

Amazing Bridge Invitation!

Charles H. Goren

AMERICA'S MOST FAMOUS BRIDGE AUTHORITY.

now introduces his revolutionary
new way to improve your bridge
game—*automatically!*

HOW WOULD YOU like to be the best bridge player in your circle of friends... a sought-after partner... the authority others turn to when they need advice? It's easier than you think, with the help of this remarkable new invention—called **GOREN'S NEW WAY TO BETTER BRIDGE**. It's the greatest innovation in Contract Bridge since its inventor pioneered Point Count Bidding. As you'll see, it's not a book, not a course, but an *entirely new* METHOD of learning the finer points of both bidding and playing. And it's guaranteed to help you play more skillfully, more confidently, and with higher scores!

Guaranteed to make you a better player within 24 bridge hands—or pay nothing!

LIKE all good ideas, GOREN'S NEW WAY TO BETTER BRIDGE is simple. It's based on one of the oldest and most successful education theories ever developed: *experience is the best teacher.*

With this new invention, Goren's bridge experiences become *yours*. He has selected 24 of his most significant bridge hands. Each one is a challenge requiring some real thinking. And he has invented a way for you to play the very same hands!

You Improve While You Play

Here's how it works: A deck of specially-coded playing cards is dealt out according to the marks on the backs; so that each player gets one of 24 predetermined bridge hands. No one knows what the other's hand is!

You proceed as you would ordinarily; you bid the hand and then you open the manual to see what *bid* Goren would have made—and why! At this point, the comments on the actual play of the hand are on another page and cannot be seen.

You then start playing. Make your own decisions and your own mistakes. When the hand is over—or during its course if you prefer—you open the manual for a complete play-by-play commentary by Charles Goren.

Like 24 Private Lessons by the World's Greatest Bridge Expert

You play each hand with three friends—just as you ordinarily would (or if you prefer you may even play "solitaire"). The only difference is that you have a bridge expert—in this case the world's No. 1 expert—"looking over your shoulder." Through the advice in the 108-page manual, he explains strategies and rules, the reasons for various plays and bids. He gives you *specific* advice about specific bids and plays.

You do NOT bother about learning abstract theories or hard-to-remember rules. By actually bidding and playing each hand—and then having it thoroughly reviewed and explained by Goren—you cannot help absorbing a tremendous

amount of expert and practical "know-how." *Your game will improve automatically.*

The 24 hands have been carefully chosen to introduce you to strategies of Contract Bridge and to cover a variety of challenging situations. If you play different positions at different times, you will have 96 individual hands that you can play. And *each one* will give you experience that might otherwise require years of ordinary playing.

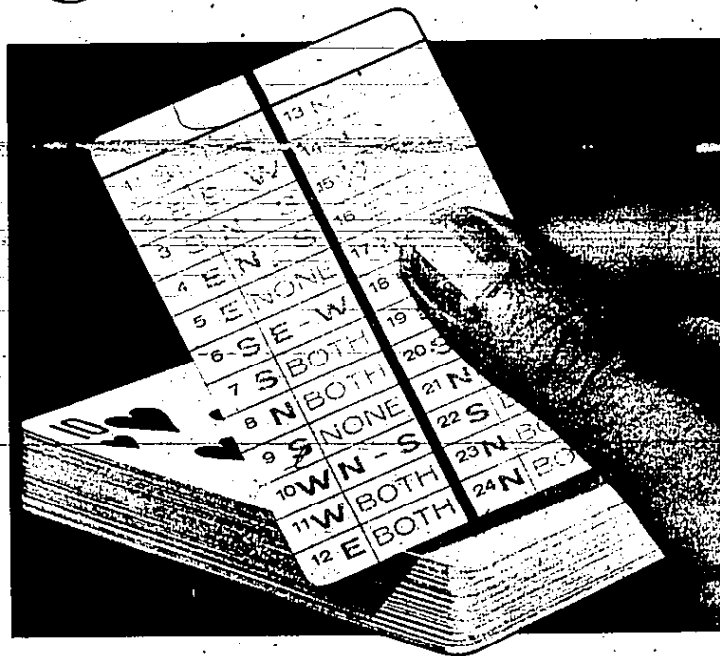
Try It for 3 Full Weeks FREE

The coupon—without money—entitles you to try GOREN'S NEW WAY TO BETTER BRIDGE at our risk. Within 3 weeks, if you are not absolutely "sold" on the value of this set—if not convinced that it will do a world of good for your bridge game—simply return it without hesitation and forget the matter. Otherwise, send only \$2.95, plus postage, as payment in full. (We predict that you'll get back many times that small amount in just one bridge session!) Mail coupon to SIMON AND SCHUSTER, Dept. GS, 630 Fifth Avenue, New York City.

(ONE WARNING THOUGH: Get one fast, before your friends get around to it. It really works, and *someone* is going to score a sensation at your next bridge session. So clip the coupon now and drop it in the mailbox at once.)

Meet Your Instructor, CHARLES H. GOREN

You'll be taking bridge lessons from the man who is the Number One ranking player of the United States (according to the ratings of the American Contract Bridge League). Only player in the history of bridge who has won every major U.S. championship. Author of a syndicated bridge column which appears in 150 newspapers. His recent book, *POINT COUNT BIDDING*, made contract bridge more scientific and more satisfying for millions of players. Now, with his *NEW WAY TO BETTER BRIDGE*, he makes it possible for millions more to learn the fine points of Contract Bridge.

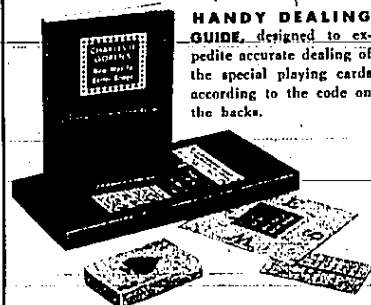


Goren's Invention Includes...

FULL DECK OF COPYRIGHTED SELF-TEACHING "MARKED CARDS," the backs of which are designed so that 24 challenging bridge hands, prearranged by America's leading experts, can easily be dealt around a table.

COMPLETE 108-PAGE MANUAL, in which Mr. Goren analyzes each of the 24 hands, and tells you how experts would have bid and played it.

HANDY DEALING GUIDE, designed to expedite accurate dealing of the special playing cards according to the code on the backs.



SIMON AND SCHUSTER, INC., Dept. GS
630 Fifth Avenue, New York 20, N. Y.

I've got to see it to believe it. So send me a boxed set of GOREN'S NEW WAY TO BETTER BRIDGE for a three-week trial. The set includes the coded "marked cards," the 108-page self-teaching manual, and the handy dealing aid. If I don't see my bridge score going up I'll return the set within three weeks and pay nothing. Otherwise, I will send you \$2.95 plus a few cents postage, as payment in full.

Name..... PLEASE PRINT PLAINLY

Address.....

City..... Zone..... State.....

☐ SAVE POSTAGE. Check here if you enclose \$2.95. In that case we pay the postage. Same return privilege, with money refunded in full. N.Y. City residents: add 2¢ sales tax.