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FRISKIES, the prime grade dog food from Carnation

All dogs love Friskies Meal! Because Friskies Meal has a *meaty* taste, *meaty* aroma dogs love! Every serving gives your dog all the proteins of steaks and chops—yet Friskies is far *more* nourishing than finest meat alone. It contains every vitamin and mineral and energy food your dog is known to need for perfect health, top appearance. So easy to serve, too. Mixes instantly. Reward your dog with Friskies—made to the highest standards of **Carnation.**

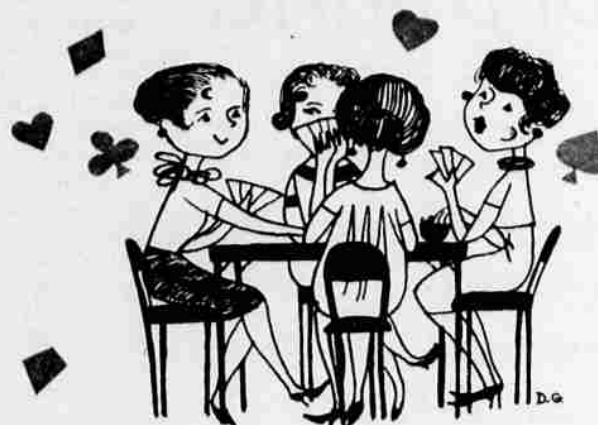


For variety, feed these other fine Friskies
FRISKIES CUBES—6 color...6 flavor bite-size morsels.
CANNED FRISKIES—hearty with lean red horse meat, complete.

Keep your dog frisky with **FRISKIES!**



I WAS JUST THINKING...



... LEARNING TO PLAY bridge is one thing. Learning to play bridge club is a card of another color.

To play bridge club, you needn't have heard of Culbertson or Goren, but you'd better have a working knowledge of neighborhood news and you should own two or more Spock-marked infants.

What you will learn to develop is not so much how to reply to an opening bid but how to acquire Cinerama eyeballs and stereophonic eardrums.

Both these attributes are essential for watching the board while noting the dust the hostess missed and for hearing the opponent double your Blackwood while tuning in on the conversation at the next table.

Expert bridge-club players are able to trump their partner's ace while finessing a handful of chocolates. And this brings us to one of the main objects of the game.

All the players must, of course, be on diets. While the dessert is being dealt, each opens with a comment on the calorie count from her own schedule. Those players chosen to receive the largest portions of whipped-cream pie or chocolate-nut brownie will be given more credit toward a 700 rubber than a two-way stretch.

A certain minority of the group will do something called "playing for blood." These few will be ignored, however, by the remainder, who divide up among themselves the bidding for the bowls of nuts and candy later set on the corners of the tables. They are also allowed the privilege of selecting well-sugared soft drinks or coffee, with cream and sugar.

Since there is no penalty, as in football, for delay of the game, there is nothing to interfere with dealing a hand and then neglecting to play it. After the cards have been shuffled and dealt, the game tends to lose a good bit of its glamour unless the player who gets the bid opens with trump, such as:

"Say, girls, who was that redhead the banker took out to the roadhouse last Saturday?"

This measure will insure that the one who must play the hand will take all the tricks. Her opponents will participate automatically while "talking across the board."

The member least likely to succeed at playing bridge club always wins first prize. Amusingly enough, the player who achieves the greatest success is called "low."

She has a long-suffering husband, more children than a salmon, more dessert than anyone else, and a voice that carries easily across a football stadium.

Not only that, she also wins a prize. Bridge club is a perfectly marvelous game.

Patty Johnson