

When all of the blind cards have been picked from the table the MATCH'EMS are to be made from the Zoo. If none can be made, the player discards a card from his hand as above. The Zoo must be kept complete with four cards at all times, this being filled in first in case there are insufficient cards left to fill in both the Zoo and complete a player's hand.

Each player takes a turn until all cards are matched, the JOKER being taken by the player making the last MATCH'EM.

SCORING:

Each book counts	1 point
Elephant Books Count	5 points
Robin Books Count	5 points
Joker deducts	10 points
For securing largest number of books count	10 points

If the number of books scored by any two players is tied, the score of 10 for securing the most books is divided. In case three players tie—there is no count for scoring the most books.

Four deals comprise a game. The player scoring the highest total number of points is the winner.

MATCH'EM is a lively game. Draw and complete MATCH'EMS quickly and if you will discard quickly, other players will have trouble locating your discard. Try to keep the JOKER out of the Zoo until the later part of the game.

MATCH'EM for Progressive Parties

Where more than six players are to be entertained. Four or five players should sit at each table, one MATCH'EM pack being used for a table.

Two or three players who score the largest number of points in four hands change to the next table. From the highest table, a similar number of the players with the lowest scores go to a lower table.

Prizes may be given for the highest scores.

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Ru ^{le} *for* MATCH'EM

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THE MEMORY CARD GAME GREAT FUN *for* CHILDREN'S PARTIES

**A good game for two, three, or any
number of players up to six.**

Played with 53 cards consisting of 26 pairs of Wild and Domestic animal and Bird Cards—and one *joker* Card.

The Jolly Game of Animals and Birds

For many days an unknown destroyer has been lurking around the Zoo. No one seems to be able to free the Zoo of this pest, which is causing the Darkie Zoo Keeper untold worry. This animal which we shall term the "Joker" has released all of the animals in the Zoo so that a terrible confusion reigns over all.

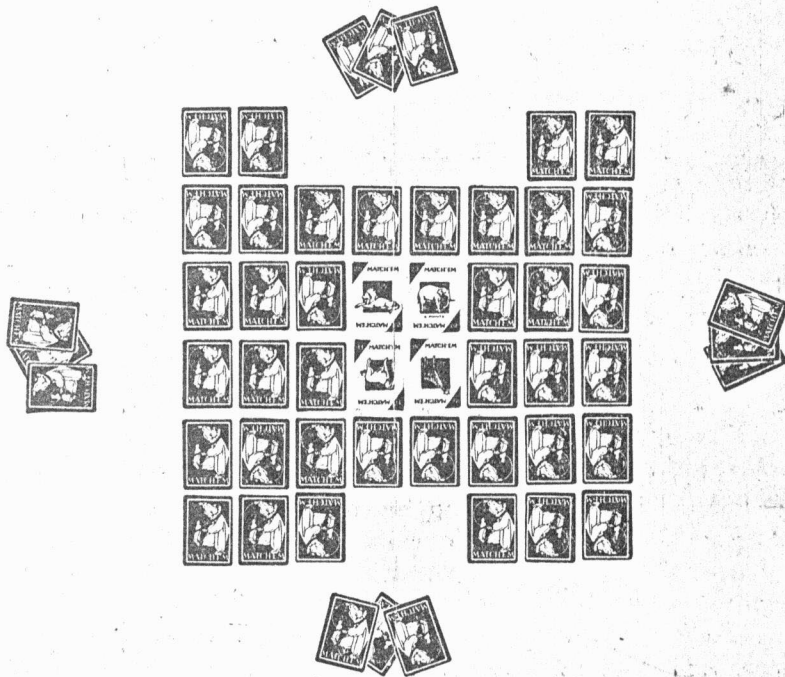
The game is based on the exciting scenes which take place when it is discovered that the Animals and Birds of the Zoo have escaped from their cages. Each player tries to help the white-haired darky keeper capture the Animals. (The object being to place similar animals together.) Players, of course, are rewarded for their work and especial reward is given to those who safely capture the Zoo pets, the Elephant, and the Robin. Eventually too, someone captures the unknown destroyer among his other animals and, of course, suffers a penalty—thus the Joker is a penalty card.

The Object of the Game

is to form "The most number of books by matching the pairs of cards, and scoring the most points." Try not to get the Joker because it subtracts 10 points from your score.

To Play the Game

The player chosen for first dealer shuffles the cards thoroughly and deals three cards to each player, one card at a time. After the cards are dealt to the players, the next four cards are placed face upward in the center of the table, and are known as the Zoo. The remaining cards are placed face downward—spread out singly around the Zoo, as shown in the illustration below.



The player to the left of the dealer starts by drawing a fourth card at random from the ones faced downward. He then tries to match cards. First he matches the cards in the Zoo if any Match'ems exist. If none, he then tries to match cards in his own hand or those in his hand with those in the Zoo. (*Should a Match'em exist in the Zoo and the player completes any other Match'em first or pass without matching it, any player may call the Match'em existing in the Zoo and take the book*).

When no longer able to make any Match'ems, the player discards a card from his hand, placing it face downward on the table and calls the name of the picture on the card, such as—Elephant, Bear, Rooster, etc. Any person holding the card to match the one discarded may claim the same by calling out MATCH'EM and naming the picture as "MATCH'EM ELEPHANT," "MATCH'EM BEAR," etc.

If any cards are short in the Zoo, the player then fills it in with cards from the table ready for the next player. The play then passes to the person to his left.

**The playing is always in the above rotation.
First you draw, then you try to Match'em.
Next you discard and finally you fill the Zoo.**

If in matching on some other player's discard, a player is unable to find the card which was called, then the play is forfeited and he loses the next turn and keeps the card which he selected instead of a chosen one.

If a player discards a card that has the other one in the Zoo, anybody may call "MATCH'EM" provided he remembers where the card was placed.

Each time a player forms a book, he must expose the same to his opponents so as to show them he has made a correct MATCH'EM.

When a player's next turn comes, if he hasn't a complete hand, (four cards) he is to draw the necessary number to make four from those faced downward on the table. He then proceeds to MATCH'EM as before.

The JOKER is an Unlucky Card. Any person drawing the same is allowed to discard it and call the name of some picture card. In the event a player calls MATCH'EM expecting to complete a book from his hand and receives the JOKER, he must retain it until his play comes, when he can dispose of it in the same way. Each player tries to pass the JOKER on to another player and obviously should keep secret, the fact that he is holding the joker.

It is suggested when calling another name for the JOKER, a player call the name of some Animal Card which is in his own hand.