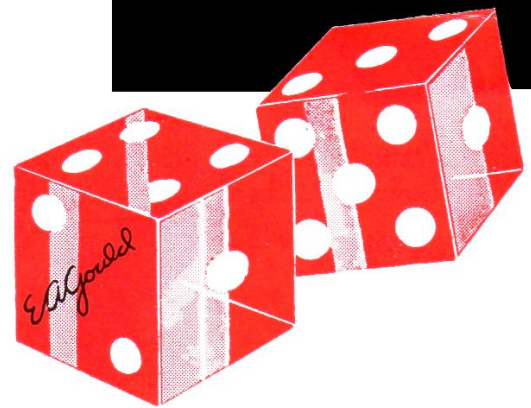


# How You Can Be Sure They're SQUARE



If this book does not interest you, please  
hand it to someone who might be glad  
to get it.

## Introduction . . .

Dice have been used since before the dawn of history. No one knows who made the first pair of dice. They have been unearthed in ancient ruins in every land. The game is so interesting and fascinating that it has lived and held its popularity for more than 3,000 years. It is the oldest "modern" game.

But during all these years anything good has very seldom been said or written about dice. There has been plenty of "knocking" but nothing has ever been said or done to "boost" the square dice game.

The big New York newspapers, the Kansas City Star, the New Orleans Times-Picayune, the magazines Life and Readers Digest, and scores of others, have all published articles about "crooked dice."

While these articles tell more or less of the truth, they were written by men who know very little about dice and all try to show that "all dice games are crooked." We will show otherwise.

In this book we will not only prove that there are **MANY SQUARE GAMES** but we will offer \$1,000 to anyone who can show otherwise.

This book has only one object, to lay plain facts before the public regarding square dice. There are many ways of making percentage dice. This book will discuss only **SQUARE DICE** and will explain fully **THE ONE AND ONLY WAY** in which square dice can be identified by the average person.

## The Facts

Mr. E. Jerome Ellison, writing for the July, 1935, issue of Life, says: "A hundred varieties of trick dice will do everything but dance." He also says "the hard working gamester has too much on his mind to be bothered by any doubt as to what combination will turn up next. The dice must be **DEPENDABLE**." In this way Mr. Ellison infers that all dice games are crooked. He does not mention one word about square dice or a square game.

We will admit that the average person has, in the past, had very little chance of knowing whether or not a game was on the square. Information of a dependable nature was not available.

As a result of the adverse publicity which dice have received, the square game has been hurt. Men who operated square games had no way of proving that fact. As we are interested in the sale of square dice we felt that something should be done to lay the **FACTS** before the public. The first edition of this book was therefore published.

This book has been distributed in every state in the United States. People who were really interested in knowing have learned and now they play only where square dice are used.



## The Game

Dice is the only game in which you can play EITHER WAY.

That fact alone gives the game of dice an advantage over other similar amusements.

A "Do and Don't" dice game, using perfectly true dice, is the squarest game on earth. You can play "with" the dice or "against" the dice. You can play the dice to "hit," or you can play them to "miss."

Some people are opposed to dice games. That is merely a matter of opinion.

Will Durant has pointed out that if we were to make a list of all things that are considered "wrong" by some particular group of people and then scratch out all things which are considered "good" by some other group, WE WOULD HAVE NOTHING LEFT.

One person plays at dice for the same reason that another might go to a theatre, the races or a ball game. Amusement is the answer. There is no more thrilling game under the sun than a dice game.

If, "for the good of the people," the games are driven into dark alleys and locked rooms the results are directly opposite to those desired.

The game degenerates along with its surroundings. You then have the kind of game that has given dice a bad reputation.

## The Gamekeeper

You may have learned that some business and professional men will give you "the worst of it" if they can. The grocer, your clothier, doctor or lawyer are not always worthy of your complete confidence.

Gentlemen of easy conscience can be found in every walk of life. The gamekeeper is no exception.

However, the standard of honesty among gamekeepers is much higher than most people think. If you believe that all men who operate games are thieves you are entirely mistaken. I think I can show you why the average of honesty is very high among these men.

There is no other business where public confidence means so much.

A player who loses always feels that he may have been cheated. There is always some doubt in his mind. The gamekeeper, ever on the alert to remove this doubt, will do everything to show that his game is square.

Furthermore he does not want any trouble. He does not want any player to voice objections or cause a disturbance. He tries, at all times, to maintain an orderly and dignified place of amusement.

In no other business does so much depend upon a good reputation.

Of many gamekeepers it can truly be said "his word is his bond." To put them all in the same class is just as foolish as to put all men in any other business or profession in the same class.

# The Dice

If you play in a dice game you naturally wonder whether or not the dice are square.

The dice are the most important part of the game. Everything depends upon the roll of the dice.

Almost everyone has heard of "crooked dice," but knows no way of identifying the many different kinds. He most certainly cannot look at them and tell.

But one kind of dice are guaranteed to be perfect, to within one thousandth part of an inch, and are so identified that anyone and everyone can tell that they ARE TRUE. Those are E. A. Gould Canned Dice.

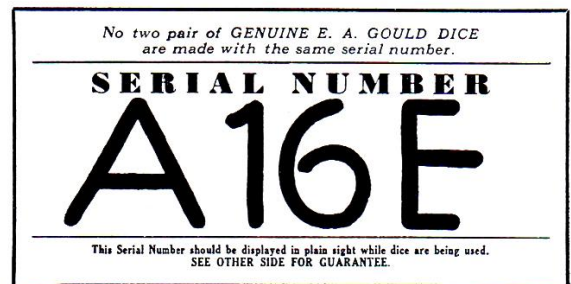
They have four outstanding advantages. There are no other dice which have EVEN ONE OF THESE FOUR FEATURES. That is the reason why Gould Canned Dice stand out as the one and only reliable dice.

In the following pages I will give you complete details regarding the four outstanding advantages of Gould Canned Dice and will try to show you why you should play where they are used.

## 1. Serial Number

Each dice is embossed with a serial number (the same number appearing on each of a pair of dice).

This serial number is also printed on a strip of paper which is enclosed in the container with the dice. This strip of paper is left in full view while that particular pair of dice is being used.



The above is one-fourth actual size.

Numbers on the various pairs are thoroughly mixed and do not run in rotation.

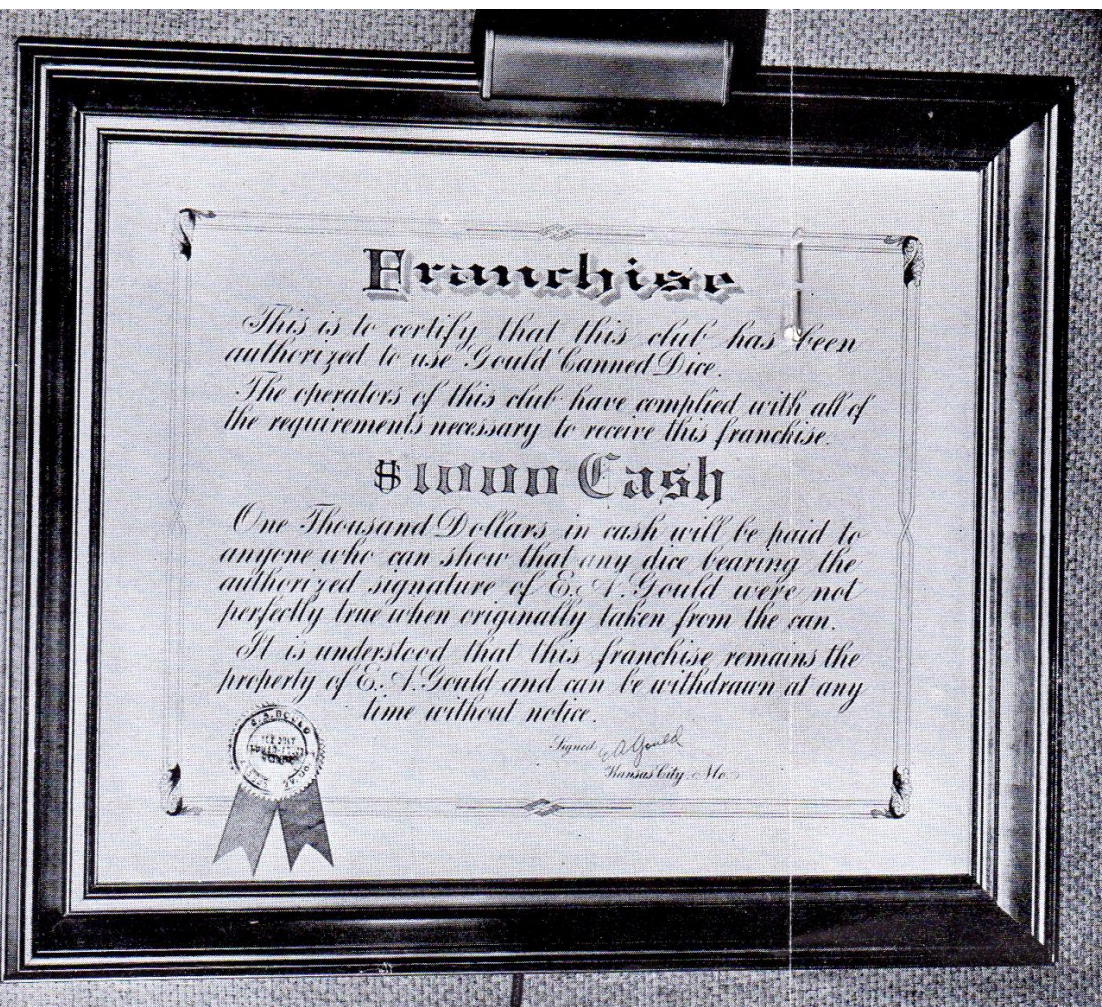
No two pair of Gould Canned Dice are ever made with the same serial number. A number used once is never used again.

## 2. Franchise.

Clubs authorized to use Gould Canned Dice are supplied with a franchise. This franchise can be seen on the wall of any authorized club. No club is given a franchise without investigation as to the character and integrity of the men in charge.

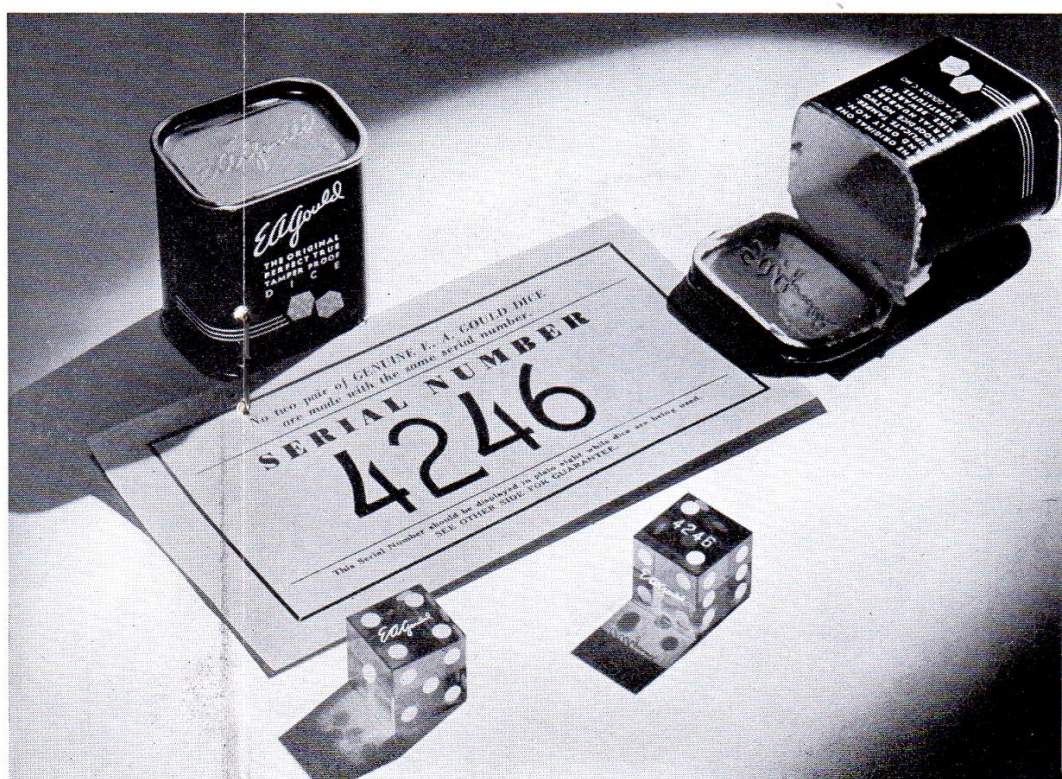
In this franchise we make our famous \$1,000 cash offer. Look for the franchise at the club where you play.





*E. A. Gould*

Above is the Franchise. To the right is the sealed can, also a can which has been cut open and the dice removed. The serial number and trade mark signature can be seen on the dice. The serial number slip has the same number as the dice and remains in full view while that particular pair of dice is being used.





The E. A. Gould franchise is worded as follows:

#### FRANCHISE

This is to certify that this club has been authorized to use Gould Canned Dice.

The operators of this club have complied with all of the requirements necessary to receive this franchise.

\$1,000 CASH

One Thousand Dollars in cash will be paid to anyone who can show that any dice bearing the authorized signature of E. A. Gould were not perfectly true when originally taken from the can.

It is understood that this franchise remains the property of E. A. Gould and can be withdrawn at any time without notice.

Signed

E. A. GOULD,

Kansas City, Mo.

### **3. Trademark.**

The Trademark Signature of the Manufacturer, E. A. Gould, is embossed on every dice; and is lithographed on every sealed, tamper-proof container.

### **4. Tamper-proof Container.**

E. A. Gould Canned Dice are sold only in a tamper-proof container. The container is machine-sealed at the factory, and must be cut open before the dice are available for use. This insures against anyone tampering with the dice from the time they are made until they are used.

## **Are Gould Dice the Only Square Ones?**

No! Gould Canned Dice are not the only square dice. But they are the only ones which protect you in any way. They are the only dice which can absolutely be depended upon.

If you see the dice taken from the can you know for sure that those dice are square.

The can is your greatest protection because nothing but perfectly true dice are ever put in a can.

## Questions and Answers

QUESTION: What are trued dice?

ANSWER: Dice which measures true to within 1/1,000 (one one-thousandth) part of an inch are considered true. The paper on which this book is printed is about 4/1,000 thick. When Gould Canned Dice are packed at the factory they are true to about one-half of one-thousandth, but as time goes on, especially if they are subjected to intense heat, they will change shape slightly, but not enough to have any effect on the way they roll.

QUESTION: Is there really \$1,000 back of the Gould Guarantee?

ANSWER: The answer to this question carries a story with it.

It is only natural that the success of Gould Canned Dice has caused large manufacturers who depend on the sale of "trick" dice to become greatly worried. They are doing everything they can think of to "knock" Gould Canned Dice. The most common practice is to go to game-keepers who are using them, or thinking of using them, and telling them that the Gould Guarantee is worthless, that there is no \$1,000 behind it at all.

We bank with the Linwood State Bank, 31st and Troost Avenue, Kansas City, Mo. If there is any question as to financial responsibility we refer you to them.

## Remember

Any experienced card player wants to see a new deck opened when the game starts. He would like to know that the cards have not been tampered with.

Is there any reason why a dice player should not have the same assurance?

All good grades of motor oil can be bought in factory sealed cans, for your protection. There is more difference in dice than there is in oils.

It takes an expert to tell good oil. It also takes an expert to tell good dice.

Ask for Gould dice next time. They are **THE ONLY DICE** that are machine-sealed at the factory.

## In Conclusion

A dice player should remember:

1. Gould Canned Dice are the one and only dice which offer complete protection against "fixed" play.
2. Proof that Gould Canned Dice are honestly made and honestly sold is offered by the \$1,000 cash guarantee which stands back of every pair.

There are only two kinds of dice, Gould Canned Dice and "other dice."

If the dice **ARE NOT** Gould Canned Dice they **MAY** or **MAY NOT** be square.

If they **ARE** Gould Canned Dice they **ARE** square.

*Look for the Signature*

*E. A. Gould*

*on the Dice You Use*

We have gone to great expense to produce a dice which cannot be tampered with in any way. Although these dice have met with great success wherever they have been used, we need YOUR HELP in passing the good word along.

Ask for Gould Canned Dice next time.

---

This is the eighth printing of this book, bringing the total to 119,240. All of the contents of this book are effective as of July 1st, 1940, and supersedes all previous issues.

## **Notice to Gamekeepers**

By using Gould Canned Dice you gain the confidence and respect of your players.

There are thousands of people who do not now play who would be glad to do so if they felt that they were getting a square deal.

Gould Canned Dice have all of the advantages of other dice. In addition they inspire the confidence of your players. There is no reason why you should not use them.

The price is \$1.25 per pair in small quantities, \$1.15 in lots of 25 pair or more, \$1.00 in lots of 50 pair or more. Gould Canned Dice cost you **NO MORE THAN OTHER DICE OF A SIMILAR QUALITY**. We will send full details regarding our franchise proposition upon request.

E. A. GOULD  
3051 McGee Street  
Kansas City, Missouri