people are watching. Trying to sort out these various factors can be daunting. As one author concluded, "Just what it is that makes one bet more attractive than another is not always clear; what is clear is that the players are trying to do something other than maximize their average winnings." [3, p. 60]

The author would like to thank Ken Ross and the anonymous referees for their many helpful suggestions.

REFERENCES

- 1. Joseph Bak, The anxious gambler's ruin, this MAGAZINE 74 (2001) 182–193.
- 2. Joseph Bak, The effect of increased stakes on the duration of play, Far East J. Math. Sci. 5 (2002) 173-190.
- 3. Morton D. Davis, Game Theory: A Nontechnical Introduction, Dover Publications, New York, 1983.
- 4. William Feller, An Introduction to Probability Theory and Its Applications, 3rd edition, Wiley, New York, 1968.
- 5. James D. Harper and Kenneth A. Ross, Stopping Strategies and Gambler's Ruin, this MAGAZINE **78** (2005) 255–268.
- 6. R. Isaac, Bold play is best: A simple proof, this MAGAZINE 72 (1999) 405-407.
- Ken Ross, A Mathematician at the Ballpark: Odds and Probabilities for Baseball Fans, Pi Press, New York, 2004. Paperback edition, Penguin Plume, New York, 2007.

