

Gavitt's Stock Exchange card game

Game of Gavitt's Stock Exchange with box, instructions, and two promotional leaflets. The deck of 33 cards includes four sets of railroad stocks, each consisting of eight identical cards, plus one Fatal Telegram card. Published by the Gavitt Printing and Publishing Company of Topeka in 1904. Harry Gavitt first developed the Gavitt's Stock Exchange game as a free promotional item to help advertise his family's patent medicine company. The game quickly gained popularity, however, and Gavitt soon began marketing the game as its own product. The game was first published by the Gavitt Printing and Publishing Company in 1903. By 1904, Gavitt had sold a partial interest in his game to Parker Brothers, allowing them to refine and publish the game of Pit while he retained the rights to Gavitt Stock Exchange.

Creator: W.W. Gavitt Printing and Publishing Co.

Date: 1904

Callnumber: 1967.10.4

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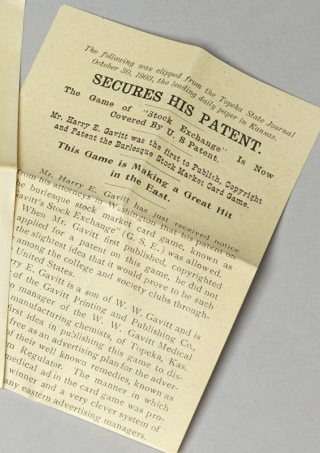
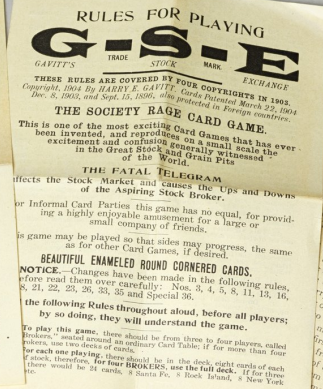
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Gavitt's Stock Exchange card game



Kansas Memory

Gavitt's Stock Exchange card game



RULES FOR PLAYING

G - S - E

GAVITT'S TRADE STOCK MARK EXCHANGE

THESE RULES ARE COVERED BY FOUR COPYRIGHTS IN 1903.
*Copyright, 1904 By HARRY E. GAVITT. Cards Patented March 22, 1904
Dec. 8, 1903, and Sept. 15, 1896, also protected in Foreign countries.*

THE SOCIETY RAGE CARD GAME.

This is one of the most exciting Card Games that has ever been invented, and reproduces on a small scale the excitement and confusion generally witnessed in the Great Stock and Grain Pits of the World.

THE FATAL TELEGRAM

affects the Stock Market and causes the Ups and Downs of the Aspiring Stock Broker.

- For Informal Card Parties this game has no equal, for providing a highly enjoyable amusement for a large or small company of friends.

This game may be played so that sides may progress, the same as for other Card Games, if desired.

BEAUTIFUL ENAMELED ROUND CORNERED CARDS.

NOTICE.—Changes have been made in the following rules, therefore read them over carefully: Nos. 3, 4, 5, 8, 11, 13, 16, 17, 18, 21, 22, 23, 26, 33, 35 and Special 36.

Read the following Rules throughout aloud, before all players; by so doing, they will understand the game.

1. To play this game, there should be from three to four players, called "Stock Brokers," seated around an ordinary Card Table; if for more than four Stock Brokers, use two decks of cards.

2. For each one playing, there should be in the deck, eight cards of each variety of stock, therefore, **for four BROKERS, use the full deck.** If for three Brokers, there would be 24 cards, 8 Santa Fe, 8 Rock Island, 8 New York Central, etc.

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3. **NOTICE.**—More Fun and Excitement is caused by not shuffling the cards at any time, therefore deal without shuffling or cutting.

4. **The dealer should deal only one card** at a time around the table until each Broker has eight cards.

5. **No one should pick up** or look at their cards until the dealer has finished dealing all cards, and he calls out the word "CORNER."

6. **The BROKERS should then assort their cards**, and the variety of stock of which they have the largest number in their hands, they should proceed to get the balance of the 8 cards of this class of stock as soon as possible from the other Brokers who are playing, by trading the cards they do not need. Should you have an equal number of several classes of stock in your hand, select the one you think you can corner best.

7. **A BROKER may trade cards with anyone** sitting at the table as quickly and as often as he pleases, but he must not say what class of cards he desires; he must take his chances on securing the class of cards wished for, from the many quick trades that he will make.

8. **He may trade 1 or 2 cards** of the same kind of stock at a time, but not more than two cards.

9. **When one BROKER trades 2 cards** of like kind, he must get in return 2 cards from another Broker sitting at the table.

10. **He does not know what card** he is getting, neither does the party know what card he is receiving, as they are turned face down on the table when traded.

What You Must Say.

11. **The First BROKER who gets a full set** of eight of any one class of stock wins the set, and as quickly as the full set in his hand is completed, he must call out the words "Unecum-igotum." If the winner cannot recollect these words the other Brokers may continue to play until they secure a full set and call out the words plainly in full.

12. **This signifies that the BROKER** has the required cards to complete one set of stock or a corner on the Stock Market.

13. **All parties playing should call out loudly and rapidly** many times in succession the following: "Two to trade, two, two, two, two, two." "One to trade, one, one, one, one, one." "Who has one to trade?" "Who has two to trade?" and as many other similar calls as possible.

14. **Remember it is not necessary to play in your turn to trade**, but trade whenever anyone wants to trade. The oftener you trade, the quicker you are liable to get your full set of stock completed.

15. **Do not delay in starting to trade** after the cards have been picked up, offer to trade 1 or 2 cards at once, remembering each party who trades must trade cards of like stock, such as 2 Santa Fe, 2 Rock Island, etc.

How to Count.

16. **The BROKER completing the set first**, adds to his score "Double" the amount which one card of his set would call for, and that would be, in case of Santa Fe \$400, doubled \$800; for Rock Island \$300, doubled \$600, etc.

17. **All other BROKERS who secured five other cards** or over, all of the same class of stock, add to their score the amount which one of their cards call for, such as New York Central \$200, Pennsylvania \$100, etc.

YOU MUST CORNER THE STOCK MARKET. FUN AND EXCITEMENT THROUGHOUT THE GAME.

18. **The BROKER or side getting \$4000 dollars** to his or their credit first, wins the game.

19. **When the score is to be doubled**, the amount may be set down twice instead of multiplying by two, if desired.

20. **The winnings of each BROKER** may be set down in column form and added after the first five sets have been played.

HOW THE CAPITAL STOCK COUNTS.

21. **The different amounts of the "Capital Stock"** noted in the center of each card of the different groups or sets may play an important part in the game.

22. **How it counts.** Any player who corners the market on stock of any one group 3 times in succession may add to his score the full amount of the "Capital Stock" of said group and must be declared winner of the entire series of games, irrespective of the winning of all others.

The Fatal Telegram Card.

23. **If you do not care to play with the Telegram Card** you may remove it from the deck.

24. **Should you desire to use it**, follow carefully the following Rules:

Rules for Using the Telegram Card.

25. **Proceed with the game** according to directions as previously described.

26. **After the Cards have been dealt out**, the dealer adds the Fatal Telegram to his hand, which he must send out as soon as possible to another Broker, with the first trade of stock he makes.

27. **It will not be necessary to send or receive the Telegram** in rotation or in any regular order. The principle is to send and receive it as many times as possible throughout the game, taking your chances on whether you hold it or not when the set has been completed.

28. **The Telegram must never be traded or laid on the table alone** but must be traded with one or two stock cards. A Broker violating this may be fined.

29. **The Telegram does not count as a card**, and is always played or given extra, viz., two stock cards and the Telegram, for two stock cards, etc.

30. **The Telegram must be sent out as soon as received** from one Broker to another, with a trade of one or two stock cards, and handled as rapidly as possible, for the Broker who holds it at the end of each set loses.

31. **A BROKER refusing to send out the Telegram**, or refusing to accept it when offered to him in trade before a set is completed, is liable to a heavy fine.

How The Fatal Telegram Counts.

32. **Use the same rules for counting as are previously described**, and subtract from your winnings, the losses caused by the Fatal Telegram, as follows:

33. **A BROKER who completes a corner on the Market first**, with the Fatal Telegram in his possession, loses \$100 dollars from this set which he has just cornered, on account of the Telegraphic message showing a decline in his stocks, etc.

34. **Should A BROKER complete a set first**, with the Fatal Telegram in his possession and does not call out the words "Unecum-igotum" according to the rules of the game, he may be heavily fined.

35. **The BROKER holding the Fatal Telegram** when a full set of stock has been secured by Another Broker loses \$200 dollars from his winnings or must go in the hole for this sum.

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This Game Without Noise.

36. You can play this game without noise if you wish and yet retain all the excitement and fun, by trading your cards as described below.

37. Deal, play and count according to the regular rules given, **with the exception of**, when you trade cards, trade but one card at a time, **without saying a word or making a noise** of any kind in so doing.

38. Do not trade in turn, but trade at any time you find a trader and as often as possible.

39. Any Broker making a noise or saying a word before he has cornered the Stock Market must be fined \$50 dollars from his score or go in the hole for this sum.

NOTICE. THIS GAME MAY BE PLAYED in many different ways, to suit the players. Many other interesting games may be played with this deck. Try it.

THESE CARDS ARE KEPT FOR SALE

in all parts of the world by Book and News Dealers. If you cannot secure them at your place, send direct to us.

Price 35 cents Per Set, Postage Paid.

PUBLISHED ONLY BY

W. W. Gavitt Printing and Publishing Co.

Three Buildings. TOPEKA, KANSAS, U. S. A.

67,10,4,37

Gavitt's Stock Exchange card game

THE GREAT Society Rage and College Card Game

G-S-E

Gavitt's "Stock Exchange."

Registered Trade Marks.

Protected by Five Copyrights. Patented March 22, 1904 and Dec. 8 1903. Also covered in Canada and Great Britain. This is the Great Burlesque Stock Market Card Game and was invented and first published by HARRY E. GAVITT.

The Words "Stock Exchange" and the letters "G-S-E," are each Registered Separately as our Trade Marks.

One of the Most Exciting Games Ever Invented. The Winner Must Corner The Burlesque Stock Market. All The Rage Everywhere.

"THE FATAL TELEGRAM"

Affects the Stock Market, Causes Great Excitement and Fun, Causes the Ups and Downs of the aspiring Stock Brokers, Causes Corners and Panicky Flurries from beginning to end, and Causes the game to have life and excitement.

Gavitt's "Stock Exchange"

when played according to our copyrighted Rules, is capable of furnishing much amusement, pleasure, enjoyment, excitement and merriment for all playing and reproduces on a small scale the excitement and confusion generally witnessed in Wall Street Market or the great Stock and Grain Pits of the World.

This is Not a Gambling Game.

"Stock Exchange" is a Burlesque on the manner in which Stocks and Grain are handled in the great markets, and has the endorsement of Heads of Families, Professors and Society Leaders in all parts of the U.S. Everyone plays it who hears of it.

The Greatest College Game Known.

The Cards For Playing "Stock Exchange" are divided into groups and are entirely different from the regular cards which are generally used in card games. Each group represents different Marketable Stocks, which must be cornered if possible. The novelty with which the cards must be traded in playing makes the game interesting and exciting. "One to trade, one, one" "Two to trade, two, two" etc, and all play at once. You can please your College friends by sending them a set of these cards.

(OVER.)

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Gavitt's Stock Exchange card game

Give a "Stock Exchange" Party.

"Stock Exchange" has no equal as an entertainer for either a large or small company of friends. Players or sides may progress the same as for any other game if desired. Let us help you entertain your friends.

**FUN AND EXCITEMENT THROUGHOUT THE GAME, FOR
THE OLD AS WELL AS FOR THE YOUNG.**

*The longer it is played, the more exciting it becomes.
Everyone plays. Everyone becomes acquainted at once.*



The Great Summer Resort Game.

The great demand for "Stock Exchange" has taxed the Printing Department of the publishers to its fullest capacity. Millions have been sold.

GAVITT'S "STOCK EXCHANGE" possesses every Fun-making point covered by other games, and also other points covered by our copyrighted directions, patents, etc., which others cannot use; such as the Fatal Telegram, Method of all Counting, Fines, etc. to make fun. **Easily Learned** in one minute by anyone.

This Game is Kept For Sale

at the following price by all Book and Stationery dealers, Druggists, etc. Should you not be able to procure it at your place, accept no substitute, but send direct to us.

 **SPECIAL INTRODUCTORY OFFER.** 

Price 35 Cents Per Set.

W. W. Gavitt Printing and Publishing Co.

Three Buildings. TOPEKA, KAN., U. S. A.

SOLD BY

Gavitt's Stock Exchange card game

G. S. E.
GAVITT'S STOCK EXCHANGE.

ENDORSEMENTS

FROM LEADING JOURNALS
of the United States.

The following was copied from
THE PHARMACEUTICAL ERA
*of New York City; the largest Drug Trade
Journal published in the United States.*

G. S. E. the Latest Invention by Harry E. Gavitt.

With this issue of the Era we introduce to our readers another new invention which undoubtedly will interest the majority. This invention takes the form of a society card game and is called Gavitt's Stock Exchange, the inventor being Mr. Harry E. Gavitt, the efficient manager of the W. W. Gavitt Medical Co., manufacturing chemists of Topeka, Kansas. Mr. Gavitt has been the originator of several excellent devices among which was a machine for the automatic feeding and sealing of envelopes at the rate of 15,000 per hour. Gavitt's Stock Exchange is claimed by the inventor to be one of the most exciting card games of the day, reproducing upon a small scale the excitement and confusion generally witnessed in the great stock and grain pits of the world. The cards used for playing this game are entirely different from the regular cards which are generally used in card games, and it is the novelty with which they must be handled in playing that makes the game so interesting and exciting.

—Sept. 3, 1903.

The following was clipped from
THE AMERICAN STATIONER
*of New York City, the largest Book and
Stationery Journal published in the U. S.*

"G. S. E. GAME."

The "G. S. E." or to give it its full title, "Gavitt's Stock Exchange," is a new game that is manufactured by the W. W. Gavitt Printing and Publishing Company, Topeka, Kan. It is of the card order, but the cards are entirely different from those used in the ordinary card games. "G. S. E." is recommended for informal gatherings, college events, and for use at summer resorts, or in fact at any place where genuine amusement and fun are desired.

The game can be played in the ordinary way, or players or sides may progress if it is so wished.—
Aug. 29, 1903.

**What Two Of The Largest Topeka Daily
Papers say of G. S. E. (Gavitt's Stock
Exchange), the New Card Game.**

The new card game known as Gavitt's Stock Exchange is having a great run in Topeka just now. Dealers are unable to supply the large demand.—
State Journal, May 27, 1903.

The Gavitt Printing Company are having a great demand for their Gavitt's Stock Exchange railway playing cards in all parts of the east—
State Journal, July 16, 1903.

THE GREAT SOCIETY game in the East is G. S. E. (Gavitt's Stock Exchange.)—Daily Capital
Aug. 9, 1903.

There was an extra large number of informal (G. S. E.) Gavitt's Stock Exchange parties this week.—State Journal, Aug. 29, 1903.

There has been over 2,000 sets of G. S. E. (Gavitt's Stock Exchange), the new card game, sold in Topeka in the last six months. The book stores claim it is one of the most popular games they have ever handled.—State Journal, Sept. 19, 1903.

OUR SPECIAL INTRODUCTORY OFFER. PRICE 35 CENTS PER SET.

Gavitt's Stock Exchange card game

*The following was clipped from the Topeka State Journal
October 30, 1903, the leading daily paper in Kansas.*

SECURES HIS PATENT.

The Game of "Stock Exchange" Is Now
Covered By U. S Patent.

Mr. Harry E. Gavitt was the first to Publish, Copyright
and Patent the Burlesque Stock Market Card Game.

This Game is Making a Great Hit in the East.

Mr. Harry E. Gavitt has just received notice from his attorneys in Washington that his patent on the burlesque stock market card game, known as "Gavitt's Stock Exchange" (G. S. E.) was allowed.

When Mr. Gavitt first published, copyrighted and applied for a patent on this game, he did not have the slightest idea that it would prove to be such a rage among the college and society clubs throughout the United States.

Harry E. Gavitt is a son of W. W. Gavitt and is manager of the Gavitt Printing and Publishing Co., and is also manager of the W. W. Gavitt Medical Company, manufacturing chemists, of Topeka, Kas. It was his first idea in publishing this game to distribute them free as an advertising plan for the advertising of one of their well known remedies, known as Gavitt's System Regulator. The manner in which he worked the medical ad in the card game was pronounced to be a winner and a very clever system of advertising by many eastern advertising managers.

The first lot of these games he had published to be distributed among their 6,000 medical agents, and notified the agents to give them to their customers free. He also gave a few sets to his friends. After that the demand became so great for free sets he decided to make a small charge for them.

The demand increased all the more. He then decided to remove the medical ad from the cards, increase the price to 35c per set, using better stock and putting them up attractively for the trade. It was not long before the demand from book and stationery dealers from all parts of the United States was greater for the games than their printing plant could turn out. Additional machinery was continually added until they were able to fill all orders promptly.

The game spread so rapidly in eight months that it surprised Mr. Gavitt, but he evidently thought it a winner, for he began protecting his rights from the very first and now he has this game protected by copyrights, trade marks and U. S. patents.

Mr. Gavitt is a developer of ideas and owns several valuable patents along other lines, gotten up originally for his own use; they proved so successful, he had them patented. The most complicated of his inventions is his automatic office envelope feeding and sealing machine. This machine will seal 15,000 office envelopes per hour.

His patent artificial horse tail dock holder, for doing horses' tails up in a stylish manner and giving them the appearance of being docked is a great success, and is used by many of the prominent horse owners in all eastern cities. He has other patents pending.—*Topeka State Journal, October 30, 1903.*

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