



THE STOCK BROKERS

It's a long subway ride to work. You rode the big 90's trading Silicon stocks hand over fist, but the beautiful swirling kaleidoscope bubble burst. Aunt Madge's retirement account is now her cookie jar full of change on the kitchen counter, but that's not your problem. Settling into a seat with the Journal, you tilt your head back and think about a very old man sitting in a chair with the TV blaring. "Let me tell you a story," he said. You reached over and turned the volume down....

"Under the Amstel Bridge in 1644, the East India Company raised money to finance the Pilgrims and the greatest corporation the world has ever seen...America. In the early 1800's your great great great (I lost count) grandfather knew you had to strike when the iron's hot. He stood under the buttonwood tree with a fistful of certificates. "Buy a share and you own a piece of America!" he told the crowd. When they moved the operation indoors they called it the Stock Exchange Office, but he wasn't invited inside. It seems he wasn't noble enough. He was still reaching for the stars and thought that makin' a buck was the way. He collared his grandson and taught him to hide with the bears and run with the bulls. The boy was a Curbstone Broker.

I was a young boy when they tried to blow up one of the trading houses. It was the twenties, and I heard someone parked a horse drawn carriage with a bomb out front and killed about forty people. That didn't stop anybody from trading those magic pieces of paper that could change your fortunes in a day. The biggest and baddest day was in 1929. My uncle told me that he saw one of his best customers...a high roller with silk suits and a pearl handled pistol...selling apples for a nickel out of a cardboard box a week afterwards. The brokers made their money just moving the paper around, and no one in this family jumped off a roof.

That's the secret, boy. When you're a broker, you make money on every trade. It doesn't matter how it turns out later. Something that the buyers never think about is that if we were really good at

picking stocks, we wouldn't be making money handling the paper for pennies per share. That's because greed is a tight blindfold, and people are never going to stop chasing those little green pieces of paper with a picture of a dead president. I never had any hobbies. I can't sing, and I can't tell jokes. The sound of the cash register was my applause. It's a wild ride...and everybody takes a beating sooner or later. Laugh it off, think about the wins, and forget the losses. If you're hearing a ticking sound it's not the tape, that's time running out. So get out there and play the game, because that's all life is anyway."

Most people haven't got a clue about what's really going on. You smile...relaxed and focused. It's going to be a great day.

**1. If the early bird always gets the worm,
Then up Montague you must now squirm,
Past the President on your dollar,
For a celebrity bean you must now holler,
Nothing like a wake up call,
From a nineties stock windfall,
In this Seattle company you invested
Quick there now or it's soon divested,
Check the Journal for your track,
Between STSI and STFC on the Nasdaq,
Pass Anne and Henry along the way,
Country folk are left at bay,
But four Bill dollars will quickly pay
For the product without delay,
Four small caps are soon to issue,
If to Jennifer you sing on cue:**

(Pet Shop Boys: "Let's Make Lot's of Money")

**" I'll plot our gains, you'll cook the books,
Let's make lots of money,
I'll buy low, you'll sell high,
Let's make lot's of money**

**I've been scheming with that industry that perks,
I'll buy on the margin for anything that works,
I'm looking for a starter, a Northwestern company,
Ask yourself this question: do you want to waive my fee?**

**I'm great on the margin, you've got the hook,
Let's make lots of money,
They'll be on every street, their IPO is rather neat,
Let's make lot's of money!"**

- 2. It's now time to take Manhattan,
Where client portfolios are sure to fatten,
To the Court St. station you now vector,
The Manhattan bound N/R takes you to Rector,
If you walk an eastern left on Trinity,
Soon southern steps lead to a bovine's vicinity,
You read an article that recounts the Crash,
When bankers rallied to regain their cash,
The lessons of the past leave you in angst,
But your musings soon fill in these blanks:
(total of old register on right) + 3.82 = ____
(what else did bankers do?)**

$$\begin{array}{cccccc} _ & _ & _ & _ & _ & Y = & _ & _ & _ & _ & _ \\ 1 & 3 & 4 & 5 & 2 & & & & & & \end{array}$$

- 3. With your answers from before,
You'll find a stock tip in an upper left drawer,
Secretary Jay left a doodled phone message,
In which stock fortunes were surely presaged,
Where the dollar's portrait bid farewell,
There on the third floor the sons rebelled,
Take Exchange Place towards the sun's ascent,
With a gal soon take a conservative bent.**
- 4. The Midas touch turns all to gold,
But the SEC's reach has got its hold,
The Feds are curious about that call,
They tapped your last stock windfall,
Their clutches reach across a fence,
Just near the flagged entrance.**

**A circle's "forgotten" spells the tip,
A line from which gives you the slip,
The uptown N/R from White Hall,
Will drop you off at City Hall.
If the cops abound than just remark,
That you lost your dog's ball in this Park.
But the bench that is nearest your clue,
Is the place to rendezvous.
Try not to cross chains or insinuate,
Or jail cells you'll populate,
Still for the hardy there's fruit to find,
But then to cops first speak your mind.**

- 5. The fruits of your last excitement,
Did not forestall a client's indictment,
Yes, next to Ivan Boesky's travails,
The tale of Martha quickly pales,
But if she truly knew about Imclone,
Then it's you she should've phoned,
Now she's off on commentary,
Of her last show you should be quite wary,
A Greenwich store has her taped event,
Fetch it now and go hell bent,
Don't be "Starstruck" when you arrive,
At a nearby business you must connive,
At the station at City Hall,
The uptown 4,5,6 is your next call,
At 14th and Union Square,
The L to 14th/8th is your fare,
Walk s/e to Greenwich Ave. from Jackson Square,
On your right there's evidence to snare.**
- 6. So much for that celebrity website,
At least she didn't give up without a fight,
But her last words gave you fear,
Of a lifestyle to which you adhere,
Limos, babes and cocaine,
Left you without much refrain,
It's time to avoid witness protection,
That Michael Douglas thing was a defection,
Of the 1239 uptown you won't be bereft,**

**Walk southeast to 7th and take a left,
Past West to 14th you'll find that line,
Snort it well, through crowds you'll shine,
At X □ stop and smell the roses,
A look between 45th and 46th soon disposes,
The noisy place lies across from Kodak,
You'll find it in the section called soundtrack,
The film and television collection,
With its first letter will bring perfection.**

**7. Mutual funds are your best bet,
Diversify and then you're set,
Between 49th and 50th,
Companies overestimate their worrhh,
Chase to sixth to find a quadrant,
At its southwest corner you are hellbent,
Security walks to and fro,
I think your money rolled into the flow,
Walk back to 42nd and go east one block,
The uptown B,D,F,Q you're sure to clock,
Stop at 50th and the Rock,
But walk away from the tourist flock.**

**8. Go get Met on a sidewalk,
Up the way an artist talks,
The uptown B,D,F,Q won't vex,
If you get off at 63rd and Lex,
Walk to 68th for your Hunt,
The 4,5,6 uptown for your next stunt,
At 86th you'll disembark
And head west for Central Park,
With such an unstable economy,
It's time to invest in photography.**

**9. The rates are up, the dollar's down,
Your clients in droves are leaving town,
Don't you hate that your life depends,
On market forces with unknown trends,
Some brokers are given to hysteria,
Network now at the Astoria,**

**Other commodities have not been plumbed,
When lesser traders have succumbed,
Trek it back to your last station,
To the Manhattan bound 6 without hesitation,
At 51st is your next gate,
Two blocks south on Lex you'll celebrate.
A photo of two animals true,
Will help you complete your next clue.
Alexandra there will provide your guide,
If you sing that song inside,
Still we know that it's getting scary,
Ticker tape it to your next ferry .**

- 10. What more is left to say,
About this day's market foray,
You've been bullish on the scene,
And made some profits that were obscene,
A step ahead of the market is best,
To the 4,5,6 at 51st your mind finds rest,
It's still a ways to Tipperary,
To 42nd/Grand Central you must now tarry,
The 7 West is a quick ferry,
To 42nd is where you parry,
A short downtown lift on the 1239,
At 34th you'll be in line,
Or you can cab it all the same,
If you know the end game.
If you don't, you must not fret,
Logic or a *call* abets,
If your run was a bit of hell,
Below the first floor is the closing bell.**

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LITTLE CLUES

1. To unravel the market's
mystery,
It's time to learn some
history,

At 26 Broadway you'll
quickly learn,
What market forces you
must spurn,

Your party animal stands
in front,
You must have balls,
to be quite blunt,

Which a camera should
soon record,
An all- team pose
won't get you gored.



2. 54 Pearl Street

Jay cabinet @ Fraunces Tavern

A Bucket of pears in city hall park

In



3. Near golden pear at City Hall Park



**You were quick to get a lawyer's advice,
But look's like lightning can strike twice,
The World of Video has the piece,
Of a homemaker client's small caprice,
Tell the manager you've come to investigate,
Though you might be just a verdict late,
51 Greenwich Ave. is the place,
Where she and you just might save face.**

4. Video ; Virgin Mega Store; it's not like that Charlie Sheen Movie



5. Behind Wall Street divider

**Now that you've been such a snitch,
Watered stock is your next pitch,
If Cisco divvies up some dividends,
Overvalued shares will portend
A corporate value unreflected,
By current assets now projected,
To a southeast quadrant below 50th,
Your assets now gain interest.**



6. In water clue at Fidelity Investments



**You managed to duck the SEC list,
And still made money hand over fist,
But Greenspan's latest ejaculation,
Has caused a tizzy in stock speculation,
Corporate stock is not exclusive,
But making money in art is more elusive,
How long will Tashi at a sidewalk wait?,
When you possess his portrait,
It's now time to set your sights,
On some recognizable black and whites.**

7. Behind both photos



**Art as an investment is a whimsy,
The returns so far have been quite flimsy,
How about buying up rare minerals?
Your paper will have true collateral,
Meet with the bartender at the Bull and the Bear,
And to him you must with song declare:**

**“ Silver and gold, silver and gold,
Ev’ryone wishes for silver and gold,
How do you measure its worth?
Just by the money it makes me on earth,
Silver and gold, silver and gold
It’s not time to be too aloof,
When silver and gold prices
Go through the roof! ”**

8. Bartender gives this clue after song is sung:

**“ Silver and gold, silver and gold,
Ev’ryone wishes for silver and gold,
How do you measure its worth?
Just by the money it makes me on earth,
Silver and gold, silver and gold
It’s not time to be too aloof,
When silver and gold prices
Go through the roof! ”**

**You're not a broker true,
If ticker tape provides no clue,
Fill in the ticker symbols that follow those listed,
A cocktail or two cannot be resisted.**

CMX - _ _ _ _ _
7

DRD - _ _ _ _ _
2

GDP - _ _ _ _ _
8

GGG - _ _ _ _ _
1

HME - _ _ _ _ _
11

LST - _ _ _ _ _
5

MEL - _ _ _ _ _
4

MHM - _ _ _ _ _
3

MLB - _ _ _ _ _
9

NCL - _ _ _ _ _
10

SKS - _ _ _ _ _
6

**Certain letters provide the link,
It's time to generate some red ink,
At the place that's indicated,
Your life's purpose is vindicated,
Downstairs you'll find the LIRR,
And Otis Banks cannot be far,
He'll board you on a certain car,
With snacks and a special ad hoc bar,
But first let us know with a quick call,
The number of column pieces in that side hall,
To the left of two women half unclad,
On two walls your clue is had,
Where travelers escalate to the left of the counter,
A liberal turn should not founder,
You are the party animal on the train,
Get on the right track without refrain.
It's the 8:48 Montauk bound,
At Jamaica there's a change around
Westhampton Beach is where you'll step out,
Cab it to 14 Blueberry Ct. for a blow-out !
Just remember in your rally fog,
That the place is in E. Quogue.**

Hi! Dorian! I hope you remember me and Suz – the rally/scavenger hunt folks with that the clue that needs to be given to one team of 3-4 people on Saturday, 8/30 after 5:00 p.m. I am having this delivered as the more we can “plant” in advance the better off we all are. I will make at the very least a follow-up call, if not stop by. One reason we are giving this to you so early is because some of our friends are actually staying at the Waldorf in preparation for this event, on Wed and Thursday, and I imagine they will come down for a drink. I don’t want to run in to them or have them in any way run across the clue. Thus it would be helpful if the clue could be placed with the bar and one optional one (in case there is a problem with the bartender) attached under the bar (with the doublesided tape at the far side where we sat watching the ticker tape), on the day of the rally – Saturday 8/30 in the mid afternoon. That is why there are two envelopes – essentially duplicates.

If the bar is up to speed, all they will have to do is deliver one envelope to the team after the team sings the following song:

**“ Silver and gold, silver and gold,
Ev’ryone wishes for silver and gold,
How do you measure its worth?
Just by the money it makes me on earth,
Silver and gold, silver and gold
It’s not time to be too aloof,
When silver and gold prices
Go through the roof! ”**

Then the bartender is to give them the envelope which will have the puzzle to fill in the letters from the ticker tape and order drinks as they go.

Thanks a million!



Marc and Suz

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