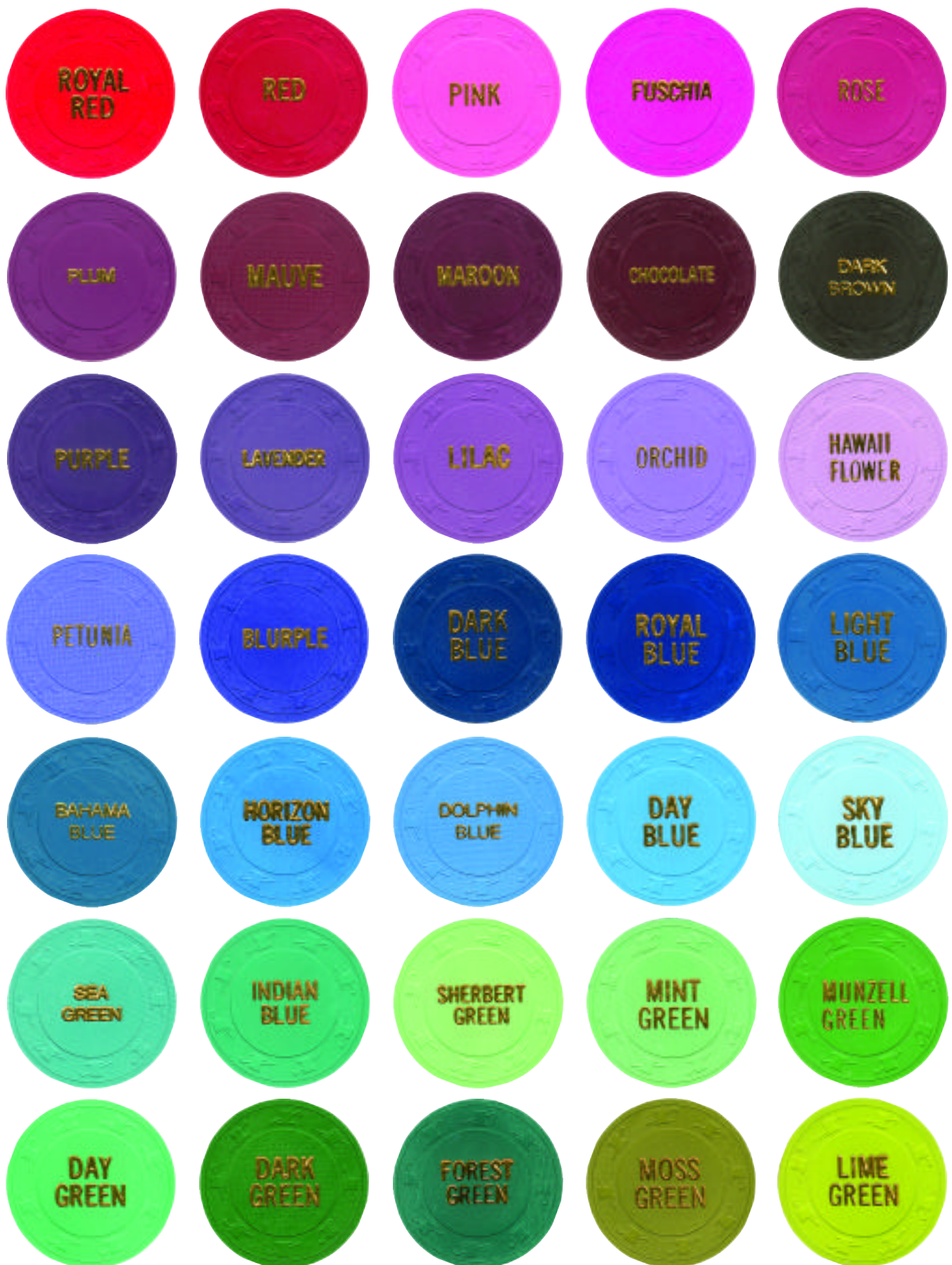




Color Samples

Most distributors had samples of their mold designs produced in the range of colors that they offered for sale. In the early 1930's ten to twelve colors were common. By the 1980's advances in technology had produced an almost unlimited range of colors. Despite manufacturers best efforts, however, batch coloration can vary slightly due to different material suppliers or slight variances in the mixing procedure. This sample set of the Paul-son company features 65 different colors.





Casino Order Samples

A second type of gaming check sample was developed for the internal record keeping of the industry.



Inlaid checks had to be produced by the manufacturer, but color chip blanks were made available to the distributors who would create their own hot stamped checks to meet customer orders. Thus, the records of production of hot stamped checks were kept by each individual distributor while the manufacturer kept records of the inlaid checks from a number of distributors.

Throughout the industry, distributors tended to keep their records of hot stamped checks in a somewhat similar fashion. In most instances they would create a file card bearing the customer's name and address and order along with a sample of the hot stamp they had used. This system provided the distributor with a fairly fool-proof method of avoiding duplication of hot stamps and initial combinations over the years.

Chas. A. Meraux, Arabi, La.		RIVERVIEW CLUB		RIVERVIEW CLUB	
Jan. 25, 1955.		Apr. 10, 1955			
Red 200		20 Each - Red			
Lav. 200		Lavender			
pink 200		Pink			
Green 200		Green			
Blue 200	" RIVERVIEW CLUB"	Blue			
yellow 200	Special Die	Yellow			
white 200		White			
Replacement for N. O. 1967					
NO					

H.C. Mason & Co. customer card

Most of the distributors kept record cards in place of actual samples of the chips to reduce the bulk of their filing. In a few instances where the distributor was also the manufacturer, they would keep a sample of the chips to insure that re-orders were accurately filled.



Hunt & Co. record envelope & example.

Because the manufacturer's were the only ones who could make inlaid checks, they had to supply their distributors with some type of record of their inlaid check orders. To satisfy this need, the manufacturers would send out a small number of notched

checks along with the order information. These notched casino samples constitute a special type of gaming check. They are original sample checks in the actual color manufactured for the customer.





Sample of a manufacturer's card with order information and notched samples

The Burt Co. would often send out notched checks taped to an order card providing the distributor with all of the information that he needed for a reorder. A similar card was kept on file at the Burt Co. to guarantee uniformity.



Patterns

In a number of special instances manufacturers have made color combinations for a specific casino. These “patterns” constitute a special type of sample in that they are specific, rather than generic but they are not an example of the final order.



Harvey's Bicentennial Trial

Frequently patterns may have an unfinished edge or other irregularity not found on a standard issue. These samples are used for tests of surveillance equipment and as proposed colors and insert / inlay combinations for casino management approval. Patterns have become more common as state regulators have required more rigorous approval procedures.

Game Advertisements

With the rapid expansion of gaming around the world, the number of gaming industry expositions have grown. One of the results of these expositions has been the production of gaming checks for specific games that are being introduced to the industry. These advertising gaming checks feature the specific game logo and contact information and are used in the demonstration of the game.

