Retail • Norm Feuti (Sample) A SALE ISN'T ABOUT THE WHAT'S SO "SPECIAL" IS THAT WHY THE OH, THE DISCOUNT. IT'S ABOUT CLEVER MARKETING. IT'S ABOUT THOUGHT I WAL-MART PARKING ABOUT THIS SALE? WE CUSTOMERS TOLD YOU NOT LOT IS ALWAYS FULL? CLEVER ALWAYS DISCOUNT THE DON'T KNOW GENERATING EXCITEMENT IN THE GRUMBEL'S SHOPPING TO USE THE 'W SAME MERCHANDISE ANY BETTER WORD IN MY MARKETING? EXPERIENCE. PRESENCE!

Baby Blues • Rick Kirkman & Jerry Scott (Sample)



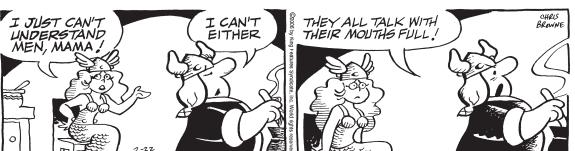
For Better or Worse • Lynn Johnston



Garfield • Jim Davis



Hagar the Horrible • Chris Browne



Blondie • Chic Young



Beetle Bailey • Mort Walker

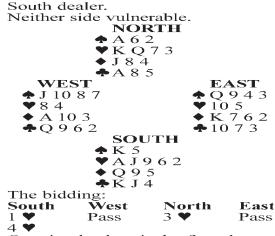


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Bridge



Opening lead — jack of spades.

Simple Solution to a Quandary

The two-way finesse is usually associated with a missing queen, but sometimes declarer finds him self faced with guessing which opponent has a crucial jack or ten.

If the North-South diamonds in today's hand are examined, it can be seen that declarer must lose m tricks to the missing ace and king. But he may also lose a trick to the ten, unless he successfully guesses which opponent has that card.

When the deal occurred, declarer won the spade lead with the king, drew trumps, led a spade to the ace and ruffed a spade. Next came a club to the ace, followed by a club to the jack, losing to the queen. West exited with a club to South's king, bringa ing declarer face to face with the diamond suit and a 's critical guess for the ten.

He started by leading a low diamond toward dummy, West following low. Had South played the eight, he would have made the con tract. But when he played the jack instead, he had to lose three diamond tricks and go down one.

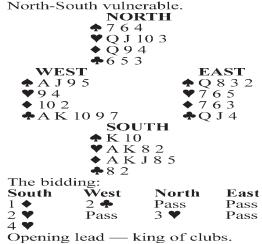
Though one may sympathize with declarer's misguess, the degree of sympathy should be tempered somewhat, since he missed a sure way to make the contract. Had he played correctly, he could have avoided the diamond guess altogether.

The proper procedure after drawing trumps and ruffing a spade is to lead the A-K-J of clubs, declining the finesse in that suit. This leaves the opposition in a hopeless position.

Whichever defender wins the trick must yield a ruffand-discard or else return a diamond. In the latter case, declarer simply plays low from the next hand, guaranteeing that either the queen or jack will become a trick.

Guessing is quite often unavoidable, but why guess when you don't have to?

South dealer.

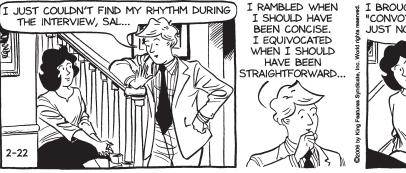


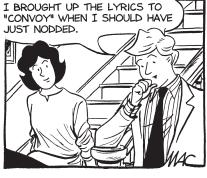
It is usually more difficult to defend correctly than to play the dummy correctly. This is mainly because declarer starts out knowing exactly how much high-

Zits • Jim Borgman & Jerry Scott



Sally Forth • Greg Howard

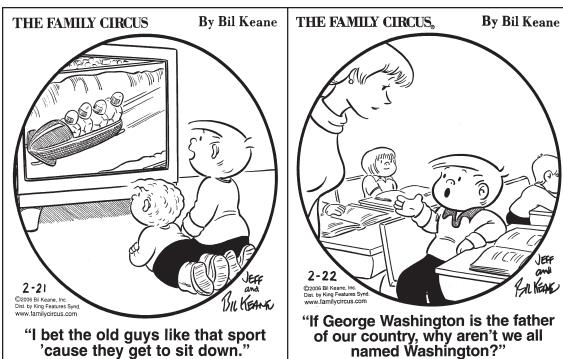




Cryptoquip

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NWPPAOK XLLPASP OV	FH JVOL TVK KPFH						
DLOK NOPUXAP, G YAB	YGOCFCZ, F'Y MVSFCFKVEL						
D L O ' X X Y A V W P B B A S P A . Yesterday's Cryptoquip: IF YOUR DRIVER'S LICENSE GOT REVOKED, I RECKON YOU COULD BE FEELING A BIT DIS-CARDED. Today's Cryptoquip Clue: X equals L	Z F J F C Z L G N M V T T U O C F C Z. Yesterday's Cryptoquip: AFTER A PROFICIENT MASSEUR LOOSENS UP YOUR MUSCLES, I BET YOU'LL BE PAST TENSE. Today's Cryptoquip Clue: Y equals M						

Family Circus • Bill Keane



card strength he and dummy have in the combined hands, and exactly the number of cards his side has in each suit.

Conversely, each defender starts without knowing his partner's high-card strength or the number of cards partner holds in each suit. Nevertheless, if the defenders work as a team, they will nearly always score every trick they're entitled to make.

Here's an example of good partnership rapport. West leads the king of clubs, on which East plays the queen. East's queen play indicates the ability to win the next lead of the suit, either because he holds the jack or because the queen is a singleton.

Accordingly, West next leads a low club, knowing his partner will win the trick unless declarer has no more clubs. East takes the jack and, realizing West would not have bid two clubs with fewer than five of them, shifts to the deuce of spades.

West takes declarer's king with the ace and, because East's fourth-best-spade return marks South with a doubleton spade, continues with a spade to set the contract. In doing so, West resists the temptation to try to cash the ace of clubs at trick four.

Observe how smoothly East-West cooperated to find the killing defense. East had to signal with the queen at trick one to induce the crucial low club return by West at trick two. East also knew the futility of continuing with a club at trick three, which would have handed declarer the contract. His shift to the spade deuce at trick three simultaneously told partner how many spades South had and enabled West to put the last nail in the coffin at trick four.

Tomorrow: Declarer makes a key play.