

Prime Time from page 2C

ing up to date with regular re-fresher courses.

Both women agree they feel privileged to be allowed to share the holiday with their travelers. It is obvious they are committed to providing a first class holiday with lots of fun included. Their eyes sparkle and laughter bubbles over as each recalls a particularly funny experience or different twist given to a destination.

They are members of the Birmingham-Bloomfield Chamber of Commerce and also work through

the Southfield Community Education Center. You may contact Day Trippers Plus at 646-8070, and if you go be prepared for an extraordinary holiday put together with a different flair.

Rosa Weber is a freelance writer covering items of interest to and about seniors. You may leave a message for her, from a touch-tone phone, by calling 953-2047, Ext. 1887, or write the Observer & Eccentric, 805 E. Maple, Birmingham 48009.

Honors go to 3 women

Na'Amat USA, Greater Detroit Council, will hold its annual Spiritual Adoption Luncheon at noon Thursday, July 29, at Adat Sha'alom Synagogue, 19901 Middlebelt Road, Farmington Hills.

The Spiritual Adoption program was instituted on behalf of abandoned, abused or neglected children in Israel.

"Celebration of Women" awards will be presented to Cheryl Chodun, reporter for television station WXYZ; Charlotte Edelhelt, past president of the

League of Jewish Women's Organizations; and Frieda Leemon, past national president of Na'Amat USA.

Shirlee Katzman is chairwoman of the day and Bess Berris is council president. Entertainment will be provided by Elaine Greenberg, vocalist, who will be accompanied by Zina Shaykhet.

There is a charge for the luncheon, as well as a minimum donation. Reservations must be made by July 15. For reservations, call the council office at 967-4700.

Johnny Rau was unbelievably good



WOODY BOYD

If memory serves me well, never has one from our games' many fabulous celebrities ever been the subject of Ripley's "Believe It Or Not." I have a wonderful candidate and today's creation is about just such a star, who I'm sure you will agree qualifies for such recognition.

Who in 1930, at the age of 22, was a member of the winning National Open Team Championship (now known as the Reisinger Teams) and in the following four years placed first or second in the Vanderbilt, National Open Pairs and the Spingold? The wonderment was he didn't become a life master until 1978, three years before his death.

Johnny Rau (1908-81) of Walnut Creek, Calif., was the person I did it. Today only a handful will remember Johnny, who I first met when I joined the celebrated Regency Whist Club in 1959. On my business visits to Manhattan we played often. He was truly one of the fun guys of bridge with a warm and extremely friendly personality. He was unquestionably one of the game's most sporting participants. His only serious impediment was his willingness to take too many chances and that included excessive psychs, a style rarely subscribed to by experts. Maybe our own Marty Cohn, was his equal, but both were known to make many bids that were difficult to decipher. Early in Johnny's bridge escapades, this aggressiveness was particularly effective.

In his first national tournament in 1930, he caused a sensation partner William Barre, when their extensive use of psychs caught their opponents napping. It was a last-minute decision by Ely Culbertson to include them, as he personally frowned on their methods.

This was just a prelude to an amazing series of triumphs for Johnny whose winning ways continued through 1934. When the category of life master was established by the American Bridge League in 1936, Johnny wasn't included for he had quit tournament play to find his fortune.

Through the vagaries of the league's early bookkeeping, his successful exploits were never recognized with master points. When he retired in 1975 and moved to California, he took up duplicate again and there earned his L.M. rating some 40 years after winning the most prestigious national tournaments known to the game.

Even at stake play, Johnny loved to psych, a habit that could be catastrophic against formidable opponents, but otherwise, especially against the unready, he was a premier performer.

Today's hand, played some 25 years ago in partnership with the fabled Regency Whist Club and ACBL President Raymond McGrover, shows them giving a couple of club postulants "the treatment." Johnny's play always drew a gallery on the second floor north wing, and this was a particularly memorable occasion for he was celebrating his 60th birthday that evening and McGrover had agreed to pick up the check for all.

| | | | |
|-----|-----|--------|------------|
| Ray | W | Johnny | E |
| 1♦ | DBL | 1♠ | 1NT |
| 2♠ | 3♠ | 3♣ | Passed out |

E/W Vulnerable

- ♠ 8 5 3
- ♥ 8 3
- ♦ J 9 8 6 3
- ♣ 9 8 2

| | |
|------|---|
| JOHN | E |
| RAY | |

- ♠ 6
- ♥ 5 4 2
- ♦ A K 10 5
- ♣ K 7 6 5

W. led S. K

The responder psych even today can be intimidating and when Ray supported spades E/W ambition to play in that suit was unclaimable. You who've experienced such skulduggery know East should have immediately doubled to expose the fraud. But the innocent were out of their class and their heads were on holiday. Somehow Ray succeeded in winning six tricks, but the defensive play was as modest as its bidding, otherwise it might have penciled in a plus 1,430 instead of 300.

Woody Boyd teaches local bridge classes and is a life master. He lives in Bloomfield Township. To leave a message for Boyd, from a touch-tone phone, call 953-2047, Ext. 1853.

FASHION CALENDAR

FRIDAY, JULY 2

From Roslyn's
Roslyn's intimate apparel and on-the-go wear informally modeled noon to 2 p.m. at Le Metro restaurant in Applegate Square.

Northwestern Highway between 12 and 13 Mile roads in Southfield.

THURSDAY, JULY 8

Trunk show
Peggy Jennings fall trunk show

of evening dresses and gowns, with representative visit 10 a.m. to 4 p.m. and informal modeling 11 a.m. to 3 p.m. through Friday, July 9, in Couture Salon, Level Three, at Neiman Marcus at the Somerset Collection in Troy.

Knit collection

Helen Rau fall '93 collection of knits introduced 10 a.m. to 3 p.m. at Rox & Sherm at Bloomfield Plaza, Maple and Telegraph roads, in Bloomfield Township. Also, Friday-Saturday, July 9-10.

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Metro Detroit: the newspaper circulation story

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In fact, the suburbs account for 85% of metro Detroit's Effective Buying Income (EBI).

And, in this dominant marketplace, the leading newspapers are not The Detroit News or Free Press—The leading suburban newspaper medium is SPRING, the network of suburban newspapers.

The SPRING suburban newspaper network delivers more than twice the suburban circulation (707,214) of the daily Detroit News (274,510) or Free Press (348,698).

In fact, SPRING delivers more suburban circulation than the News-Free Press daily "combo."

And SPRING's circulation is audited every single year, by the ABC and CAC.

That's the circulation story, and that's not all—

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Source: Survey of Buying Power, ABC (RITZ), CAC, DAKEN

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