

For example: If a stock selling at a current price of \$33 per share splits 3 for 1, the number of shares available increases 3 times. The price per share is divided by three. The new "Price Now" will be \$11 per share and each player who owns the affected stock will have 3 times the number of shares and 3 times the amount of dividends. The new "Price Now" is always evened-off to the next whole number.

NEWS

When the token lands on one of the three "TICKER TAPE NEWS" spaces along the track, the directions on the top card of the news pile apply to the stock named on the top card of the "Splits" pile provided that stock has been purchased previously in the game. In the event the named stock has not been purchased during the game, the news does not apply. As will be seen in the play, the news may be either good or bad.

NEW RUMORS

Whenever either a "Split" or "News" space is hit by the token, the rules listed above apply. Then the cards on top of both piles are placed at the bottom of the piles and the next cards give the new rumors.

PAYING FOR STOCK

After taking all of the above factors into account, a player decides on a stock to buy. He then pays the "Broker" for the stock according to the current price per share. This is found on the stock concerned under the heading "Start Price" if the stock is being purchased for the first time. Otherwise, the price per share will be the amount shown under the heading "Price Now".

STOCK CERTIFICATES

To save time, each player marks the name of the company whose stock he has purchased, the price per share, the number of the shares, and the total dividends on his own stock certificate sheet when he buys the stock. The "Recorder" makes a small mark at the top of each stock as shares are purchased for the first time. This makes it easy to tell which stocks are in play in each industry group.

NOW STOCK PRICES RISE AND FALL

After the player has purchased stock, the second player rolls the dice. Before the token is moved, the prices of stock in play in the industry groups affected by the first track space must be moved up or down. This applies only to stocks which have just been purchased or were previously owned.

Refer the number shown on the dice to the table on each affected stock. This table relates the number thrown on the dice to a specific point (dollar) change in the price of the stock, either up or down. Remember, stocks in industry groups whose symbol is in a green square will rise in value, and those stocks in industry groups whose symbol is in a red square will fall. The new price is marked by the recorder in the space provided at the bottom of the stock under "Price Now".

AN EXAMPLE

The space the first player lands on might show (symbolically) that metals will rise on the following player's roll of the dice.

Using this information, the first player buys 100 shares of Jones & Laughlin Steel. He pays 55 dollars per share or a total of \$5,500.

The second player rolls an eight on the dice. Before the token is moved the players look at Jones & Laughlin on the board, and, checking the table, see that the price

goes up 2 points. The "Recorder" writes the new price of 57 under "Price Now" and then moves the token 8 spaces along the track.

THE SECOND PLAYER MOVES

After the prices of the affected stocks are changed, the token is advanced along the track the number of spaces indicated by the amount on the dice. The second player may then buy and/or sell stock on the basis of the new information space on which the token has just landed.

CONTINUING PLAY

Each succeeding player then follows the exact procedure outlined above for the second player. First rolling the dice to make the preceding player's turn effective, and then moving the token to a new track space and buying and/or selling stocks on the basis of the new information.

If, during play, a stock falls in value to 0, it is out of play for the rest of the game. The shares of that stock become worthless.

HOW TO THINK AHEAD

A player may wish to "guess ahead" or "dead reckon" the probable position of the playing token one or more moves after his own turn. This is especially important when the token is on a space which causes no movement up or down. These are the "News", "Splits", and "Tax" spaces.

To guess ahead, remember that the most likely numbers to be rolled on a pair of dice are 6, 7, and 8. Hence it is probable that the playing token will move ahead by one of these amounts on the next and succeeding turns. The player may use this probability and buy a stock in an industry group he thinks will be affected after the following player's turn.

CAPITAL GAINS TAX

When the playing token lands on the space headlined "Capital Gains Tax", every player is assessed 100 times the amount shown on the dice. Players must pay this amount to the "Broker" immediately. In the event that some player has too little cash on hand to pay this tax, he must auction some of his stock to the highest bidder. Bidding starts at one-half the "Price Now" of the stock offered for sale. In the event no one bids for the stock, the broker will buy it at 1/2 the "Price Now" shown on the board. The player then pays his tax. After taxes are paid, the player who has the turn may buy or sell stock and normal play resumes.

ENDING THE GAME

The game ends when all players have had even turns as near as possible to the time limit established before the game began. To make the last player's turn effective, the dice must be rolled one more time. This final dice roll is the last move in the game.

WINNING

At the end of the game, players add up their total assets both in cash and stocks and the player with the greatest total is the winner. The value of a player's stock is figured at the "Price Now" per share at the end of the game multiplied by the number of shares he owns.

In the event that questions remain concerning this game we will be delighted to answer them if you will write to us enclosing a self-addressed stamped envelope.

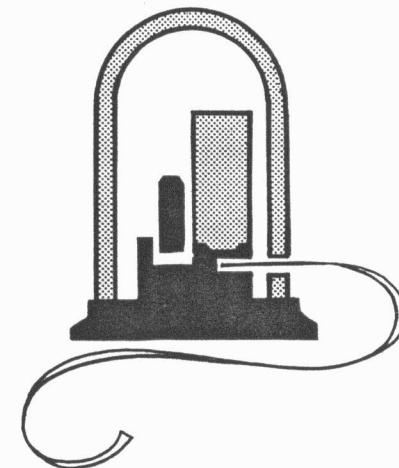
Note: All of the stocks listed on the game board bear the names of real securities listed on the New York Stock Exchange. It is important to note that this game does not constitute an advertisement to buy or sell these securities, nor do the prices, movements, splits, dividends, or classes in any way reflect the true nature of the stocks listed.

INSTRUCTIONS FOR PLAYING

TICKER TAPE T.M.

A NEW STOCK MARKET GAME

for Adults and Advanced Young People



AGCA
ARCHIVES

CADACO-ELLIS, INC.

Merchandise Mart

Chicago 54, Illinois

Patent Pending

Copyright 1963 by Cadaco-Ellis, Inc.

1897
7188

TICKER TAPE

Number of Players: 2 to 8

Time to Learn: Maximum of 30 minutes

Length of Play: Determined in advance by the players—usually about 1 hour

IDEA OF THE GAME

TICKER TAPE is a new kind of investment game. It is designed for people who like challenge, and is meant to be stimulating, instructive, and entertaining. Two or more players participate in the play which includes the same kind of gain and risk situations which must be considered when investing in the real stock market. Shrewd judgment in analyzing the changing course of play takes the place of luck. Each player aims to gain the greatest total wealth within a time limit by taking advantage of investment opportunities and avoiding pitfalls which develop in the course of play. The player retains complete freedom of choice at all times.

A FEW IMPORTANT THINGS TO KNOW

THE PLAYING BOARD

The playing board has four sides which correspond to the four seasons. The part around the edge of the board is the playing track.

THE PLAYING TOKEN

Unlike most games, all players in TICKER TAPE use the same playing token. It is always moved clockwise along the playing track. One complete trip around the playing track is considered one "year" of play.

STOCKS AND INDUSTRY GROUPS

The stocks shown in the center of the playing board have been placed in one or more of 19 industry groups indicated by the pictorial symbols at the top of each stock. These symbols show players which stocks will be affected by the symbols in the spaces along the playing track. The symbols are shown in Figure #1.

STOCK CLASSES

Stocks are also classed according to type of risk. The conservative "investment" grade stocks have values that change slowly. They are safest and are colored blue. The less conservative "growth" stocks are colored chartreuse. They have a wider price movement with slightly more risk. The "speculative" stocks with chances of big gains or losses are colored orange.

Thus, within most industry groups, a player may choose a stock on the basis of the risk he wants to take and the amount of dividends he wishes to receive at the end of each year.

DIVIDENDS

Dividends are paid to all players on the stocks they own at the end of each "year" when the token advances to or past the space called "Market Opens". The dividend per share of stock is listed boldly on each stock on the center section of the playing board.

HOW MANY SHARES OF STOCK ARE AVAILABLE?

Stocks may be purchased from the "broker" in multiples of 10 shares only to make figuring the price and total dividends as simple as possible. The total amount of each stock available for play is 500 shares. This number increases when, on occasion, a stock splits. More than one player may own shares of any stock listed on the playing board.

WILL STOCK PRICES RISE?

The odds are in favor of a rise in value for all stocks on the board.

FIGURE # 1

INDUSTRY GROUP SYMBOLS



A WORD OF ADVICE

The rules for this game are written so that you may begin play immediately. Follow the information they give "step-by-step" as you play.

When first learning the game do not spend too much time trying to decide which stock to purchase. The best guide in this regard is experience, and slowing up the play at first serves no useful purpose.

NOW YOU ARE READY TO PLAY

SETTING UP

Unfold the game board and place it on a card table or similar surface. Place the TICKER TAPE playing token on the space marked "Market Opens". Give each player three \$5,000 bills (\$15,000) and a sheet of blank stock certificates.

Shuffle the TICKER TAPE SPLIT cards and the TICKER TAPE NEWS cards and place them face up on the two spaces marked for them in the center of the board.

THE BROKER

Select one player as "Broker". He keeps the bank and collects or pays out money as stocks are bought and sold. He makes change and pays dividends from the bank. All amounts are evened off to the nearest \$5.00 for ease of play. The "Broker's" job does not restrict him from playing.

THE RECORDER

Select a player as "Recorder". He is seated so that he views all the stocks right-side-up. He must use the special grease-pencil provided to write the changing prices of the stocks in play on the unique "mark-on" game board. These changing prices are written in the space called "Price Now" provided on each stock. The "Recorder" also plays for himself.

START PLAY— FOLLOW RULES STEP-BY-STEP

Players roll for high dice to determine who has the first turn. The player who wins the turn rolls again and moves the playing token along the track the number of spaces indicated on the dice.

TRACK SPACES

The token will land on one of the track spaces. Each track space has a headline at the top which indicates a reason for the future price changes in the industry groups shown symbolically below it.

Below the headline are either one or two rows of colored squares. In these squares are symbols which represent one or more of the industry groups whose stocks are listed in the center section of the playing board.

WHAT SYMBOLS MEAN

If a symbol is in a green square, it means that stocks in that industry group which are owned, or have been owned, will rise in price on the following player's roll of the dice. If the symbol is in a red square, stocks in that industry group which are owned, or have been owned, will fall in price on the following player's roll of the dice.

BUYING AND SELLING STOCK

On the basis of this definite information the player who has the turn may elect to buy and/or sell one of the stocks listed in the center section of the game board. At no time may a player buy more than one stock and sell more than one stock on each turn. But he may elect to pass his turn and neither buy nor sell.

A player always retains complete freedom of choice to buy or sell any stock in any industry group; but he may not sell a stock he does not own. This means that a player is not obliged to invest in the industry groups shown on the track space on which the token has landed on his turn.

DECIDING WHAT STOCK TO BUY

RUMORS

Before buying a stock, a player may also wish to consider the two piles of cards in the center of the board. These cards, called TICKER TAPE SPLITS and TICKER TAPE NEWS, inject rumors into the game about dramatic possibilities for a single stock which will occur only if the token lands on a space along the playing track headlined either "News" or "Splits".

SPLITS

When the token lands on one of the three spaces headlined "TICKER TAPE SPLITS", the stock named on the top card of the "Splits" pile is affected. But it is affected only if it is owned or has been owned. If the stock named has not been purchased at any time during the game, the split does not occur.

When a stock splits, the number of shares of that stock increases, and the price per share decreases. Stock splits are extremely favorable in this game because the original dividend per share of stock remains constant even after the split.

18914