

# Bridge column starts

If you're an old hand at using the Blackwood convention in bridge, you may be able to play it even more adroitly after you've read Robert D. Rosenblum's weekly column, Better Bridge, distributed by Copley News Service and scheduled to begin appearing (date) in the (name of newspaper).

Rosenblum, who for many years has combined teaching with serious tournament competition, sketches for his readers some of the pitfalls to be avoided in using the Blackwood convention which dates back to 1933, when Easley Blackwood introduced his slam inquiry technique to the bridge table.

Rosenblum has a shelf full of proof that his tournament play has been fruitful, and his teaching goes back many years. Since 1968 he has been instructing amateur bridge enthusiasts through newspaper columns.

A Life Master of the American Contract Bridge League since 1964 and a member of the International Bridge Press Association, Rosenblum writes in easy-to-comprehend language that tells the reader what he or she needs to know to improve the technique of outwitting the foe.

His four-hand layouts are graphic and help the bridge player to understand better what Rosenblum's column is all about.

Watch for the first Better Bridge column in (name of newspaper).

# New bridge column starting

If you're a bridge buff — and there are millions of them around the country — you're going to enjoy and benefit by Robert D. Rosenblum's new weekly bridge column, Better Bridge, distributed by Copley News Service and due to begin (date) in the (name of newspaper).

Rosenblum, a serious tournament player himself since 1954, has taught the conventions of bridge for many years and is no novice at writing about this fascinating game. Since 1968 Rosenblum has been using the typewriter to advise players how to play their cards. And he has a shelf covered with evidence

of a string of regional and sectional tournament victories dating back to 1964.

Rosenblum starts right off by analyzing the traditional Blackwood convention aimed at getting into slam territory and points out some of the pitfalls on the way to the small or big slam.

His observations make Blackwood come to life again even though the convention is more than 40 years old.

Rosenblum's graphic and easy-to-understand four-hand layouts give the amateur player an insight into what bridge should be all about.

Be sure to watch for Better Bridge as it turns up in the (name of newspaper).

 Better  Bridge

 Better  
 Bridge

May 15, 1975

(Photo: Robert Rosenblum)