

Says **CHARLES H. GOREN**, *America's Most Famous Bridge Expert*

"My new bridge discovery improves your game automatically

-or you don't pay for it"

An invitation to send for a free examination copy of AN EVENING OF BRIDGE WITH CHARLES GOREN — the SECOND learn-by-playing set developed by the world's most famous bridge expert. It's guaranteed to help you play more skillfully, more confidently, and with higher scores or you don't pay a cent!

You Can Play As Many As 96 Different Hands — with Charles Goren "by your side."



WOULD YOU LIKE TO BE the best bridge player in your circle of friends . . . a sought-after partner . . . the authority others turn to for advice? It's simpler than you might think — and it's fun — with this remarkable new discovery by Charles Goren, the man who pioneered Point Count Bidding. It's not a book, not a course, but an entirely new CONCEPT of mastering both bidding and playing.

AN EVENING OF BRIDGE WITH CHARLES GOREN is a brand-new set — with a completely different manual and set of cards. But, like the earlier CHARLES GOREN'S NEW WAY TO BETTER BRIDGE, it is based on one of the oldest and most successful learning theories: *experience is the best teacher.*

With Mr. Goren's discovery, you learn by *playing* actual bridge hands. The only difference is that the hands have been scientifically predetermined to provide you with a wide variety of "key" decisions. Throughout each game Charles Goren is "by your side" — pointing out ways to improve your bids and plays. You pick up the experience you need at the same time as you enjoy some of the most stimulating bridge sessions you ever had.

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. Each has been carefully chosen to cover a variety of challenging situations. No one knows what the other's hand is!

You bid the hand. 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 Mr. Goren. And, of course, if you play different positions at different times, you will have 96 individual hands that you can play.

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. He appears on the nationally televised show, "Championship Bridge" (ABC-TV, Sunday afternoons).

Like Private Lessons by America's Greatest Bridge Expert

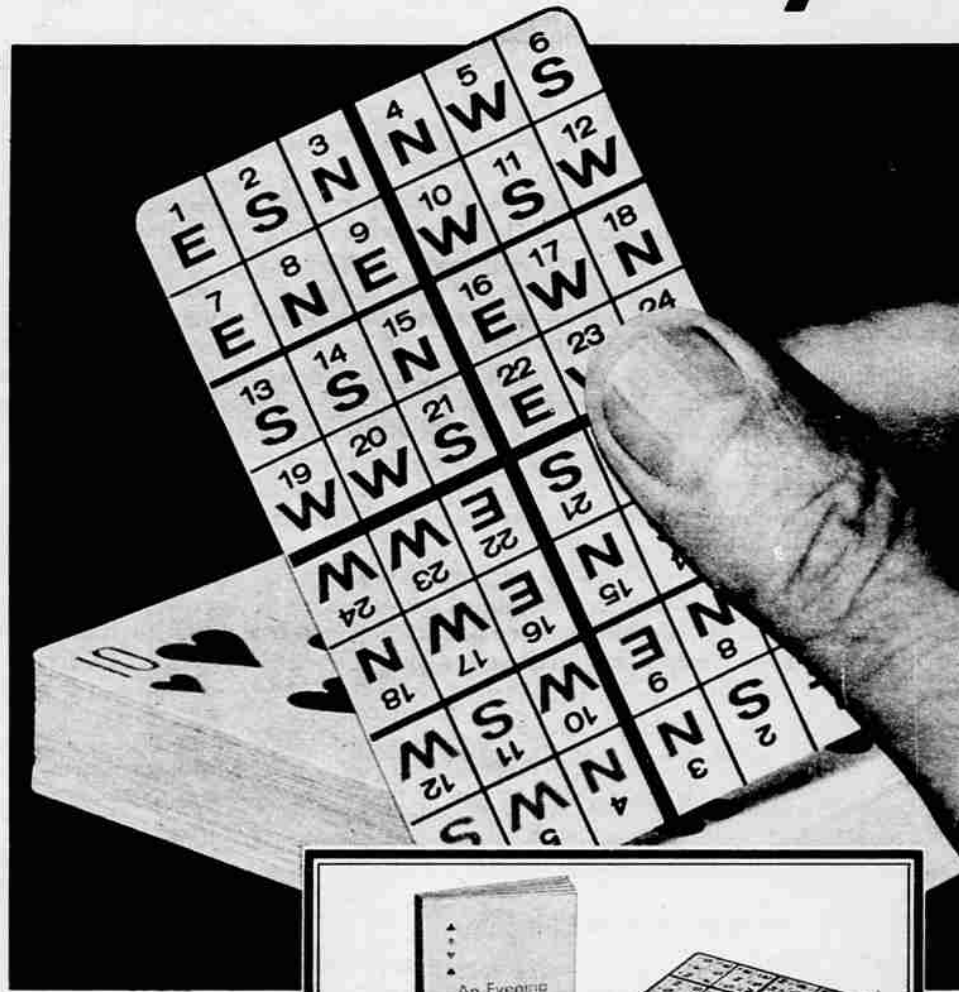
You play each hand with three friends — just as you ordinarily would (or if you prefer you may even play "solitaire"). The only difference is that you have a bridge expert (in this case America's No. 1 expert) "looking over your shoulder." Through the advice in the 121-page manual, he explains strategies 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.*

Try It For 3 Full Weeks FREE

The coupon (without money) entitles you to try AN EVENING OF BRIDGE WITH CHARLES GOREN. 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. FW, 630 Fifth Avenue, New York.

(A WORD OF ADVICE: We suggest that you get one 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 send it *at once.*)



ALL THIS SENT FREE for 3 weeks examination

FULL DECK OF SELF-TEACHING SPECIALLY MARKED CARDS the backs of which are designed so that 24 challenging bridge hands, prearranged by Charles Goren, can be easily dealt around a table.

COMPLETE 121-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.

To your bookseller or

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Please send me a boxed set of AN EVENING OF BRIDGE WITH CHARLES GOREN for a three-week free trial. The set includes the specially coded marked cards, the 121-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.

CHECK HERE if you also wish to try the earlier set, CHARLES GOREN'S NEW WAY TO BETTER BRIDGE, which includes an entirely different manual and set of cards. Also \$2.95, with same return privilege.

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