

The Chair's Report

All of a sudden it seemed to me September gave way to October and the year is just flashing on to its end! The weather is strange, some extremely hot days but also chilly ones also, and some most welcome rain. I know from talking to various players that not only loadshedding is a problem but now no water, and often for days on end too. Luckily we bridge enthusiasts can get our live fix still at The Links (and other clubs) besides regular events on bbo or RealBridge.

It is with great sadness I report that Joy Rothenberg and Raie Maloon, two great bridge ladies, have sadly recently passed on. Both ladies were in their 90's and a shining example to us all of how age is only just a number! Both loved their bridge, were extremely active, Joy swimming regularly and Raie playing tennis and both were driving. Joy was the proud recipient of S A colours for bridge you may recall, and Raie with a partner of a similar age, had won the A row at The Links afternoon session, a fine achievement. May they both RIP!

It is important please that the bridge grapevine stresses the importance of members to make sure their correct email addresses are lodged with the GBU. This is our main method of keeping in touch with our membership as we know not all of our players are attending live bridge and therefore are missing out on events they might like to attend! The GBU in a joint initiative with The Links is planning to hold an all day Pairs Event on Sunday 19th November. More details out soon. We hope this is a suitable date avoiding certain bbo events and before players start heading off in December for their holidays.

I thank those people who have contributed to this Newsletter and would invite others to do so Or at least advise me what you would like to read about in the Newsletter.

Yours in bridge,

Deirdre Ingersent

IN THIS ISSUE:

1. The Chair's Report
3. Springbok Day at The Links
4. The Bridge Lounge
5. Intermediate Bridge Courses on Zoom
6. MARRAKESH!!! How was it???
8. NT vs Majors
10. "Ghestem"
11. The Radio Station that Bridge built
15. Daisy Tips on Defence
16. Best Bridge Tip Ever !!!

BBO remains very popular with many of our GBU members (not me - I much prefer face to face bridge) but I was horrified to note the following three things while playing a Links event recently.

1. Many people are not posting a name on their bbo page, either leaving it blank or typing in Private. This seems rather rude. Are you ashamed of yourself that you wish to be unknown?
2. Although you are asked every time to post your system of play, some people don't. Another favourite is to just type 4 letters SAYC! There are variations with this and few people are actually playing Standard American Yellow Card!
3. You are asked to alert your bid (self alerting!) and there are many people ignoring this. Several bids need explanation, especially slam bidding. The better the standard of player the more likely they are to let you know what they are up to I noticed!

I had a question from a GBU Newsletter reader about whether it is correct to use Stayman or a Transfer when holding 5/ 4 in the majors.

With my partner, assuming there are enough points to start bidding a game sequence, we transfer first (which shows 5 cards), then bid the 4 card suit, giving partner the option of a major game or 3nt.

We believe this gives a more accurate description of the hand. Just to use Stayman would say partner I hold a 4 card major.

Answered by Deirdre Ingersent



HELP WANTED

Would you be interested in earning some extra pocket money?

We are looking for anyone (but preferably someone with some knowledge of bridge) with IT technical skills who would be keen to

- a) Learn how to run major tournaments on BBO/RealBridge, or
- b) Supervise players and handle technical problems should they arise when we hold major online events

We are also looking for players who would be interested in learning or improving their TD skills

Should any of the above be of interest to you please contact
Deirdre Ingersent at dingersent51@gmail.com



Springbok Day @ The Links



Saturday the 23rd of September was a special day at The Links. We asked our players to dress up in Springbok regalia, in support of our national team.

Not surprisingly, the majority of people willingly backed our request, some making enormous efforts to assist in creating a wonderful atmosphere.

What better than an afternoon's bridge, amongst fellow players, in a glorious atmosphere.

Shirts, t shirts, scarves, caps, bags, flags, balloons, gold and glitter.

And added to that Lotte made green and gold biscuits together with her already famous teas.

Everyone did their bit to make a wonderful afternoon.

We certainly hope we'll be able to repeat this on a larger scale, during the course of the rugby tournament.

The Links is going from strength to strength, and we encourage those who have not yet ventured back to give it a try.

You can also follow our Facebook page for any further information or look us up on the GBU website.

Thanks to all those who have assisted The Links in getting back on its former glory.

Peta Feinstein

Chair ❤️



Understanding the concept of the ‘danger hand’ can be very useful at times. Take this hand below, where south gets to 3NT, and gets the lead of the jack of hearts.

		♠	AQ8		
		♥	86		
		♦	K9742		
		♣	Q96		
♠	965			♠	10732
♥	AJ1095			♥	732
♦	J6			♦	Q85
♣	853			♣	KJ2
		♠	KJ4		
		♥	KQ4		
		♦	A103		
		♣	A1074		

Contract: 3NT by S
Opening lead: HJ

Bidding			
North	East	South	West
		1NT	
3NT			

West’s lead of the HJ is either ‘top of a sequence’ - J109xx or ‘top of an interior sequence’. Here, when east plays the H2, you know west has led from the HAJ109 etc (if east had the ace, he’d have played it immediately).

You win the first trick with the queen and see you only have seven tricks. So you need four diamond tricks; so you can afford to lose one trick there. Does it matter which opponent wins a diamond? Yes, very much. Even though west has the long hearts, it is east who is the DANGER HAND here. If he gets the lead and plays a heart thru’ your K4, west will get four heart tricks. You must arrange to play diamonds in such a way as to lose a trick to west; then your king of hearts will be safe from attack.

At trick two play a diamond to the king, and then lead a diamond towards your hand – but be sure to insert the 10.

You have to lose a diamond anyway, but lose it to west. Now your HK is safe and you will have nine tricks. If you unthinkingly play three rounds of diamonds, on the above layout, east will win the queen and a heart return will beat you.

As Jeff Sapire is a regular contributor to our Newsletter, I thought I would give details of his forthcoming courses if anyone would like to join these. Please be advised Jeff is only one of many bridge tutors in the Gauteng area and details of others appear on our GBU website. Most are now working face to face and between them cater for all standards of play. If you would like advice on this matter please contact Deirdre on 082 4304140

INTERMEDIATE BRIDGE COURSES ON ZOOM with Jeff Sapire

Hi all, I'm starting 2 Intermediate Courses: BIDDING on Wed 11th Oct and PLAY on Wed 18th Oct 6:30 - 8:30pm, every alternate Wed, on Zoom.

After each Workshop, notes and a YouTube link will be sent (if you miss any, you'll still receive them, and can catch up in your own time).

The 5 subjects are not connected or sequential, so can be watched in any order.

The Bidding Course:

- 1) Major Suit raises (and the importance of the 9th trump)
- 2) Fourth suit forcing
- 3) Cue bids
- 4) Minor suit raises
- 5) Handling interference

The Play Course:

- 1) Avoiding unnecessary finesses
- 2) Discarding losers
- 3) Drawing trumps - all, some or none?
- 4) Counting, counting, counting
- 5) End plays (you can do it)

For more info, Whatsapp or call me on 0825512526

Jeff Sapire

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There is always more goodness in the world than there appears to be, because goodness is of its very nature modest and retiring. - Evelyn Beatrice Hall (1868-1956)

AND MARRAKESH . . . HOW WAS IT?

Reportback by Roz Bernstein' our Ladies Team Captain, as told to Deirdre Ingersent

It was hot, hot and extremely hot with temperatures in the over 40 degree range the whole week! However the event was held in a luxury hotel with that magic word air conditioning so fine for the bridge play! We went out for supper each evening, all of us together, which was fun and we all stayed on at least a few extra days to savour Morocco.

In a 4 year cycle Venice Cup (the Ladies Event) is held twice and then there is the World Mind Games in between and a year off. In order to qualify for the world event a country must first get through Zonals. There are 8 different Zones and Africa constitutes one of those. South Africa needs to finish 1st or 2nd there to qualify. Our team was experienced with all players having made Zonals and only one player, Sharon Lang, participating in the world event for the first time. Africa was represented by South Africa, Egypt and Morocco getting automatic inclusion as the host nation.



		Ranking	
#	Team		VPs
1	TURKIYE		57.94
2	SWEDEN		45.39
3	POLAND		44.35
4	FRANCE		44.24
5	ISRAEL		38.39
6	USA1		37.50
7	INDIA		37.46
8	DENMARK		33.23
9	NEW ZEALAND		29.78
10	SOUTH AFRICA		29.35
11	CHINA		28.24
12	USA2		25.49
13	BRAZIL		25.31
14	EGYPT		24.82
15	CHINESE TAIPEI		24.73
16	UAE		23.85
17	AUSTRALIA		23.44
18	ARGENTINA		23.04
19	NORWAY		22.76
20	CANADA		22.44
21	GERMANY		19.80

There were 24 teams in the event and the tournament is organised as a total round robin with 23 rounds of 16 board matches taking 7 1/2 days. Three matches per day! Teams have 3 pairs with only 2 pairs playing each session and the Team Captain had to nominate her team 10 minutes after a match had finished ready for the next one. Failure to do this timeously resulted in the loss of some valuable VP's! In order to progress in the competition to the knockout stage one must finish in the top 8.

The organisation was slick, computerised and ran like clockwork. Up to date scores were published quickly on big screens and a print out of match results and hand records quickly produced.

Obviously play at the tables was with screens and no talking was allowed. Cellphones naturally not permitted and a penalty imposed for the handling of one, even if it was just to turn it off if you had forgotten to do it before play started! No warnings, just automatic penalty of 2 VP's. Tournament Directors walked

around and permission had to be sought from them if one wanted to use the bathroom! Rather than an Appeals Committee to settle a TD issue, it is now resolved by a Reviewer who consults with others as to their opinion on the matter. All players wore their “dog tag” when in the playing area and rules were tight even as regards viewing in the Open Room. One was allowed to do this but if one left, no re-entry during that session. A Vugraph was also set up with 2 different matches shown.

As for results, our South African ladies finished 20th out of 24 teams. The event was won by Israel, their first time ever to win. They only qualified in 8th position but came on strongly in Q/F, S/F and Final to clinch victory. They were a young team with two players aged 18 and the others in their 30's.

Our Open team ended up 14th and our Seniors 22nd. 24 teams in their events as well.



As for playing systems, most countries are playing 2 over 1 with more intricate systems in use opening with a club and involving a complicated system of transfers. Roz thought perhaps our South African team needed to do more thinking about their defensive play with a good signalling system. Some countries use a non playing captain and have a coach present as well. It would be impossible for South Africa to do this and tutoring ahead of time and good quality practice matches had been carried out. Are our top players exposed to enough high quality competition before attending a world class event? Probably not, but there are chances now with bbo to play in events with other country's top class players. Roz concluded that we were probably just not good enough to achieve a better result!

Would Roz like to do it again? Most definitely yes! A lot of experience gained by watching top players there whenever possible. *Was it an expensive thing to do?* Yes, but probably not as much money needed as one would imagine and of course the South African weak rand does not help when purchasing airtickets and hotel accommodation.

In conclusion Deirdre would just like to say that South Africa qualified with 3 teams this year which I thought fantastic, and it definitely generated a lot of interest amongst us average club players. Well done to all of you who experienced Marrakesh!



NT's v/s a Major

In the book Thinking About IMP's by John Boerder, many great topics are covered, not only teams play, but pairs thinking too. The best contract in teams, more often than not, is not necessarily the best pairs contract as well.

Everyone know all the ins and outs of 3NT v/s 5 of a minor, and will have all the right bids in their arsenal to investigate if NTs will be there, but what about the question of 3NTs vs 4 of your found major?

Boerder remind the reader of the general logic, "*With any eight card fit play the major, a seven card fit play NT's*", and sure we all know this age old adage, but we also know that we can't exactly make this a rule. Many a post-mortem reveals that 3NT was "cold", no finesses, or lucky breaks and yet the best grand masters in the world wouldn't be able to craft up 10 tricks in the major, albeit one of those eight card fit examples.

Perhaps the argument might lean more toward 4 – 4 fits, over 5 – 3 or 6 – 2, and there is a bit to be said towards this, but again it won't be too hard to create a makable 3NT, (with an overtrick), yet 4 of you major comes unstuck.

So what is it, then? How come solid pairs seem to find the NT contracts, making it, with the rest of the room goes one down in 4 Spades. What is it that sets them apart?

John Boerder's response to this question is, "*The source of tricks in some other suit*" !!

And it makes for a good argument, that you develop a well worked bidding partnership with your partner, that keeps the communication channels open, (especially of course in a non-competitive auction). That you investigate carefully and following the *slow and steady approach*.

I mean, how often do we come across bidding sequences like this one :-

N	E	S	W	(BOTH VULNERABLE)
1♣	P	1♠	P	
4♠				

Going 1 down and yet 3NT's could not be stopped. Wouldn't a more slow and steady bidding approach have been wiser? Afterall it is clear N will be more than strong enough for game even if his partner is a true minimum. So why the mad hurry? Were there only 4 minutes left on the clock to bid the board and play it out?

John Boerder main tool in his bidding process is to reveal information to his partner of NTs vs the Major possibly being considered as the stronger option. It is simple enough and often gets grossly underused by bridge partnerships. All it is, is a case of simply bidding slowly up the line and looking for moments as often as possible (and if then necessary) to introduce the all too useful :- “4th Suit Game Forcing”.

If unbalanced and needing to be in a suit contract logically the bidding can happily follow a far more fast and vigorous process. This way a slow build up that leads to 4th Suit Game Forcing moments helps show partner that you indeed must be balanced and must be considering NTs as a possible option.

No-one is saying, “*Play NTs as often as possible with balanced hands including eight card fit majors*”. Remember the rule: with 8, play the major. And let’s not forget John Boerder’s advice to “*Have a source of tricks in some other suit*”. All that is being suggested, is slow and steady wins the race. Careful investigation of what will work best is generally speaking, the better idea.

Here are some great “food for thought” examples: -

♠ K J 8 7 6	♠ 9 5 4
♥ K 6	♥ A 8
♦ K Q 3	♦ 9 8
♣ 8 6 4	♣ A K Q J 7 3

The hand to the left opens 1 ♠ and as you can imagine many a partnership would call quite smartly to land in 4 ♠. Well so much might go wrong in a spade contract (and that is with a 3 - 2), from guessing the spades wrong, to getting ruffed in Clubs. But 3NT is cold and so often will produce the 10th trick as well. Another wise reason to consider No Trumps is the strength of your “Stop Cards”. (**Stop Cards**, for those that don’t know, are what bridge authors refer to as your 10’s and 9’s, even 8’s and the correctly placed 7 too, at times).

♠ J 10 9 6	♠ K 7 3 2
♥ A J	♥ K 7 5 3
♦ K 10 8 7	♦ Q 6 5
♣ A J 10	♣ K 6

Again the left hand opens, and we would expect many a partnership to bid these hands like this: -

1 ♦	1 ♥
1 ♠	3 ♠
4 ♠ (<i>Why.... asks John Bowder</i>)	

With such excellent 10’s etc, why not offer partner 3NT as a possible contract, effectively asking about

his spade suit quality, which of course is nothing to write home about and even with his/her nervousness in regards to a “No Ace” holding, should trust his/her partner and leave it in 3NT.

Again 3NT is clearly the superior contract with the opening lead almost assured to bring about an extra trick. A diamond lead in 4 ♠ might be quite a serious problem, plus a 4 - 1 break in spades will do very little to up-set the apple cart in 3NT’s but could be deadly in 4 ♠.

There are many more examples in John’s book and many others that show clearly where a NT contract is completely wrong, but for the purpose of not boring ones’ readers to death, best we end it here, with the point already well made.

In “real life” while at the tables, sweat dripping and bullets flying just above your head, things will be a lot harder in making these final contract decisions. The logic of this article is simply to add some food for thought, after-all bridge is a thinking man’s/woman’s game.

I’ve given you examples of non-competitive auctions, what of examples when the opposition is bidding? “*Easy now*” - You can’t eat an elephant in one sitting. It’s well worth practicing the logic for a while both at the tables and in your partnership training times and it’s well worth keeping it to non-competitive examples, before moving on to the next chapter.

In conclusion, one last thing many a bridge player might not know is “*Most 29 / 30pt hands will make as many tricks in NT’s as they will in a suit*”. This is handy information to know if you are in a pairs match and wanting to chase that percentage differential swing in your favour.

“GHESTEM”

In a recent friendly teams match the following rather unusual score was recorded:

Yes, you’ve guessed correctly, another Ghestem accident. The late Gill Brown penalised players who misused the convention and Pierre du Toit relates that it accounted for most of his TD calls.

Craig Gower actually met Pierre Ghestem in France at a world event, and was not surprised to learn that Mr Ghestem had actually discontinued the convention himself.

As Craig says, why would you introduce the boss suits at the 3-level, with no room to explore further, when Michaels takes care of this at the 2-level. It is telling that many experienced players have abandoned Ghestem in favour of Michaels.”

Lex van Vught

2	4♠W+2	480		1	
Other Table: 5♣Ex-10 -2900		180		3	
4	3NTS=		600	20	
5					

The Radio Station that Bridge Built By Michael Banks

In 1923, Bridge took the nation by storm. Bridge clubs flourished, and its popularity soared, reaching 1,500,000 enthusiasts by 1924.

This strategic card game captivated players, offering intellectual challenge and social bonding. Tens of thousands gathered for Bridge sessions, discussing tactics and enjoying friendly competition. Some even delved into the intricacies of different Bridge systems.


For those without a Bridge partner, social clubs and homes became venues for spirited Bridge matches. Typical Bridge setups and card arrangements in 1923.

New Bridge players eagerly sought guidance from experienced players, piecing together strategies and tactics to grasp the nuances of the game.

Once Bridge games were set up, many hosted "Bridge parties," dancing and playing cards with friends late into the night.

Simultaneously, Whist, a former favourite card game, faded into obscurity. Bridge had arrived in New York from England in 1893, swiftly replacing Whist as the premier card game. Whist, once a beloved pastime, had been overtaken by Bridge.

Whist served as Bridge's predecessor, originating in England and evolving through various stages, from Trump (1529) to Ruff, Ruff and Honours, Whisk, and Swabbers, before culminating in Whist in the 18th century.



Following the Radio Bridge Games on a Canadian National train speeding across the Dominion.

Among the experts preparing the Radio Bridge Games are Work and Whitehead, New York; Mrs. Florence Douglass, Pittsburgh, and H. A. Larick, Atlanta.


Even on trans-continental trains, card players are listening-in to every game of **BRIDGE by RADIO**

NEVER has any radio feature appealed so strongly to the card-playing public. Every bridge player you meet is enthusiastic about the recreation and instruction provided by the broadcast games. Have your cards and players ready for the next game as scheduled below. Wherever you may be, you need not miss a single one.

<p>Every Tuesday, 9-9:30 P.M. (C.T.) WSAI...Cin'ti.....U. S. Playing Card Co.</p> <p>Alternate Tuesdays — Jan. 5, 19, etc. — 10-10:30 P.M. (E.T.) WEAF...N. Y.....American Tel. & Tel. Co. WEEL...Boston.....Boston Edison Co. WFI...Phila.....Strawbridge & Clothier WGR...Buffalo...Federal Tel. & Tel. Co. WWJ...Detroit.....Detroit News WOC...Davenport...Palmer School WCCO...Twin Cities...Washburn-Crosby</p> <p>Alternate Thursdays — Jan. 14, 28, etc. — 8-8:30 P.M. (C.T.) WSOE...Milwaukee...Wisconsin News</p> <p>Alternate Tuesdays — Jan. 12, 26, etc. — 10-10:30 P.M. (E.T.) WNAC...Boston.....Shepard Stores</p> <p>Every Tuesday, 10-10:30 P.M. (E.T.) WEAN...Providence...Shepard Stores</p>	<p>Alternate Tuesdays — Jan. 12, 26, etc. — 9-9:30 P.M. (C.T.) WSB...Atlanta.....Atlanta Journal KPRC...Houston.....Post-Dispatch WFAA...Dallas.....News & Journal WMC...Memphis.....Commercial-Appeal WDOD...Chattanooga...Chatta. Radio Co.</p> <p>Every Tuesday, 8:20-8:45 P.M. (P.T.) KGW...Portland.....Portland Oregonian</p> <p>Every Tuesday, 3:30-4 P.M. (P.T.) KHJ...Los Angeles...Los Angeles Times</p> <p>Every Friday, 8:30-9 P.M. (P.T.) KFOA...Seattle.....Seattle Times</p> <p>Every Tuesday, 9:30-10 P.M. (P.T.) KGO...Oakland.....General Electric Co.</p> <p>Alternate Saturdays — Jan. 16, 30, etc. — 7:45-8:15 P.M. (E.T.) WGY...Schenectady...General Elec. Co.</p> <p>Every Wednesday, 3-3:30 P.M. (C.T.) WGN...Chicago.....Chicago Tribune</p>
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FREE — Advance announcement of hands to be held in future games and detailed report of each game as broadcast. Play the hands your own way, then tune-in with the experts.

The U. S. Playing Card Co., Dept. R-4, Cincinnati, U. S. A., or Windsor, Can.
or The Auction Bridge Bulletin, Dept. R-4, 30 Ferry St., New York



BICYCLE

PLAYING CARDS

CONGRESS PLAYING CARDS

An ad in "American Magazine" detailing WSAI's Bridge programming, with station listing and schedule.

In the 19th century, Whist reigned as the intellectual card game of the Western world. By 1900, Bridge had supplanted it. Partnership Whist, played by four individuals in two teams, still found popularity in Britain through social and fundraising events known as Whist drives.

By the early 1920s, Bridge had gained immense popularity, leading to the emergence of magazines and books dedicated to the game. Regional, national, and international Bridge tournaments received extensive coverage in newspapers, giving rise to Bridge authorities and superstar players. Bridge had become a significant aspect of popular culture.

In late 1922, the United States Playing Card Company, the world's largest producer of playing cards, recognized the potential of using radio to promote Bridge and their Bridge decks and publications. The company decided to establish its radio station, combining Bridge's popularity with the radio craze. They acquired land in Mason, OH, and secured a broadcasting license to create programs that promoted the game of Bridge and their products.

United States Playing Card was granted the call letters WSAI and the AM frequency of 970 kilocycles. Sharing the frequency with Cincinnati's largest station, WLW, was common in the early 1920s due to limited commercial broadcasting frequencies allocated by the Department of Commerce.

United States Playing Card invested significantly in constructing a modern building and twin 250-foot towers to support the broadcast antenna at their transmitter site. They acquired a state-of-the-art 500-watt Western Electric Model 101A transmitter, positioning WSAI at the forefront of radio technology. The station's studio was situated within the United States Playing Card's headquarters building.

Coincidentally, WLW had also ordered the same transmitter from Western Electric for a new broadcast station west of Cincinnati. WLW's parent company, Crosley, was a radio manufacturer, and the station's goal was to promote radio sales by offering classical music and educational lectures.

Both transmitters arrived in Cincinnati in the same railroad car in March 1923, sparking a friendly competition to see which station would



A deck of Bridge cards. These were 1/4" narrower than conventional playing cards.

go on the air first. WLW won, launching its broadcasts in April. WSAI's engineers successfully put its transmitter on the air in June.

WSAI provided Bridge enthusiasts with a variety of programming, including Bridge lessons, strategic discussions, tournament updates, and daily Bridge games. Renowned players like Sidney S. Lenz, Ella G. Pimm, Milton Work, and E.V. Shepard played and commented on games, with the hands dealt to players announced on air. The high quality of US Playing Card Bridge decks was frequently mentioned.

However, recognizing that not all listeners were dedicated Bridge enthusiasts, WSAI offered a diverse range of entertainment, including musical performances by the Toadstool Orchestra and the Bicycle Male Quartet (named after a company brand), as well as news updates and "Midnight Entertainers."

WSAI introduced a unique element to its programming in 1924—a carillon with 12 bells, claimed to be the first set of chimes built for radio broadcasting. These bells, crafted by the Meneely Bell Company of Troy, NY, were housed in a four-story tower added to the US Playing Card building. The carillon's music became a signature feature of WSAI's broadcasts, all of which were supported by the increasing sales of US Playing Card products.

In late 1926, the National Broadcasting Company (NBC) established the very first radio network, with WSAI as one of the founding members. WSAI expanded its reach by broadcasting Bridge programming through NBC's "Red" network to major cities like Boston, Philadelphia, Buffalo, Detroit, Los Angeles, and Milwaukee. Radio listening was no longer limited to homes, as commercial establishments and even passenger trains equipped with radios allowed people to tune in to WSAI's Bridge broadcasts.

WSAI's signal reached not only across the United States but also as far as New Zealand at night, thanks to the "skywave" phenomenon and the station's excellent

BRIDGE by RADIO



Among the Bridge experts preparing the broadcast games are
Milton C. Work
W.C. Whitehead
R.F. Richards
W.C. Morris

Play with the experts and improve your game...



BY having your cards and players ready at the time scheduled below you can "make believe" that you and your fellow-players are the experts and play the game exactly as broadcast. Every bid and play explained in detail, thus making the games as helpful as a series of lessons from these great players.

Every Tuesday, 9:30 P. M. (C. T.) WSAI ... Cincinnati ... The U. S. Playing Card Co.	Alternate Tuesdays— Dec. 1, 15, etc. —9:30 P. M. (C. T.) WSB ... Atlanta ... Atlanta Journal KPRC ... Houston ... Post-Dispatch WFAA ... Dallas ... News & Journal WMC ... Memphis ... Commercial-Appeal WDOD ... Chattanooga. Chatta. Radio Co.
Alternate Tuesdays—Nov. 24, Dec. 8, etc. —10:10:30 P. M. (E. T.) WEAF ... New York ... American Tel. & Tel. Co.	Every Tuesday, 8:20-8:45 P. M. (P. T.) KGW ... Portland ... Portland Oregonian
WEEI ... Boston ... Boston Edison Co. WFI ... Philadelphia ... Strawbridge & Clothier	Every Tuesday, 3:30-4 P. M. (P. T.) KHJ ... Los Angeles ... Los Angeles Times
WGR ... Buffalo ... Federal Tel. & Tel. Co. WWJ ... Detroit ... Detroit News	Every Friday, 8:30-9 P. M. (P. T.) KFOA ... Seattle ... Seattle Times
WOC ... Davenport ... Palmer School	Alternate Saturdays— Nov. 7, 21, etc. —9:30 P. M. (E. T.) WGY ... Schenectady ... General Elec. Co.
WCCO ... Twin Cities ... Washburn-Crosby	Every Wednesday, 3:30 P. M. (C. T.) WGN ... Chicago ... Chicago Tribune
Every Tuesday, 9:30-10 P. M. (P. T.) KGO ... Oakland ... General Electric Co.	
Alternate Thursdays— Nov. 5, 19, etc. —8:30 P. M. (C. T.) WSOE ... Milwaukee ... Wisconsin News	

For a printed report of each game as broadcast address

The U. S. Playing Card Co.
Dept. R3, Cincinnati, U. S. A., or Windsor, Canada
or The Auction Bridge Bulletin
Dept. R3, 30 Ferry Street, New York



BICYCLE
PLAYING CARDS
CONGRESS PLAYING CARDS

WSAI's reach extended into Canada, so radio Bridge was promoted to listeners there as well as in the US. WSAI's Bridge stars played on a radio-equipped Canadian National Railways passenger train.

transmitter and tower location. WSAI's unique frequency allocation ensured minimal interference from other stations, except for WLW, which did not broadcast when WSAI was on the air.

Despite the substantial investment made by United States Playing Card in establishing and maintaining WSAI, the company began to feel the burden of operating a radio station by 1928. Their core business was manufacturing playing cards, books, score sheets, and other gaming accessories, not running a radio station. Bridge games could be produced and broadcast from any NBC network station, and national advertising via NBC was more cost-effective than maintaining WSAI.

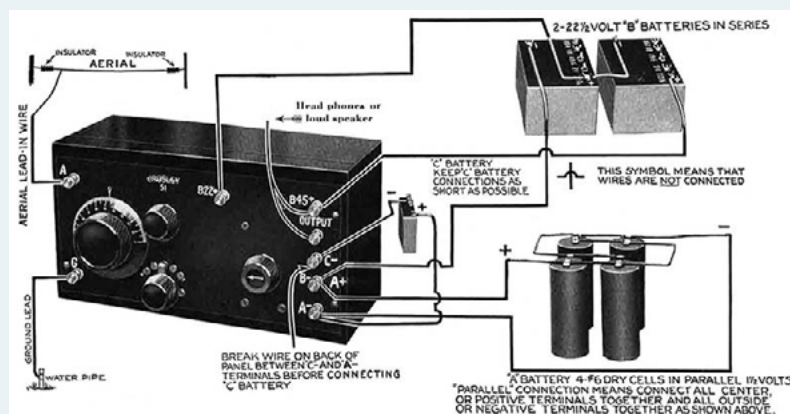
WSAI's reach extended into Canada, where radio Bridge was promoted to listeners. Bridge stars featured on WSAI even played on a Canadian National Railways passenger train equipped with radios.

In light of these considerations, United States Playing Card decided to exit the radio business. Negotiations with the owner of Cincinnati's largest radio station, WLW, resulted in the sale of WSAI.

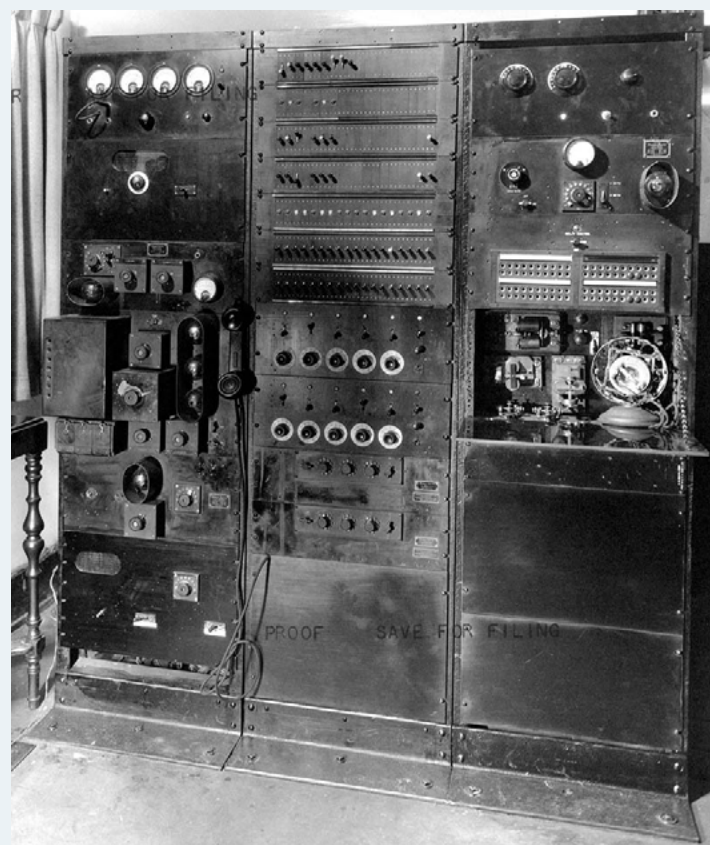
Today, WSAI can be found at 1360 on the AM dial, operating as a "sports/talk" station and serving the tri-state area where Ohio, Indiana, and Kentucky converge at Cincinnati.

Few of its current listeners are aware that WSAI was once known as "the voice of Bridge."

contributor: Hans Lombard



Typical components and hookup for a radio receiver in 1923.



The 500 watt (yes, 500 watts!) transmitter that WSAI went on the air with in April 1923. The transmitter was built by Western Electric.

FULL ARTICLE:

https://www.nutsvolts.com/magazine/article/the-radio-station-that-bridge-built?utm_source=hs_email&utm_medium=email&utm_content=275427174&hsenc=p2ANqgtz-8J2bX1oDnieHC04CWkcfh-YLfDJbCT5VTQIMaaUxw4fOG-S5p5QI_HgZmK5ux44OFuQ9dZbArgSbbE3Z7abV4QwNeObsQ

DARLING DAISY'S TIPS ON DEFENCE !

The following few tips hopefully will be useful to beginner and average standard club players

1. When leading partner's suit that you have supported, lead your highest card with 3 or 4 small cards headed by the 9 or lower.

The high spot card lead denies an honour, partner knows of your length. If you haven't supported, lead low from 3 or 4 small cards to deny a doubleton. The lead of a high spot card in partner's unsupported suit shows shortness. With 3 or 4 cards headed by an honour card lead low. If you plan to lead partner's suit and hold the ace, lead it.

2. In order to lead top of a sequence at notrump, the suit should have 3 adjacent honours e.g KQJ x (x). However the third honour can be missing by one place - KQ10 x (x) is considered a sequence. KQ9xx is not and usually 4th highest led.

3. In general, the lead of a low card shows strength and the lead of a relatively high spot card shows weakness.

4. When partner leads low from length, and dummy has small cards, third hand plays high. However, if third hand has 2 or 3 equal high cards, third hand plays the lower or lowest equal. From K10x play the K, but from KQx play the Q, and from KQJx play the J.

5. When returning the suit partner has led, with 2 cards remaining return the higher but with 3 cards remaining return the lowest. For example, if partner leads low and dummy has low cards with a holding of A105 play the Ace and return the 10, but with a holding of A1065 play the Ace and return the 5.

6. If partner leads a low card in one suit, gets in and shifts to a low card (showing strength) in another, partner wants a return in the second suit. If partner shifts to a high card in the second suit (top of nothing perhaps), he is asking for a return in the first suit.

7. When discarding, keep length parity with dummy.

If dummy has 4 cards in a suit (AKQ8) and you have 4 cards (9432) and your highest card is higher than dummy's 4th highest card, hang onto that suit!! Also if declarer is marked with 4 cards in a side suit and you have four, hang onto them. That high spot card could prove to be of huge value.

**BEST
BRIDGE TIP
EVER!!!**

Compiled by Deirdre Ingersent with help from local bridge tutors and good players. I did not consult a bridge book, or use Google, and guess what I discovered there is not just ONE answer to this!!

The following two items were mentioned more than once, the value of COUNTING and making a plan before starting play as declarer.

I liked Neville Eber's contribution -

1. What have I got
2. What has partner got
3. What have we got together
4. What contract do we want to play in

Also can we take away their contract? The need to defend correctly. (For sure the strong players know when to bid on and sacrifice while we lesser mortals can bid on, get doubled and go down for an amazing amount!)

Jeff Sapire contributed 'Put a bad mistake behind you' which he said applies to all levels of player.

Kit Gilmour's arrived in rhyming fashion!

No fit, Quit!

8 and less, double finesse.

8 ever, 9 never (missing Queen)

And this sentence - There's many a man walking the streets of London with empty pockets because he did not draw trumps!

Roz Bernstein said as declarer don't play the first card until you have a plan in your head and count your definite tricks.

Peta Feinstein was on a similar tack with her advice being make a plan as declarer or defender. THINK - listen to the bidding for clues. COUNT both the points and the cards (Don't underestimate the value of 9's and 10's)

Val Bloom said always know what is a forcing bid or a non-forcing bid in whatever system you play.

James Grant stressed the importance of constructing the opposition's hands. Their distribution and where the points lay.

Helen Kruger talked about respecting one's partner and the huge importance of Counting.

Bernard Donde talked about slams.

When most players miss a slam or game they ask "How should we have got there?" The correct question to ask is "Should we have got there? Was it a good game or slam?" If the answer is yes THEN may you ask "How should we have got there?"

He added do not bid Blackwood unless you judge your side can make at least 12 tricks. Having all 4 aces and Kings makes only 8 tricks.

I can continue this article in another Newsletter as not all the people I contacted responded to me!