bridge digest

CANADIAN BRIDGE FEDERATION

Vol. 2, No. 2

OCTOBER, 1972









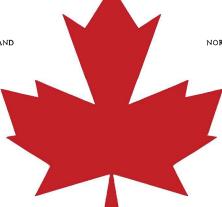
PRINCE EDWARD ISLAND



QUEBEC



ONTARIO





MEM BRIINGMICK



MANITOBA

BRITISH COLUM

BRITISH COLU



NORTHWEST TERRITORIES



ALBERTA



SASKATCHEWAN

WHAT IS THE BID?

The facts are there.

We do have two Canadian Districts in the ACBL. And we do have a Canadian Bridge Digest.

Both were greeted with great enthusiasm by Canadians.

But where do we go from here?

The next bid must come from the Canadian membership. The facts must be backed by active participation in organizational work at Unit and District levels.

The ACBL Board of Directors came up with a vote of confidence in Canada by establishing the new Districts. Now it's our turn to vote. Every Unit should plan and establish a membership drive, with a 25% increase as their goal.

Added membership would increase our stature and help finance the publication of the Canadian Bridge Digest.

This is about the closest that we can come up with as a "cause" in bridge.

There must be more to duplicate than just master points. There must be pride in reading about charity fund achievements, Canada's role in international competition and talents of some of our members. How about the many thousands of lonely people who found company and friendship through introduction to duplicate bridge?

Help organize junior games in your club and bring someone to these games. If you're not allowed to play because of master point restrictions, then "baby sit" with your invitee during the baptism by fire.

Introduce duplicate bridge to your community organizations as a recreational activity. Others have done so with great success and the backing of civic authorities. Bridge can be of great help in stamping out boredom for Golden Age groups. That's another way of being an activist in your own community.

There are hundreds of thousands who play bridge in Canada and thousands of them are just waiting for someone to invite them for a game of duplicate. Try it, just to prove this point.

If duplicate is a selfish game, then selfish let's be. More members, bigger games and tournaments. Bigger tournaments, more master points. More master points and that's good. So let's go and get them both.

Invite a friend to bridge.

BRIDGE DIGEST

PART II OF THE CONTRACT BRIDGE BULLETIN

Editor, Sam Maltin

A Canadian Bridge Federation publication distributed free of charge to Canadian members of the ACBL.

Communications to Bridge Digest should be addressed to Sam Maltin, 4607 Beaconsfield Avenue, Montreal 261, Que.

C.B.F. Zone directors and their addresses: *President*, William Robinson, 45 Rollscourt Drive, Willowdale, Ont.; Karl Hicks, Box 6, Dominion, N.S.; Doug Cannell, 404 Hosmer Blvd., Tuxedo 25, Man.; Henry Smilie 334-5740 Cambie St., Vancouver, B.C.; Jack Murphy, 55 Cawder Drive, N.W., Calgary 48, Alta.; Sam Maltin, Montreal, Que.; *Treasurer*, Aaron Goodman, 1437 Mackay St., Suite 8, Montreal, Que.; *Executive-Secretary*, Doug Drew, 37 Eastbourne Drive, Apt. 612, Bramalea, Ont.

Canadian Bridge Federation address: Doug A. Drew, Bramalea, Ont.

36 p.2 Bridge Digest

C.B.F. ACTION

CANADA TO HOLD NATIONAL CHAMPIONSHIPS

The Canadian Bridge Federation Directors' meeting in Edmonton initiated action which will ultimately lead to Canadian National Championship events being conducted on a regular basis.

Team trials for Olympiad representation are the only events right now that are ranked as National Championships in this country. No other event held regularly in Canada could qualify as a national title.

Canada ranks seventh in national membership in the World Bridge Federation and yet, other than the above mentioned, we have never declared a national champion.

To qualify as National Championships certain basic criteria must be met:

- Championships must provide a four-session match to produce the best possible competitive situation.
- National tournaments should be held in conjunction with other events to attract the widest possible participation and public interest.
- Events should take place in accessible locations, with a substantial indigenous bridge population.
- Master point awards should reflect the prestige of the event.
- Events should be open to all members of the ACBL.
- Selected events should lead to qualification for zonal or world championships for Canadians.

ACBL Pattern

National tournaments presently sponsored by the ACBL are, in reality, three simultaneous tournaments. A national, a regional, and a sectional rated event is available at every session of the three nationals.

A fourth national tournament could be constructed, using the same ACBL pattern and cart it back and forth in Canada. It would probably destroy some sectional and regional tournaments in the process.

A more practical solution would seem to be in upgrading of regional tournaments, whereby selected national events are staged at various regionals across the country.

There are presently eight regional tournaments held in Canada annually and it seems logical to suggest that national championships could be conducted simultaneously with existing regional and lower ranked events.

A proposal is presently in preparation, which will go before the ACBL Board of Directors for ratification and although there is a considerable amount of detail to be worked out, 1973 may see the first Canadian championship events.

♣ ♣ ♣ GOODWILL

ACBL President Percy X. Bean requested Bill Robinson to recommend a Canadian as regional cochairman of the National Goodwill Committee.

Jack T. Murphy of Calgary, was unanimously selected as the CBF recommendation.

CBF ELECTIONS

Elections for the Canadian Bridge Federation Board of Directors from Zone 3, Ontario and Zone 4, Manitoba & Saskatchewan, takes place this fall.

CBF executive secretary, Doug Drew, has been appointed as Director of Elections.

Robinson Reports On W.B.F. Meeting

By William A. Robinson

It was a great privilege to represent Canada at the Board of Directors meeting of the World Bridge Federation, during the recent Olympiad in Miami.

It was disappointing, however, that many of the member countries were not represented, even though in some cases their teams were participating in the tournament.

controversial issue The most discussed was the question of whether a participating team or pair in an Olympiad competition should allowed to default a match for reasons than physical inability compete. At present, W.B.F. By-Laws permit this under penalty. The executive council is reluctant to change the By-Laws and disqualify participants who refuse to play a match, presumably because some countries would not enter. But perhaps also because it would bar players who would be pleased to play everyone, but are not permitted to do so by their country.

Despite such objections, we feel that the By-Laws should be changed, as it can only lead to further problems in the future. As W.B.F. membership increases it is not hard to imagine the chaotic conditions of an Olympiad replete with defaulted matches.

Location for future Olympiads was discussed and of particular interest to

The best Canadian coverage on our Olympiad team in Miami can be found in the September issue of the Maritime Bridge Line, the official publication of Unit 194 of the ACRL.

The slick 10-pager, printed on fine paper, devotes all but two pages on "Canada at the Olympiad" as reported by Richard Brown. In fact, it took precedent over their own highly successful Can-At Regional in Fredricton, N.B.

It is Canada's own 1972 Olympiad book. There may be some copies available for "outsiders," by writing to *Maritime Bridge Line*, P.O. Box 1, Waterville, N.S.

Canada is the possibility of hosting the 1980 games. This is the most exciting bridge tournament in the world and Canadians would be fortunate to have it staged in this country.

We have the organizational capability, but we have to find suitable accommodation and necessary financial support.

MECHANICS OF THE W.B.F.

The World Bridge Federation was organized to promote the game of contract bridge throughout the world, to federate National Contract Bridge Organizations in all countries and to conduct international championship competitions.

There are currently 57 member NCBOs.

For purposes of administration and to facilitate regional competitions, the world is divided into eight Zones, six of which are governed by Zonal Conferences. North and Central America comprise Zone 2, for which the ACBL is the Zonal Conference.

The W.B.F. is governed by an Executive Council and a Board of Governors. Zonal Conferences appoint members of the Executive Council, which has full executive and administrative authority over the affairs and activities of the W.B.F. Each N.C.B.O. appoints one member to the Board of Governors, which has some powers not delegated to the Executive Council, but which acts primarily as an advisory body to the Council.

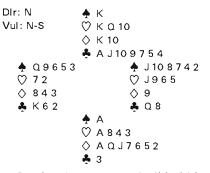
The Council meets annually, during Olympiad and world team championships. Governors hold their meeting every second year.

36 p.4 Bridge Digest

LANDO ON THE OLYMPIAD

Swing Board

The following deal, taken from the 24th round of the Open Team event (the boards were duplicated throughout the field), produced many a swing. In the Australia-Italy match, Forquet and Avarelli wanted to rest so Italy was forced to go with a "makeshift" lineup which had Belladonna playing with Garozzo against Australia's Roelof Smilde and the great Tim Seres.



In the Open room, Smilde bid a club (new South Wales System) on the North cards and Seres responded three diamonds which is an asking bid. Smilde rebid three spades, which showed one ace and trump support. Belladonna (East) doubled and Seres bid four hearts. Garozzo (West) introduced six spades as Belladonna "No commented, Blackwood. partner?" North doubled, East passed and it was back to Seres. He wasn't sure that North had all the needed cards to produce seven diamonds but the one club opening bid had shown a good hand and there could be a play. He also had going for him the possibility that East-West would not let him play the grand slam and so he bid seven diamonds. Seres bought it there and had no trouble bringing the contract home, as he ruffed out the club suit, using the hearts for entries to the established dummy.

Team Effort Pays Dividend

A first class effort by the Canadian Bridge Federation paid handsome dividends at the Fourth World Bridge Olympiad, at Miami. Through nationwide trials, supported entirely by its membership, the CBF selected teams to compete in both the Open and Women's event. The women, overcoming a shaky start with a driving finish, placed seventh, for Canada's top effort thus far in international women's competition.

During the first half of the matches, the only bright spot for the Canadian women was a 13-7 win over the U.S. team. They were in 16th place and nothing seemed to be going right for them, when team captain Aaron Goodman made a well judged partnership switch. The team responded, closing at a better than 70% clip. The women picked up nine placings to finish comfortably in the top half of the field. This was a substantial improvement on Canada's earlier performances and should augur well for future Olympiads.

In the Open event Canada, once again, provided the drama by qualify(Continued on next page)

Canada played the hand against Mexico. In the Open room East-West jammed the bidding early and when Murray and Kehela reached seven diamonds the opponents saved in seven spades. However, Kehela (South) had jump shifted in diamonds, rebid them, and subsequently shown three aces. Murray was therefore able to count seven (or eight) diamond tricks, one club, three hearts and the ace and king of spades for a total of at least 13 tricks. He bid seven notrump, but there was no swing on the hand as Mexico reached the same contract in the closed room. (One down, of course.)

ing for the finals in the very last round. Italy and the United States, the pre-tournament favourites, clinched a place in the finals with victory points to spare. Meanwhile, a dozen teams stayed in contention for the remaining two playoff spots until, with one match to go, only France, Taiwan and Canada were in a position to qualify along with Italy and the U.S.A. These were the standings with one match left to play in the round robin:

,	
1. Italy	611 VPs
2. United States	582 VPs
3. Taiwan	529 VPs
4. France	525 VPs
5. Canada	515 VPs

Canada won a blitz (20 to minus 2) while Taiwan and France both lost (2-18 and 9-11, respectively) and we were a "clear third," four Victory Points ahead of the fifth place Taiwan.

In the semi-finals, the United States had a convincing win over Canada while Italy won handily over France. Canada went on to beat France for the Bronze Medal while Italy's great Blue Team won its third straight Olympiad.

Since the unabridged round robin was introduced in 1964, three nations (Italy, U.S. and Canada) have made it to the finals in the three Olympiads held (1964, 1968 and 1972). Another statistic worth noting is that only four pairs have played in each of those three finals. They are: Forquet - Garozzo, Belladonna - Avarelli, Pabis Ticci - D'Alelio, and Murray - Kehela.

1972 TEAMS

Open

Gerry Charney, William Crissy, Bruce Gowdy, Sammy Kehela, Eric Murray, Duncan Phillips, Al Lando (non-playing captain) and Wolf Lebovic (deputy captain).

Women's

Jackie Begin, Mozelle M. Berger, Irene Hodgson, Sharyn Linkovsky, Mary Paul, Barbara Saltsman and Aaron Goodman (non-playing captain).

MEMBERSHIP ON UPGRADE

By Ken McGuirl

North Saskatchewan has reached unprecedented heights in player enthusiasm and membership in the ACBL. Every club in Unit 575 has shown increased membership and the addition of the Lloydminster franchise was a great factor in the drive.

Saskatoon is still the hub city and enjoys the Unit's largest membership with close to 200 players, including more than twenty Life Masters. This must be the highest percentage in Canada.

The new club rooms are spacious and air-conditioned, with adequate parking space, and have proven a boon to the attendance. The games average 23 tables, three nights a week, plus Wednesday afternoons.

A unique feature of the Saskatoon club is the round-robin team tournaments, played on alternate Sundays. This year the league took on an inter-city flavor, with North Battleford and Prince Albert fielding teams. Each city is approximately 100 miles from Saskatoon, but both teams hit the road for every event.

Party time

In past years, three parties were held every year as special games, but the new formula requires a party every month or none at all. So we decided to have a party every month in order to get our franchise. These games produce some wonderful playing as well as bidding, since the bar opens about half an hour before game time.

Perhaps one of the greatest bidding sequences we have ever heard took place at one of these games:

SOUTH	WEST	NORTH	EAST
1 ♡	Pass	Pass	Pass
2 🛇	Pass	3 ♡	Pass
4 🖰	All Pass		

Making four hearts

We think it has the Precision system beaten all hollow!

36 p.6 Bridge Digest

CALL THEM MASTERS

World Bridge Federation's master point scheme is now in full operation and a number of Canadians are on the first honour roll. There are three classes set up by the world bridge body: Grand Master. W.B.F. points or more and a win of a major W.B.F. event; World Master, 50 W.B.F. points minimum and victories in three national events or a W.B.F. championship: International Master. 10 W.B.F. points minimum or a national championship.

Earning W.B.F. points will give players a lifetime ranking, but International Masters who failed to win the necessary 10 W.B.F. points will be ranked for four years and will then be subjected to a review by the Accreditation Committee of the Federation.

Total membership and the number of Grand Masters and World Masters will govern the number of International Masters allowed each country.

The Canadian Bridge Federation is now working on plans to hold future national championships, thus giving Canadians an opportunity to earn International Masters rating.

The World Bridge Federation has

ranked the following Canadian players as World Masters:

Eric Murray, Sammy Kehela, Bruce Elliot and Percy Sheardown, all of Toronto.

The names of 21 Canadians were submitted to the WRF by Canadian Bridge Federation approval as International Masters.

INTERNATIONAL MASTERS

Gerald Charney, Toronto William Crissey, Toronto Ralph Cohen, Greenwich, Conn. Dr. Ronald Forbes, Kapuskasing Sam Gold, Montreal Jack Howell, Toronto Mrs. W.M. Anderson, Toronto Mrs. Jackie Begin, Montreal J. George Boeckh, Toronto Corti Boland, Downsview Mrs. Mary Bowden, Toronto Aaron Goodman, Montreal Bruce D. Gowdy, Ajax Wolf Lebovic, Toronto Michael John Martino, Hamilton M.M. Miller, Toronto Duncan Phillips, Toronto Mrs. Mimi Roncarelli, Montreal Frank Vine, Hamilton Sheila Forbes, Toronto Shirley Neilson, Toronto

THE LINTON BRIDGE CLUB, Inc.









1504 Sherbrooke St. West - Montreal - Tel: 935-8730

DUPLICATE BRIDGE

NOVICE and JUNIOR MASTER PAIRS

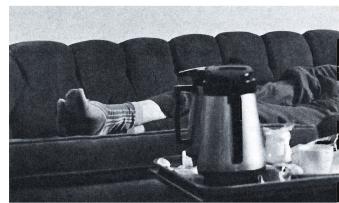
The SECOND TUESDAY of each month at 8:15 P.M. as a separate section to the regular Open Pairs Tuesday game.

Participants in the Junior section will be supervised by Sam Gold and other Montreal experts.





Phil Woo



MEETINGS CAN B





l don't l

36 p.8 Bridge Digest



ods' gang



Two what?



Photos by Bob Brook and Sam Maltin

HARD ON A GUY!



elieve it.



CANADIANS LEAD A

WESTERNERS TOP LEAGUE EFFORTS

By Doug Cannell

Canadian Units of the ACBL repeated their admirable showing in 1970, by again placing one, two in the amount raised per member in the overall showing of League Units. And again it was Canada's "West" leading the way, with the South Saskatchewan Unit in first position and Sault International in second place.

In 1970, the Calgary Unit topped the field and Manitoba placed second.

The money raised last year, \$13,544, was part of the \$15,000 presented to the Multiple Sclerosis Society of Canada at the July Regional in Edmonton. This amount is broken down on a pro rata basis and given to each province:

Alberta	\$1,200
British Columbia	1,230
Manitoba	600
New Brunswick	780
Nova Scotia	1,060
Ontario	6,315
Prince Edward Island	237
Quebec	2,032
Saskatchewan	1,446

As a step to encourage more participation in the Canadian Charitable Fund of the ACBL, a letter asking for Dr. Stanley N. Abrams 1847 Rose St., Regina (Sask.)

It is my pleasure to inform you that the South Saskatchewan Unit has won first place for per capita contribution to the ACBL Charity Program for 1971. Please send the name of your representative who will accept the plaque at the Spring Nationals in Cincinnati, Ohio on March 24, 1972.

Richard L. Goldberg Executive Secretary American Contract Bridge League

their support, was sent to every individual club in Canadian Units. This was done early in 1971 and it's bearing fruit this year. This year's contribution is running well ahead of last year, in fact, it is close to double that which was received in 1971.

The Canadian Arthritis and Rheumatism Society has been named as beneficiary for 1972 and it is hoped that Canadian bridge players will set a record for contributions. It'll be great to come through with another one-two punch for charity's sake.

Your efforts and contributions will make an impact on the continuing fight to resolve medical problems.

THE TRUST

A hard-working group of people have been named to the Canadian Charitable Trust for 1973 and with their organizational talents and dedication, the fund will gain great benefits.

The trustees include: Peggy Anne Yrjola, Sault Ste. Marie, Dr. Stanley N. Abrams, Regina, Raye Dolgoy, Edmonton, Douglas J. Cannell, Winnipeg, Maurice Gauthier, Montreal and Ruth Park, Sydney.

36 p.10 Bridge Digest

CBL CHARITY DRIVES

SASKATCHEWAN CLAIMS HONOUR

By Stanley N. Abrams

The pleasure of reading Dick Goldberg's telegram to the Unit Executive and circulating copies to all bridge clubs of the South Saskatchewan Unit was exceeded only by the presentation of the beautiful plaque, for Regina's first place per capita contribution to the ACBL Charity Program. Percy Bean and Goldberg did the honours for the ACBL, while this writer was the recipient on behalf of the Unit.

South Saskatchewan Unit 573 presented \$999.88 to the ACBL Charity Program, this averages to \$3.48 per Unit member.

Bridge players are a charitable group and through the years have shown tremendous scope and magnitude in supporting their own local charity programs, as well as the official ACBL efforts. Very little publicity is ever given to these con-

tributions, but many local causes have benefited from duplicate bridge.

It is a great honour that the South Saskatchewan Unit has brought to District 18, an honour that Moose Jaw, Weyburn, Dungre, Shaunavon and Regina can be very proud of.

Charity, good competition, good fellowship and good sportsmanship should be the targets in the wonderful world of bridge.

INFORMATION PLEASE

Individuals, clubs or Units wanting more information about the ACBL Canadian Charitable Fund and its program, should contact Doug Cannell, 404 Hosmer Blvd., Tuxedo 29, Manitoba.

Your ideas on how to improve attendance at these games would be welcome information to Doug, who happens to be President of the Fund.

PROGRAMME DE CHARITE

par Maurice Gauthier

Depuis sa création en Octobre 1966 le Fond de Charité de la Fédération Canadienne de Bridge désigne, annuellement, une oeuvre de charité Canadienne comme bénéficiarie des recettes nettes de toutes les parties de bridge (dites de charité) tenues sous ses auspices.

Jusqu'ici une somme de \$79,500.00 a été réalisée et divisée comme suite:

1967-La Société Canadienne	
contre le Cancer	. \$20,000
1968-L'Association Canadienne pos	
les Déficients Mentaux	14,000
1969-La Foundation Canadienne	

des Maladies du Coeur	14,000
1970-La Foundation Canadienne	
de la Fibrose Kystique	16,500
1971-La Société Canadienne	
de la Sclerose en Plaques	15,000

Comme vous le savez, c'est La Société Canadienne contre l'Arthrite et le Rhumatisme qui a été nommée bénéficiaire, cette année, et si l'on se sert des sommes. perçues à date comme base, nous avons bon espoir de récolter un montant de \$18,000.00 pour cette Société. Allons de l'avant et montrons que le monde du bridge au Canada sait tenir son bout.

Those Early Years

\$1.40 ENTRY FEE PER TEAM

By Sam Gold

Entry fees were \$1.40 per *team* when Montreal Bridge League members participated in bi-weekly scheduled team matches at the Ritz Carlton Hotel three decades ago. Among the most dedicated organizers and directors were Paul Godin, John Raynault, and the late J.J. Perrault.

Publicity was handled by the late Arsène Desrochers as daily bridge editor of La Presse. On many occasions he was as controversial as a certain local newspaperman! An historian could find, with a minimum of research, that history actually repeats itself, in the personalities and editorial views of these two writers.

Circa 1944, Mssrs. Perrault, Godin, et al., pressed me into service to expand the League's membership and activities. So I surrounded myself with a very loyal group of volunteer slaves: Mimi Roncarelli, Francoise Paquin, Jackie Begin, Tony Geoffrion, Aaron Goodman, and numerous others. And off we were to bigger and better tournaments, and hopefully, better bridge too.

At the time, the actual membership was pitifully low. Committees were formed to snoop on every known and unknown bridge player in Montreal. We constructed a mailing list of over 1,500 names and mailed programs of our scheduled tournaments to them. Within two years we developed a "live" mailing list and probably over 1,000 of the original names were deleted, but business was moving well.

All time record

The 1946 Fall Tournament program showed 15 MBL officers, plus a tournament committee of 17, plus an out-of-town committee of 16. Among the visiting experts were no less than Charles Goren, Peter Leventritt, Paula Bacher, and the director was Al Sobel. We felt we had put Montreal on the map!

The Open Pairs totaled 47 tables, an all time record for the era.

In order to keep the overhead down, the early tournaments were directed by myself with the help of Laurier Sauve, Max Galarneau, R.O. Boland, Ralph Cohen and Aaron Goodman. After each weekend of championships, my local slaves, and particularly Mimi, prepared all the results (completely itemized) for mimeographing and mailing to every contestant. This was a very popular feature and I wonder why it was discontinued.

With the growth of the League, a small splinter group of members concluded the MBL looked like a good "thing" for the organizers. Accordingly they promoted the Province of Quebec Bridge League to kill the MBL. This dissension was short lived, but incredibly, there were even mild acts of sabotage to interfere with the operation of the MBL.

Today's Ethics and Conduct Committee is kept busy with protests, both imaginary and real. In the 40's the "Hesitation" syndrome was virtually unheard of, and about the only problem concerned a few "system" players. The latter considered all opponents legitimate prey for private and even secret bidding understandings. A few penalties and suspensions eliminated this unhealthy breed of bridge artist.

Most of the oldtimers are fortunately still with us, and the foundations laid by them have clearly helped build our present big and successful League and Canadian duplicate bridge activities.

36 p.12 Bridge Digest

DUPLICATE COOKING

By Terry Meloche

If you live in a small town of about 6,000 people, you have all the ingredients for building a duplicate bridge club.

First, gather a group of rubber bridge players, add a few good duplicate players, even if you have to borrow them from neighbours, get one qualified director and then spread the word around. Within a few weeks you should get an attendance of five or six tables and that's a good beginning.

Should you get more ambitious after a while and want to see your club grow, get a publicity campaign going through publications in your area and if you can get a nod from a major newspaper, this will work like leaven in bread dough.

In your mass media releases show the idea that duplicate is just an added interest to the game of bridge and can be kept at a social level. Have more experienced players on hand to help newcomers adapt themselves to this type of play. Short seminars are of great help.

When newcomers attend your games, have the director introduce them publicly and if they're new to duplicate, that should also be announced and members asked to help them out if necessary.

Always make sure that the duplicate novice isn't the score keeper at the table. It might be confusing to them and cause problems for the director.

Your attendance will rise beyond hope. From here on, with a friendly atmosphere, a good director and as generous as possible allocation of master points, success as a duplicate club is sure to come your way.

We know, we have done it in Rosemere, Quebec. It has been a challenge, but so much fun. Don't miss out on it.

CANADIAN BRIDGE SUPPLIES CANADA'S FIRST MAIL ORDER BRIDGE SUPPLY



715 - 10 STREET S.W. CALGARY 2, ALBERTA

TELEPHONE: (403) 269-2061 - 283-3014

PLAYING CARDS

DUPLICATE BOARDS TEACHING AIDS

FULL LINE OF SCORING SUPPLIES FOR HOMES, CLUBS, UNITS AND TOURNAMENTS.

FFATURING -

HOME DUPLICATE SETS AND
CURRENT BRIDGE BOOKS IN
HARDCOVER and ECONOMY COVER

PLEASE WRITE FOR FREE CATALOGUE

The first 200 requests will receive a Goren Point-Count Plastic Table Cover with the catalogue. Extra covers may be ordered for .79¢ each.

PR PROBLEMS

By Doug Drew

Deep concern about public relations and the lack of success in attracting the attention of the mass media underlined discussions at all three recent meetings this writer attended as a bridge executive. These meetings were of the Unit level, Barrie, Ont.; national, G.B.F. in Edmonton; and the ACBL Board of Directors in Denver, Colo.

All we have done is cry about bridge being ignored and wait quietly for someone to discover us. The comparison between coverage given the World Bridge Olympiad at Miami and the chess match in Iceland has been a glaring testimony to our ineptness at public relations.

The regional tournament in Edmonton was a major event in Canadian bridge, yet on the Saturday of the tournament, the Edmonton Journal had a huge picture on page one of a teenager playing 10 simultaneous chess games at a local shopping plaza. The front of the second section had a three-column headline and the story on the Spassky-Fischer match. The report on the bridge was in the usual place, under the truss ad.

The Barrie tournament was only a sectional, but as "conventions" go in this Ontario city, it was the largest held there this year. It received scant local coverage.

Denver gave the Summer Nationals good ink, thanks to that city's Len Smith, a top notch bridge reporter. But there was little of the championship meet reported anywhere else.

New Awareness

The need for positive action in public relations is hitting people at all organizational levels in bridge. It seems that the only way that some success can be shown is to have the national body establish a strong public relations department, which will provide consul-

tation service and direction for club, Unit, District and national PR programs.

Much of the constructive work can be done locally, by demanding attention when you stage a tournament (convention, in the non-bridger's language) and selling it to your convention bureaus, businessmen's associations, city councils and local newspapers. Clubs can band together and get themselves listed in hotel activity magazines and weekly "whats-going-on" programs.

Many Units have money sitting idly by, making more money for their banks instead of being invested in promotional work. The program may take a bit of time, but once started, and with a dash of ingenuity, the benefits will snowball.

DEUX LIQUES DANS MONTREAL

Par Paul Godin

La Ligue de Bridge de Montréal fut fondée au bureau d'affaires de M.J.J. Perreault en 1930. Durant plusieurs années les activités de la ligue se limitèrent à des parties d'équipes de quatre joueurs. En 1938 une ligue rivale, la "Bridge Players League", organisa des tournois sous toutes ces formes: individuel, paires, équipes de quatre.

En 1941 les deux ligues s'unirent pour opérer sous le nom de la Ligue de Bridge de Montréal et l'essor du bridge à Montréal commença pour de bon. Un système de points de maître fut même en opération jusqu'en 1945, l'année où ligue s'affilia à l'A.C.B.L.

Beaucoup de succès obtenus sont les résultats premiers du travail et devouement d'organisateurs et joueurs tels que J.J. Perreault, Sam Gold (le grand responsable de l'affiliation), A. Goodman, E. Beausoleil, J.L. Raynault, A. Geoffrion, A. Pauzè, H. Benjamin, etc., qui ont permis de faire de ce jeu ce qu'il est aujourd'hui.

Nous avons réussi à obtenir un tournoi national d'été en 1967 et nul doute que très bientôt Montréal sera encore le théâtre d'un second tournoi national.

36 p.14 Bridge Digest

Alberta Roundup

By Anita Carpenter

1972 marks the first time that Red Deer, "the heart of Alberta," held its own sectional tournament. The successful venture saw the introduction of Unmixed Pairs to Western Ganada. It was an immediate hit and a highly competitive men versus women event.

4 4 4

A new plan introduced in the larger centres of this province has been instrumental in a great increase in membership.

The School Boards and City Recreational departments offer bridge lessons at the very minimal cost of \$5.00 for 10 lessons. At the end of the series of lessons, a Unit member attends the "closing ceremonies" and speaks on the subject of duplicate bridge. The "guest speaker" outlines bridge activities in the city and hands out club and Unit calendars, local bridge publications and copies of "Easy Guide to Duplicate Bridge."

This personal contact promotes a lot of interest and many memberships come from this source.

0 0 0

The daily reports of the 1972 World Team Olympiad appearing in the Calgary Herald helped boost interest in bridge here. They have prompted much comment, both within and without bridge circles.

Congratulations to the Canadian team for their fine showing.

PARTNERSHIP

When I play with you on Friday
Please do this for me
If you have a seven carder
Open two, not three.
Hesitate if it will help us
Raise your voice or scratch your knee
Communication is important
That we all agree.

Bid "A" club if you've a short suit One club if it's more. Double loudly if you mean it Whisper if not sure. When I'm on lead, please signal Place your hand upon your chest Or touch the ring that's on your finger Raise your fist if clubs are best.

Keep the opposition baffled Open light and smile I will pass with 12 points, partner Balancing's in style. High boards are not accidental If you hear a bid or score Or see the cards on other tables Peeking is not guile. A fast pass means I have nothing But if I am slow
Try to keep the bidding open
You'll be safe you know.
Say "skip bid" if you mean weakness
Don't announce, if you are strong.
No matter what our card says, partner
We'll know right from wrong.

If they've passed and I bid one spade And they interfere
Their three club bid might confuse us
This will make things clear:
With support you now bid two spades
And then correct to three
I'll know your limitations, partner
I'll know if game is near.

There are times we'll get in trouble Never weaken, dear. Sometimes they will call "Director" Don't give in to fear. We'll deny the allegations And look innocent and sore After all, winning's most important Ethics really are a bore.

Cross Country Shuffling

By Sam Maltin

So, okay, Henry Francis, the new editor of The BULLETIN, used the following story in the New England Bridge Conference Bulletin. But this story concerns two Montrealers, Jean LaTraverse and Gus DuChesne, and it's our national right to repeat the story for Canadians.

A 4-3 fit in a major suit should be contracted for a game, according to the teachings of Alphonse Moyse, former editor of *Bridge World*. The 4-3 hands are called Moysean fits.

Our two Montrealers ended up in a spade game contract with a 4-3 fit.

After bringing in the ten tricks, declarer, LaTraverse, said, "I made a game on a Freudian fit!"

DuChesne, who is always fast with a quip, came back with, "Hear that? My partner just made a Moysean slip!"



Vancouver's Henry Smille comes up with the following question and answer:

Some players have forgotten the ACBL regulations, that each partnership have two convention cards with the players' names on them. But how do you know which opponent is which?

His answer: On your own card write your own name, followed by your partner's name in brackets.



Busy season of bridge is planned for Calgary this winter, including a round-robin knockout event, devised on a system that handicaps players.

Bridge clubs here offer luncheons once a week and that makes duplicate more social. You can't argue with a mouthful.

♦ ♡ ♦ **♣**

Aaron Goodman, who as treasurer of the CBF, keeps close tab on the purse strings, urges Units and clubs to organize more Olympiad Fund games. With the upcoming trials to name Canadian teams for international events, money is needed for this type of sponsorship.

Olympiad Fund games are good for the membership. It offers an opportunity to help a good Canadian cause — and earn master points.



Anna Kinsella sends along the following two items about fellow Maritimers:

There's a small kitchen just off the playing area at the St. John Sportsman's Club, where coffee is made for players.

One evening George Caldwell looked up from a study of his cards to find empty chairs East-West. "Where are our opponents?" George asked his partner.

"They went to get some coffee," was the reply.

"My God, they took their cards with them," said George. And added, "I guess that's what you call kitchen bridge."

The other story involved Jim Anderson and Don Cameron, who were defending against a seven notrump contract, which they set.

Anderson: "I would have doubled but I was afraid they'd run."



Eric Murray and Sammy Kehela again lived up to their rating as one of the world's best bridge pairs by winning the Tournament of Champions, an invitational event at Deauville, France.

36 p.16 Bridge Digest