



MONOPOLY[®]

BRAND

Memories



The Early Years

Rules of Play



1935

A year in the midst of the Great Depression.

Franklin D. Roosevelt was president of the United States, three years into his effort to provide jobs, hope and security to the 20% of Americans who were unemployed. Programs like the Works Progress Administration put many back to work.



To help take their minds off of the tough times, people listened to the radio. Programs like the comedy "Fibber McGee and Molly," adventures like "The Lone Ranger," and the never-ending drama "One Man's Family" entertained millions.

There were sports on the radio, as well. The Detroit Tigers won the 1935 World Series, while the Detroit Lions became champs in the young National Football League.

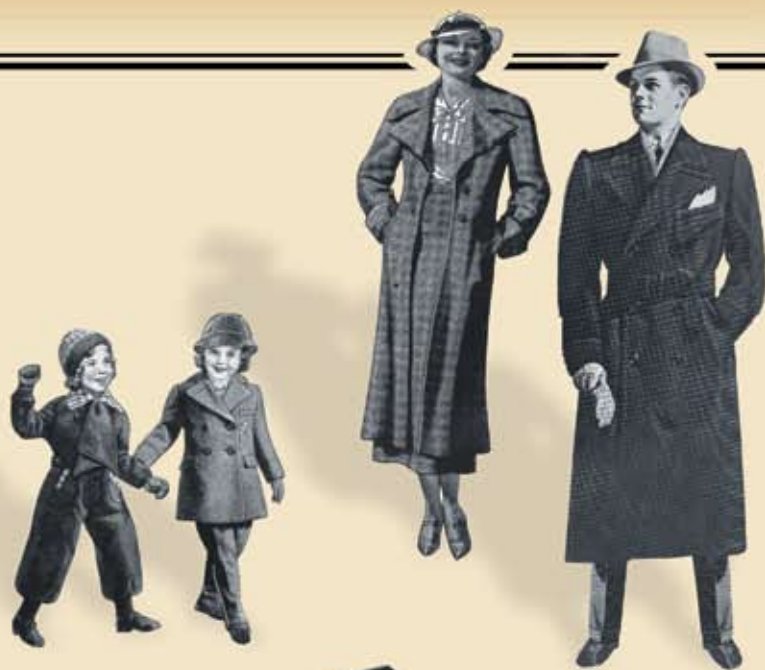
People went to the movies in droves, in these days before television. For a dime or two they could see Clark Gable in "Mutiny on the Bounty", or Shirley Temple, the child star everyone loved, in movies like "The Littlest Rebel".



When people went out, they dressed up. Women wore long skirts and men wore hats. Lucky children could dress in clothing endorsed by their favorite stars.

1935 was the year that 20th Century and Fox studios merged to make Twentieth Century Fox. Improved electric lights made night baseball possible. And 1935 was the year that Parker Brothers, the nation's leading game company, first made the MONOPOLY® game.

Back then, a dollar went a long way. It had to. The average family earned \$30.00 a week! You could buy new shoes, or a dress, or a fancy hat for \$2.00.



Or you could buy the new standard edition of the MONOPOLY game. A quarter of a million were sold in 1935, mostly as Christmas presents. (In today's dollars, that \$2.00 is worth \$28.00!)

But if you really wanted to splurge, you could spend \$3.00 and buy the game's first deluxe edition (raised to \$3.50 in 1936 – \$48.00 today). To those who worked at Parker Brothers, it was affectionately known by its product number – “No. 9.”

For decades, the standard edition of the MONOPOLY game consisted of a small box of playing pieces and a separate game board. Modern merchandising caused the demise of the separate box and game board in the late 1950s. Number 9 in a big white box became the enduring mainstay of the MONOPOLY brand.

Sixty-seven years later, the original No. 9 Deluxe Edition was reissued, rekindling fond memories of a bygone era, and creating brand new ones as well.

MONOPOLY[®]

in 1935

Parker Brothers acquired rights to the MONOPOLY game during 1935. On March 19th, a deal was struck with a Philadelphian named Charles Darrow to acquire his inventory and rights in the game. Darrow did not include tokens in his game, but suggested that small household items, like pennies and thimbles, be used. This inspired Parker Brothers to create the die-cast metal tokens so intimately associated with the game.

Standard Editions #7



These three seemingly identical packages were all Standard Edition games made by Parker Brothers in 1935. Turn to page 13, to discover the difference between them, and which one is most rare.



Deluxe Edition #9





MONOPOLY

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MONOPOLY[®]

... the Early Years



Box making and assembly of the "Number 9" Deluxe Edition at Parker Brothers' Salem, Massachusetts factory, December, 1935 (before the firm had time to add assembly lines).



Revised Standard Edition, No. 6, sold for \$2.00. (The 1935 Standard Edition was henceforth referred to as the "Popular" Edition; its price was raised to \$2.50.)



The Fine Edition, No. 10, sold for \$5.00. It featured a leatherette bound board and box and a banker's tray.



After Christmas of 1935, it seemed that everyone wanted their own MONOPOLY game. A torrent of orders flooded into Parker Brothers after New Year's Day, and never let up. Four additional editions were offered in 1936, plus "Extra Equipment." By the end of the year, one and three quarter million of all six editions had been sold.



Three Popular Editions, No. 8, late 1930's to 1958. The price was gradually raised from \$2.50 to \$3.50. Wooden tokens were often used in these sets.



The Gold Edition, No. 12, sold for \$10.00. It featured "gold binding" for its box and board, plus "special slip" money.





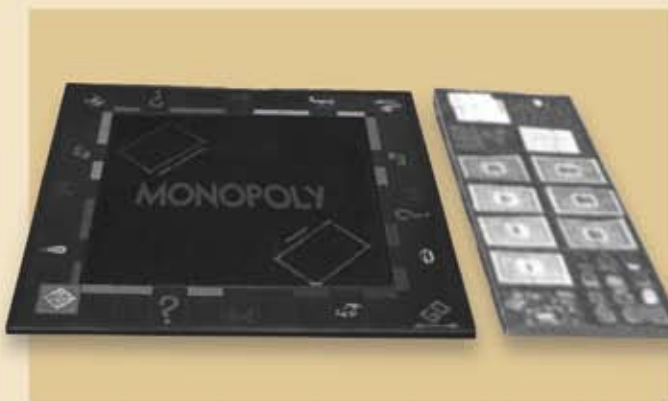
Charles Darrow's first published edition sold in the fall of 1934 for \$3.00 (Yes, Parker Brothers adopted its cover art for Number 9!) The deeds were larger and printed on colored cardboard. Only a few hundred of these were made.



Darrow's "black box" standard edition was published in early 1935 (shops complained of the space required to merchandise the "white box" version on the left.) It sold for \$2.00. Parker Brothers bought most of Darrow's 7500 copies, threw away the boxes, and used the components in their early games. It is unclear how many "black box" editions survived intact.



The Stock Exchange sold for 50 cents. It converted the Free Parking space into the "Stock Exchange." Shares and cards were provided so players could invest their cash in the hopes of even more profit.



The ultimate Deluxe Edition, No. 25, sold for \$25.00. It included a dark wood composition game board, enlarged banker's tray and even metal coins for added money.



Atlantic City

in 1935

The properties on the MONOPOLY game board are named after real life counterparts in Atlantic City, NJ (known as “America’s Playground” at the time the MONOPOLY game was published). Millions of summer vacationers annually “rode the rails” to Atlantic City. They stayed at fine beachfront hotels, walked the Boardwalk, rode the amusements, watched the “Diving Horse” on the great Steel Pier, and ate cotton candy and saltwater taffy.

Atlantic City was a “created” city. In 1852, Richard Osborne was asked to develop plans for a “bathing community” on nearly-empty Absecon Island, on the New Jersey coast, about 60 miles from Philadelphia. The key was a promised rail line to bring the bathers to the shore. Osborne laid out the island city and named its east-west streets after states then in the Union, and the north-south thoroughfares after oceans and seas of the world. Before long, the first boardwalk was built (enlarged and improved many times since). In time, the great hotels rose along the shore, amusement piers jutted out into the Atlantic Ocean, and famous performers regularly came to entertain the crowds. The Miss America Pageant began its tradition of being held in Atlantic City’s Convention Hall.

Postcards from the Era

Shelburne Hotel



Park Place



Convention Hall



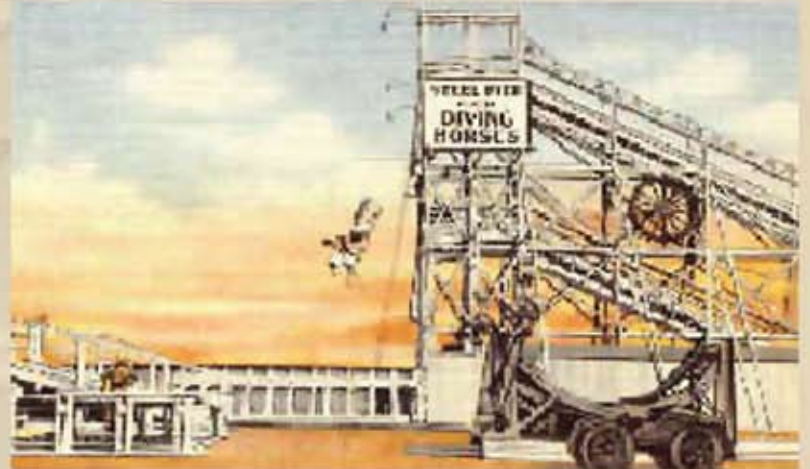
Million Dollar Pier



Marlborough-Blenheim Hotel



Diving Horse on Steel Pier



MONOPOLY[®] and Atlantic City

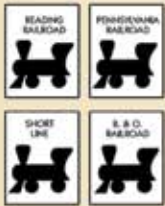
Parker Brothers may not have known that the street names of the game they bought from Charles Darrow came from Atlantic City, NJ. However, they kept them, probably because most had universal name recognition. Below you'll see where all the game's properties were actually located.



The Jail was located at the corner of Tennessee and Atlantic Avenues.



The Utilities are located to the west, on the mainland.



Marven Gardens (correct spelling) is a planned community of unique mansion, south of Atlantic City.



THE REAL RAILROADS

Four railroads ran to Atlantic City in the 1920's and 1930's, but they weren't the same four as found in the game.

The B&O did not serve Atlantic City and the Short Line was a bus company. Below are timetables from the four railroads that did serve Atlantic City.



Here's what their Title Deeds would look like.



Rules of Play

for

Deluxe First Edition

OBJECT... The object of the game is to become the last player remaining in the game, having bankrupted all the opponents, through buying, renting and selling property. Played by these official rules, a typical four-player game takes about ninety minutes.

EQUIPMENT... The equipment consists of a board, 2 dice, tokens, exactly 32 houses and 12 hotels. There are Chance and Community Chest cards, a Title Deed card for each of the 28 properties and play money (each pad contains \$15,140).

PREPARATION... Place the board on a table and put the Chance and Community Chest cards face down on their allotted spaces on the board. Each player chooses one token to represent him/her while traveling around the board. Each player is given \$1500 divided as follows: 2 each of \$500's, \$100's and \$50's; 6 \$20's; 5 each of \$10's, \$5's and \$1's. All remaining money and other equipment go to the Bank.

BANKER... Select as Banker a player who will also make a good Auctioneer. A Banker who plays in the game must keep his/her personal funds separate from those of the Bank. When more than five people play, the Banker may elect to act only as Banker and Auctioneer.

THE BANK... Besides the Bank's money, the Bank holds the Title Deed cards and houses and hotels prior to purchase and use by the players. The Bank pays salaries and bonuses. It sells and auctions properties and hands out their proper Title Deed cards; it sells houses and hotels to the players and loans money when required on mortgages.

The Bank collects all taxes, fines, loans and interest, and the price of all properties that it sells and auctions.

The Bank never "goes broke." If the Bank runs out of money, the Banker may issue as much more as may be needed by writing on any ordinary paper.



DESIGN OF CHANCE & COMMUNITY CHEST

These cards evolved from Darrow's plain text cards, to those featuring Mr. Monopoly®, which everyone now knows. The middle design appeared briefly before Mr. Monopoly came to be. These cards are very rare.



THE PLAY... Starting with the Banker, each player in turn throws the dice. The player with the highest total starts the play: Place your token on the corner marked "GO," throw the dice and move your token in the direction of the arrow the number of spaces indicated by the dice. After you have completed your play, the turn passes to the left. The tokens remain on the spaces occupied and proceed from that point on the player's next turn. Two or more tokens may rest on the same space at the same time.

According to the space your token reaches, you may be entitled to buy real estate or other properties – or be obliged to pay rent, pay taxes, draw a Chance or Community Chest card, "Go to Jail," etc.

If you throw doubles, you move your token as usual, the sum of the two dice, and are subject to any privileges or penalties pertaining to the space on which you land. Retaining the dice, throw again and move your token as before. If you throw doubles three times in succession, move your token immediately to the space marked "In Jail" (see JAIL).

"GO"... Each time a player's token lands on or passes over GO, whether by throwing the dice or drawing a card, the Banker pays him/her a \$200 salary.

The \$200 is paid only once each time around the board. However, if a player passing GO on the throw of the dice lands 2 spaces beyond it on Community Chest, or 7 spaces beyond it on Chance, and draws the "Advance to GO" card, he/she collects \$200 for passing GO the first time and another \$200 for reaching it the second time by instructions on the card.

BUYING PROPERTY... Whenever you land on an unowned property you may buy that property from the Bank at twice its Mortgage Value. You receive the Title Deed card showing ownership; place it face up in front of you. If you do not wish to buy the property, the Banker sells it at auction to the highest bidder. The buyer pays the Bank the amount of the bid in cash and receives the Title Deed card for that property. Any player, including the one who declined the option to buy it at the printed price, may bid. Bidding may start at any price.

PAYING RENT... When you land on property owned by another player, the owner collects rent from you in accordance with the list printed on its Title Deed card.

If the property is mortgaged, no rent can be collected. When a property is mortgaged, its Title Deed card is placed face down in front of the owner.

It is an advantage to hold all the Title Deed cards in a color-group (e.g., Boardwalk and Park Place; or Connecticut, Vermont and Oriental Avenues) because the owner may then charge double rent for unimproved properties in that color-group. This rule applies to unmortgaged properties even if another property in that color-group is mortgaged.

It is even more advantageous to have houses or hotels on properties because rents are much higher than for unimproved properties.

The owner may not collect the rent if he/she fails to ask for it before the second player following throws the dice.

"CHANCE" AND "COMMUNITY CHEST"...When you land on either of these spaces, take the top card from the deck indicated, follow the instructions and return the card face down to the bottom of the deck. The "Get Out of Jail Free"



MONOPOLY MONEY

In 1935 Darrow's simple design was used for a while, then came the style still in use to this day. Early \$50 and \$100 bills retained the color of the paper that Darrow had used.



Standard edition bills were smaller.

PLAY • RACKS - 1936

In 1936, a Boston firm named Denton, Palmer & Hanscom offered these large Deed/Money organizers. Very few still exist.



BUYING PROPERTY

You may begin buying property with the first available space you land on. You do not need to wait until you go around the board one time.



card is held until used and then returned to the bottom of the deck. If the player who draws it does not wish to use it, he/she may sell it, at any time, to another player at a price agreeable to both.

“INCOME TAX”... If you land here you have two options: You may estimate your tax at \$300 and pay the Bank, or you may pay 10% of your total worth to the Bank. Your total worth is all your cash on hand, printed prices of mortgaged and unmortgaged properties and cost price of all buildings you own. You must decide which option you will take before you add up your total worth.

“JAIL”... You land in Jail when...

- (1) your token lands on the space marked “Go to Jail”;
- (2) you draw a card marked “Go to Jail”; or
- (3) you throw doubles three times in succession.

When you are sent to Jail you cannot collect your \$200 salary in that move since, regardless of where your token is on the board, you must move it directly into Jail. Your turn ends when you are sent to Jail. If you are not “sent” to Jail but in the ordinary course of play land on that space, you are “Just Visiting,” you incur no penalty, and you move ahead in the usual manner on your next turn.

You get out of Jail by...

- (1) throwing doubles on any of your next three turns; if you succeed in doing this you immediately move forward the number of spaces shown by your doubles throw; even though you had thrown doubles, you do not take another turn;
- (2) using the “Get Out of Jail Free” card if you have it;
- (3) purchasing the “Get Out of Jail Free” card from another player and playing it;
- (4) paying a fine of \$50 before you roll the dice on either of your next two turns.

If you do not throw doubles by your third turn, you must pay the \$50 fine. You then get out of Jail and immediately move forward the number of spaces shown by your throw.

Even though you are in Jail, you may buy and sell property, buy and sell houses and hotels and collect rents.

“FREE PARKING”... A player landing on this place does not receive any money, property or reward of any kind. This is just a “free” resting place.

HOUSES... When you own all the properties in a color-group you may buy houses from the Bank and erect them on those properties.

If you buy one house, you may put it on any one of those properties. The next house you buy must be erected on one of the unimproved properties of this or any other complete color-group you may own.

The price you must pay the Bank for each house is shown on your Title Deed card for the property on which you erect the house.

The owner still collects double rent from an opponent who lands on the unimproved properties of his/her complete color-group.

TRADING/MAKING DEALS/LOANS

1. You may only make trades involving cash, “Get Out of Jail Free” cards, and unimproved properties (Title Deeds). Buildings may not be sold in private transactions. You must sell all buildings on an improved color group back to the bank, at one half their printed value, before trading any of this group’s Title Deeds to another player.
2. You may not trade “free rent” or future considerations (unless playing by “house rules” agreed to in advance.)
3. You may only borrow money, via mortgaging, from the bank. Loans between players are not permitted.

CHANCE AND COMMUNITY CHEST

1. Whenever a card directs you to advance to a space, move forward not backward.
2. When assessed for street repairs, pay for all houses and hotels you own on the entire board at this time.
3. If you pass GO after drawing a card that directs you to move to another property, you collect \$200 unless otherwise indicated on the card.
4. When you pass GO and land on Chance or Community Chest on the same throw, and are sent to Jail, you still collect \$200 because you passed Go before being sent to Jail.

INCOME TAX

The Income Tax is 10 percent of your total assets: cash on hand, property, hotels and houses OR simply \$300. Your choice.

JAIL

You may collect rent and make trades while in Jail.

Following the above rules, you may buy and erect at any time as many houses as your judgment and financial standing will allow. But you must build evenly, i.e., you cannot erect more than one house on any one property of any color-group until you have built one house on every property of that group. You may then begin on the second row of houses, and so on, up to a limit of four houses to a property. For example, you cannot build three houses on one property if you have only one house on another property of that group. As you build evenly, you must also break down evenly if you sell houses back to the Bank (see SELLING PROPERTY).

HOTELS... When a player has four houses on each property of a complete color-group, he/she may buy a hotel from the Bank and erect it on any property of the color-group. He/she returns the four houses from that property to the Bank and pays the price for the hotel as shown on the Title Deed card. Only one hotel may be erected on any one property.

BUILDING SHORTAGES... When the Bank has no houses to sell, players wishing to build must wait for some player to return or sell his/her houses to the Bank before building. If there are a limited number of houses and hotels available and two or more players wish to buy more than the Bank has, the houses or hotels must be sold at auction to the highest bidder.

SELLING PROPERTY... Unimproved properties, railroads and utilities (but not buildings) may be sold to any player as a private transaction for any amount the owner can get; however, no property can be sold to another player if buildings are standing on any properties of that color-group. Any buildings so located must be sold back to the Bank before the owner can sell any property of that color-group.

Houses and hotels may be sold back to the Bank at any time for one-half the price paid for them.

All houses on one color-group must be sold one by one, evenly, in reverse of the manner in which they were erected.

All hotels on one color-group may be sold at once, or they may be sold one house at a time (one hotel equals five houses), evenly, in reverse of the manner in which they were erected. But if one player wishes to sell hotels in exchange for some houses, and another player wishes to buy houses, the bank first satisfies the demand of the house buyer. If any houses remain, then the hotel seller's demands are satisfied to the extent possible.

MORTGAGES... Unimproved properties can be mortgaged through the Bank at any time. Before an improved property can be mortgaged, all the buildings on all the properties of its color-group must be sold back to the Bank at half price. The mortgage value is printed on the front of each Title Deed card. After deciding to mortgage a property, the Banker pays the player this amount of money and the player turns face down its Title Deed. No rent can be collected on mortgaged properties or utilities, but rent can be collected on unmortgaged properties in the same group. In order to lift the mortgage on a property, the owner must pay the Bank the amount of the mortgage plus 10% interest. Upon so doing, its title Deed is once again turned face up. When all the properties of a color-group are no longer mortgaged, the owner may begin to buy back houses at full price.

FREE PARKING / HOUSE RULES

You receive no reward of any kind for landing on Free Parking, unless you are playing with "house rules" to the contrary. A common example is placing Luxury Tax money here. Official rules discourage "house rules" because they lengthen the game's time.

BUILDING

Remember to build evenly at all times. You may not put a second house on a property until all properties of this group have at least one house on them. You may buy and sell houses during your turn, or in between the turns of other players. There are exactly 32 houses and 12 hotels in the game. (Place aside any extras your set may have.)



1935 STANDARD EDITIONS

The three Standard Editions pictured on p. 3 differ in their "legal lines." The legal line determines how old and how rare the edition is.

- "Trade Mark"
This one is the most rare. It was Parker's first; only a few thousand were made.



- "Patent Pending"
This is Parker's second edition and is not as rare.



- "Patent"
Some have one patent and some have two patent numbers. Many were made.



The player who mortgages property retains possession of it and no other player may secure it by lifting the mortgage from the Bank. However, the owner may sell this mortgaged property to another player at any agreed price. If you are the new owner, you may lift the mortgage at once if you wish by paying off the mortgage plus 10% interest to the Bank. If the mortgage is not lifted at once, you must pay the Bank 10% interest when you buy the property and if you lift the mortgage later you must pay the Bank an additional 10% interest as well as the amount of the mortgage.

BANKRUPTCY... You are declared bankrupt if you owe more than you can pay either to another player or to the Bank. If your debt is to another player, you must turn over to that player all that you have of value and retire from the game. In making this settlement, if you own houses or hotels, you must return these to the Bank in exchange for money to the extent of one-half the amount of their printed value; this cash is given to your creditor. If you have mortgaged property you also turn this property over to your creditor but the new owner must at once pay the Bank the amount of interest on the loan, which is 10% of the value of the property. The new owner who does this may then, at his/her option, pay the principal or hold the property until some later turn, then lift the mortgage. If he/she holds property in this way until a later turn, he/she must pay the interest again upon lifting the mortgage. A player may accept Title Deeds and/or "Get Out of Jail Free" cards in lieu of part or all of a rent due. Should you owe the Bank, instead of another player, more than you can pay (because of taxes or penalties) even by selling off buildings and mortgaging property, you must turn over all assets to the Bank. In this case, the Bank immediately sells by auction all property so taken, except buildings. A bankrupt player must immediately retire from the game. The last player left in the game wins.

MISCELLANEOUS... Money can only be loaned to a player by the Bank, and then only by mortgaging property. No player may borrow from or lend money to another player.

CREDITS

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MORTGAGING

You may mortgage property to buy houses, hotels or other properties. You still collect double rent on any unmortgaged property of a color group. This means, for example, that if you own all four railroads and mortgage one, you may still collect double rent when an opponent lands on one of the other three unmortgaged railroads.



BULLS & BEARS GAMES

In 1936, Parker Brothers decided to use Darrow's picture to endorse this new stock market game. The box/art was changed four times to no avail. The game simply did not sell. Today, they are true collector's items.



The caption read: "Charles B. Darrow, Monopoly, etc,"



*Over 65 Years of...
Monopoly Memories*