

WELCOME TO THE

# BARBARA SEAGRAM

BRIDGE STORE

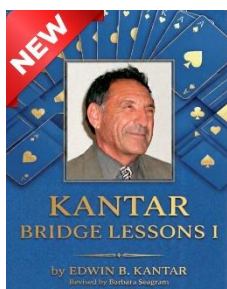


From the Barbara Seagram School of Bridge – Toronto, Ontario, Canada

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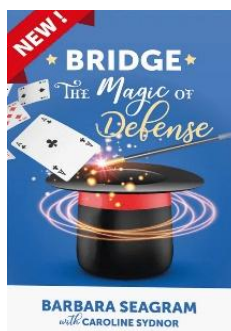
## KANTAR BRIDGE LESSONS I BY EDWIN B. KANTAR, REVISED BY BARBARA SEAGRAM

The perfect **gift!** Learn to think like a champion with Eddie Kantar's legendary wisdom and expertise. A massive 265-page guide covering bidding, play, and defense to

transform your game, with lots of detailed examples.

 Price: \$35.00 USD | \$35.00 CAD

Reg. in Canada: \$48.00 CAD



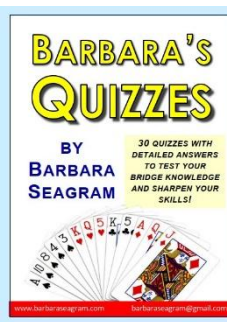
## BARBARA SEAGRAM'S BRIDGE: THE MAGIC OF DEFENSE

Master the Art of Bridge Defense!  
This easy guide teaches you how to work with your partner to tackle the most thrilling part of bridge—defense! This book will take a new player to an intermediate level skill, if not beyond!

 Price: \$24.00 USD | \$28.00 CAD

Reg. in Canada: \$38.00 CAD |

Special in Canada: \$28.00 CAD



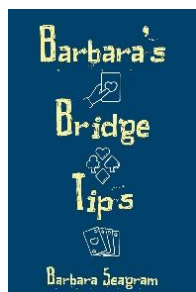
## BARBARA SEAGRAM'S QUIZZES

Sharpen Your Bridge Skills with 30 Engaging Quizzes!  
Challenge yourself and grow your confidence in all aspects of the game. With detailed answers, you'll see your progress with every quiz.

💎 A must-have for you and

your partner!

 Price: \$20.00 USD | in Canada: \$20.00

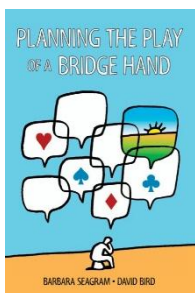


## BARBARA SEAGRAM'S BRIDGE TIPS

Take Your Game to the Next Level!  
Discover everything you need to know about life and bridge. The tips cover all aspects of bridge — bidding, play and defense. Advice and examples are drawn from material Barbara has developed over the last 20 years — it's like having your own personal bridge coach sitting beside you!

💎 Special Price: \$21.95 CAD (\$19.95 USD)

💰 Regular Price: \$24.95 CAD



## PLANNING THE PLAY OF A BRIDGE HAND

If you've ever felt that dreaded blank moment after seeing dummy for the first time, this book will show you the path forward. It's an essential read for mastering both suit and no-trump

contracts, with a step-by-step guidance.

 \$21.95 USD / \$23.95 CAD

(Regular price in Canada \$27.95)



## BARBARA SEAGRAM'S CONVENTIONS CHEAT SHEET

Your Handy Guide to Bridge Conventions!  
Keep this detailed, easy-to-use summary of key conventions at your fingertips:  
*Takeout Doubles – Support Doubles – Negative Doubles – Responsive Doubles – Penalty Doubles – Splinter Bids – Lead-Directing Doubles – Jacoby 2NT and much*

*more!*

 Price: \$12.00 USD | in Canada: \$12.00



### TWO OVER ONE CHEAT SHEET

Master the system sweeping North America by storm! This simple yet powerful guide has everything you need to know about Two Over One—clearly explained and ready to transform your game.

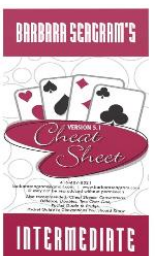
Price: \$12.00 USD | \$12.00 CAD



### DOUBLES CHEAT SHEET

Laminated for durability, this cheat sheet is the perfect companion to mastering doubles. Learn the secrets behind takeout, penalty, and responsive doubles with this concise and easy-to-follow guide.

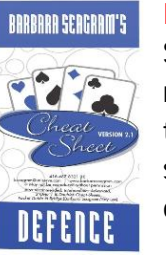
Price: \$10.00 USD | \$10.00 CAD



### INTERMEDIATE CHEAT SHEET

A detailed summary of bidding strategies to keep on your lap as you play. This handy guide is packed with essential tips to navigate even the trickiest auctions with confidence.


Price: \$10.00 USD | \$10.00 CAD

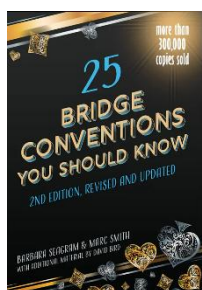


### DEFENCE CHEAT SHEET

Strengthen your defense with this quick-reference guide to signaling and strategy. With tips for opening leads, defensive signals, and strategic card play, it's your ultimate tool for outwitting opponents.

Price: \$12.00 USD | \$12.00 CAD

 **Cheat Sheet Special Offer! Any 4 for \$40, or get all 5 for just \$48!**



### 25 BRIDGE CONVENTIONS YOU SHOULD KNOW (updated 2<sup>nd</sup> edition)

*Learn the Conventions That Will Transform Your Game!*

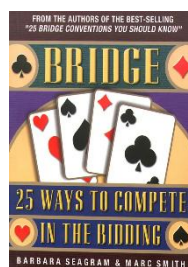
Co-authored with the legendary Eddie Kantar, this updated classic remains the ultimate guide to bridge conventions.

Each convention is explained with

clarity and precision, for players of all levels. This edition is revised to reflect modern bridge practices, including Transfers over Notrump, Bergen Raises, Modern Defenses to 1NT and more. Outdated systems like Landy, Grand Slam Force, and Ogust have been replaced with practical, contemporary approaches.

Price: \$21.95 USD | \$27.95 CAD

Special in Canada: \$24.00 CAD



### BRIDGE: 25 WAYS TO COMPETE IN THE BIDDING

*Master the Art of Competitive Bidding and Gain the Edge!*

Competing in the auction is one of the most exciting aspects of bridge, and this book covers everything you need to know to stay

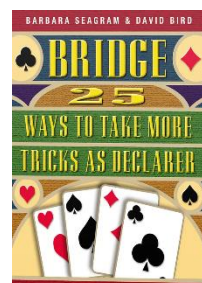
ahead of the opposition. With clear examples and practical tips, you'll learn how to:

Raise Partner's Suit: Choose the right bid to support your partner effectively.

Use Takeout Doubles: Make powerful bids to show strength and shape.

Apply Advanced Techniques: Master forcing passes, locating stoppers for notrump, and more!

Price: \$20.00 USD | \$22.00 CAD



### BRIDGE: 25 WAYS TO TAKE MORE TRICKS AS DECLARER

*Turn Every Deal into a Triumph with Better Declarer Play!*

Declarer play is where the magic happens, and this book will show you how to maximize every opportunity to make your contract. From the fundamentals to advanced techniques, *25 Ways* offers a complete roadmap to success. Inside, you'll discover how to:

Plan Your Play: Think ahead and manage entries like a pro.

Use Suit Combinations: Handle tricky situations to minimize risk and maximize rewards.

Execute Safety Plays: Avoid disaster and secure the contract, even in tough spots.

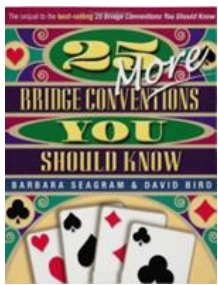
Employ Finesses Effectively: Learn when and how to finesse for the best results.

Analyze the Opponents' Hands: Read the defense and make informed decisions to outplay them.

This book is perfect for players who want to improve their declarer skills and take their game to the next level. Whether you're playing at the club or in tournaments, these strategies will help you win more consistently.

Price: \$21.95 USD | \$27.95 CAD





## 25 MORE BRIDGE CONVENTIONS YOU SHOULD KNOW

*Take Your Bridge Knowledge to the Next Level!*

If you're comfortable with the material in Barbara Seagram's best-selling *25 Bridge Conventions You Should Know*, this book is your next step. You'll learn more sophisticated bidding tools and gadgets that will sharpen your competitive edge. Even if you don't adopt these conventions, knowing them is crucial since your opponents certainly will! Each chapter includes a clear and concise explanation of each convention. Practical examples and helpful quizzes with full explanations of the answers to solidify your understanding.

Conventions Covered: Ace-and-King (Italian) Cue-Bidding, Bergen Raises, Cappelletti, D.O.N.T., DOPI, ROPI, DEPO, Exclusion Blackwood, Fit-Showing Jumps, Flannery, Forcing 1NT, Four-Suit Transfers, Gambling 3NT, Inverted Minor Raises, Leaping Michaels, Multi Two Diamonds, Namyats, Pick-a-Slam 5NT, Puppet Stayman, Responding to Three-Bids, Snapdragon Doubles, SOS and Other Redoubles, Stayman Continuations, Support Doubles, Unusual Over Unusual, and Weak Jump Shifts.

 Price: \$20.00 USD | \$22.00 CAD



## BRIDGE: 25 WAYS TO BE A BETTER DEFENDER


*Master the Art of Defense—  
Bridge's Greatest Challenge!*

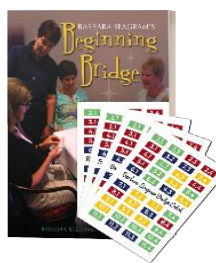
Defense is widely regarded as the most challenging yet rewarding part of bridge, but with this guide, it becomes much easier to master. In

the final installment of the bestselling *25 Ways* series, Barbara Seagram provides a clear roadmap for improving your defensive play.

Inside, you'll learn how to make an effective plan as a defender based on the auction and your partner's signals. Execute successful opening leads, signaling, and card distribution strategies and much more!

With practical tips and real-world examples, this book simplifies defense for players at all levels, making this essential skill approachable and achievable.

 Price: \$20.00 USD | \$22.00 CAD



## BARBARA SEAGRAM'S BEGINNING BRIDGE: CODED CARDS FOR BEGINNERS

*Perfect for New Players and Teachers Alike!*


This set of specially coded playing cards is designed to help teachers and students set up 40 practice deals from the book

*Barbara Seagram's Beginning Bridge*. These cards make learning easy, fun, and organized, ensuring beginners build confidence from their very first hands.

Cards: Each deck is coded to align with specific hands for quick setup. An invaluable tool for instructors and their students.

 Book only: \$21.95 USD | \$25.00 CAD (sale)

 Cards: \$8.00 USD | \$8.00 CAD

 Package Deal: Book + Coded Cards for \$25.00 USD | \$30.00 CAD | \$27.00 CAD special in Canada




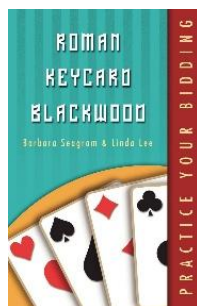
## TWO OVER ONE BOOK BY BARBARA SEAGRAM: 2/1 GAME FORCE (2ND EDITION)

*Newly Revised and Updated!*

The *2/1 Game Force* system has taken the bridge world by storm, and this brand-new 2nd edition of Barbara Seagram's popular book makes it easier than ever to

master. More Quizzes: Test your understanding with new exercises. More Tips: Gain practical advice to enhance your bidding skills. This expanded edition now has 76 pages, packed with clear, concise instruction to help you quickly feel at home with the *2/1* system.

 Price: \$20.00 USD | \$20.00 CAD



## ROMAN KEY CARD BLACKWOOD

*The Ultimate Guide to Slam Bidding!*

This handy booklet is your go-to resource for learning and practicing the Roman Key Card Blackwood convention, a must-know for serious bridge players.

Inside, you'll find:

A simple explanation of the convention and how to use it effectively.

Example hands for practice, carefully selected to test your understanding.

A unique quiz format to help you compare your results with recommended auctions.

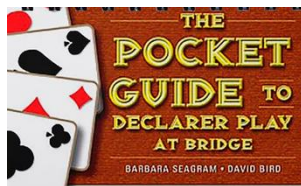
 Price: \$8.00 USD | \$10.00 CAD



**THE POCKET GUIDE TO CONVENTIONS YOU SHOULD KNOW**  
*Fully revised and updated!*  
This handy guide offers a

concise summary of the best-selling *25 Bridge Conventions You Should Know*. With almost 150,000 copies sold in four languages, it simplifies popular bidding conventions, making them accessible to players of all levels. This guide will keep you prepared at the table. A perfect companion for improving your game.

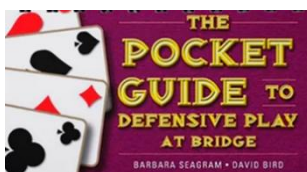
\$12.95 USD / \$15.95 CAD



**THE POCKET GUIDE TO DECLARER PLAY**  
This compact guide distills the essential concepts from *25 Ways to Take More Tricks as Declarer*. With a clear and practical approach, it focuses on improving your play in manageable steps.

Ideal for quick reference, it will help you plan your plays with confidence and precision, ensuring better results in your games. Keep it close for practice and progress.

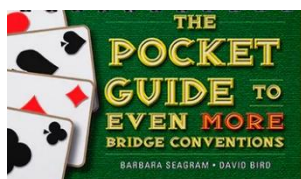
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**THE POCKET GUIDE TO DEFENSIVE PLAY**  
Master the art of defense with this pocket-sized summary of *25 Ways to Be*

*a Better Defender*. This guide is your go-to resource for defensive strategies, including signaling, card placement, and teamwork. Carry it with you to sharpen your skills between games and build your confidence at the table. Every defender will benefit from having this indispensable guide at hand.

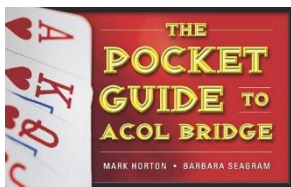
\$10.00 USD / \$10.00 CAD



**THE POCKET GUIDE TO EVEN MORE CONVENTIONS**  
Take your game to the next level with this compact version of *25 More Bridge Conventions You*

*Should Know*. Covering advanced topics like Bergen Raises, Support Doubles, and Puppet Stayman, this guide is packed with practical tips for competitive players. Whether you're practicing or just need a refresher, this guide ensures you're always ready to tackle complex conventions.

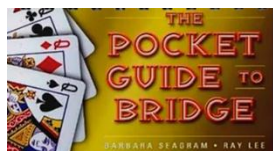
\$10.00 USD / \$10.00 CAD



**THE POCKET GUIDE TO ACOL**  
Ever wonder what to bid or what to lead? This guide is your answer to all things Acol. Packed with quick

explanations and helpful tips, it ensures you're always ready to play your best. Perfect for last-minute clarifications and winning those table debates, this guide is a must-have for Acol players.

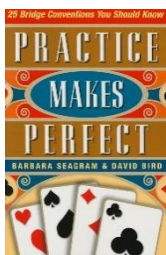
\$10.00 USD / \$10.00 CAD



**THE POCKET GUIDE TO BRIDGE**  
Whether you're new to the game or need a quick refresher, this guide has you covered.

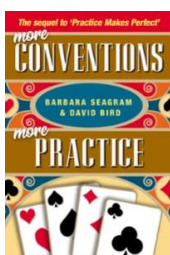
It offers clear explanations for common situations, helping you make better decisions at the table. Compact and easy to carry, it's perfect for on-the-go learning and a reliable companion for all bridge players.

\$12.95 USD / \$15.95 CAD



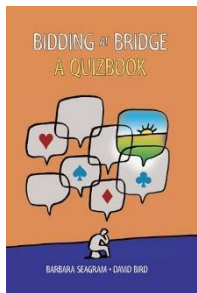
**PRACTICE MAKES PERFECT**  
Improve your bridge skills with this practice-focused guide. Each chapter provides a short, clear summary of a convention, followed by four hands to help you apply what you've learned. The exercises are designed to reinforce your understanding and give you the confidence to use conventions effectively during games. It's an excellent tool for steady progress.

\$16.00 USD / \$20.00 CAD



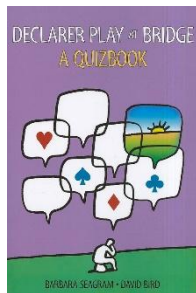
**MORE CONVENTIONS, MORE PRACTICE**  
This follow-up to *25 More Bridge Conventions You Should Know* offers even more opportunities to refine your skills. Each convention is explained briefly, followed by carefully selected practice hands to solidify your understanding. With a focus on intermediate-level techniques, this guide is perfect for players looking to strengthen their game and build their confidence.

\$16.00 USD / \$20.00 CAD



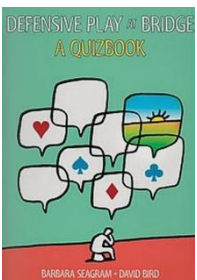
**BIDDING AT BRIDGE: A QUIZ BOOK**  
 Winner of the Book of the Year 2010 by the American Bridge Teachers' Association, this book dives into the principles of sound bidding, starting from the opening bid. Each section features a brief introduction to a topic, followed by a series of thoughtfully crafted problems with clear solutions and tips to reinforce learning. This isn't just a problem book—it's a guide to understanding bidding fundamentals. A valuable resource for bridge teachers and students alike.

\$20.00 USD / \$20.00 CAD



**DECLARER PLAY AT BRIDGE: A QUIZ BOOK**  
 Written with newer players in mind, this gentle yet comprehensive guide is packed with practice hands. For every problem, you'll find a solution on the next page, offering clear planning advice for suit and no-trump contracts. This is Barbara's 18th published book and is designed to make the declarer play process more accessible. Whether you're looking to build confidence or refine your techniques, this book will guide you every step of the way.

\$20.00 USD / \$20.00 CAD



**DEFENSIVE PLAY AT BRIDGE: A QUIZ BOOK**  
 A must-have for budding defenders, this book expands on the success of *Planning the Play of a Bridge Hand*, named the 2010 Book of the Year by the American Bridge Teachers' Association.

Association.

With brief introductions to key defensive concepts followed by illustrative problems, this guide helps players understand what to lead, why, and how to think like a strong defender. Clear explanations and practical tips make it an invaluable tool for teachers and students alike.

\$20.00 USD / \$20.00 CAD



**BARBARA SEAGRAM'S PLAY IT SAFE**  
 Boost Your Bridge Game with Smarter Strategies!  
 At rubber bridge or teams scoring, declarer's objective is to make his contract - nothing else matters. Playing it safe is of vital importance. Yet playing safe can take many forms - it might involve simply choosing the best percentage line of play, or keeping one opponent off lead, preserving entries, or even giving up a trick you don't have to lose, all in the cause of bringing that contract home securely. Recognizing all these situations, and knowing what to do when you encounter them, will improve your bridge scores by leaps and bounds.

Price: \$21.95 USD | \$24.95 CAD

REG price in Canada: \$28.00



## ESSENTIAL BRIDGE LEARNING: BASICS, INTERMEDIATE 1, AND INTERMEDIATE 2

These three books form the cornerstone of bridge education and are widely used in classes. Each book is written with clear lessons, practical examples, and exercises to ensure students can apply what they learn at the table.

- Bridge Basics lays the groundwork for new players, covering key

topics like hand evaluation, bidding fundamentals, and essential conventions like Stayman and Jacoby Transfers. It's the perfect starting point for anyone eager to understand the structure and strategy of the game.

- Intermediate 1 builds on these foundations, introducing more complex hand evaluations, planning declarer play, competitive bidding situations, and techniques like finesses, unblocking, and safe hand plays in no-trump contracts.

- Intermediate 2 takes players to the next level, going right into advanced bidding strategies like slam conventions, pre-empts, and balancing. It also introduces the fundamentals of defensive play, including opening leads, defensive signals, and strategic planning.

\$20.00 USD / \$20.00 CAD each book



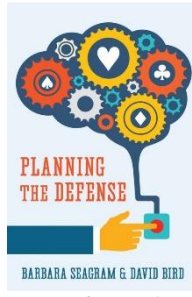


### PLANNING THE PLAY: THE NEXT LEVEL

Barbara's first book in this acclaimed series, co-authored by David Bird, introduced the fundamentals of declarer play. It was celebrated as the Book of the Year by the American Bridge Teachers' Association.

This sequel builds on that foundation, delving into more advanced topics such as safety plays, avoidance play, trump control, dummy reversal, and endplays. Perfect for players who have mastered the basics and are eager to elevate their declarer play skills. This book is not just an instructional guide; it's a comprehensive resource for bridging the gap between beginner and intermediate levels.

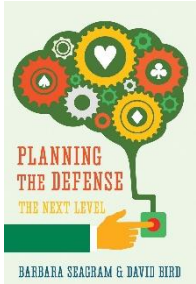
 \$21.95 USD / \$27.95 CAD



### PLANNING THE DEFENSE (2019)

Ten years after their groundbreaking *Planning the Play of a Bridge Hand*, Barbara Seagram and David Bird turned their attention to defense, arguably the most challenging aspect of bridge. Using their signature step-by-step approach, they expertly navigate topics like signaling, crafting a defensive plan, and analyzing points, tricks, and distribution. Whether you're just starting out in defense or looking to refine your skills, this book is an indispensable guide. Every deal ends with a condensed version of the defensive plan that you should make. The end-of-chapter 'Remember these points' section is followed by several quiz questions on the topic.

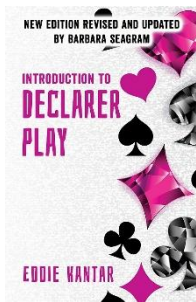
 \$20.00 USD / \$25.00 CAD



### PLANNING THE DEFENSE: THE NEXT LEVEL (PART 2 ADVANCED)

This advanced companion to *Planning the Defense* takes readers even deeper into the complexities of defensive play. Barbara Seagram and David Bird provide nuanced guidance on signaling and defensive strategies while reinforcing core principles like counting points, tricks, and distributions. Ideal for those ready to tackle the intricacies of advanced defense, this book is a natural progression for players aiming to master their game.

 \$20.00 USD / \$25.00 CAD

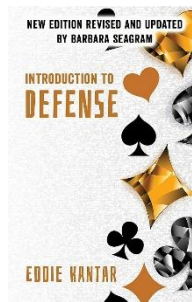


### INTRODUCTION TO DECLARER'S PLAY

Completely revised by Barbara Seagram in 2019, this modern update of Eddie Kantar's timeless classic brings fresh clarity and relevance to declarer play. With its signature mix of humor, skillful teaching, and accessible writing, this book remains

a favorite for players of all levels. After over fifty years, it continues to shine as a must-have resource for understanding the art of declarer play, enhanced by modern methods of play and bridge education.

 \$17.95 USD / \$19.95 CAD



### INTRODUCTION TO DEFENSE

Also revised by Barbara Seagram in 2019, this Eddie Kantar classic breaks down defensive card play into manageable lessons. From third-hand play and second-hand play to defensive signaling (which feels like cheating—but isn't!), this book covers it all.

With its engaging and practical teaching style, it remains one of the most trusted resources for learning and mastering defense.

 \$17.95 USD / \$19.95 CAD



### Eddie Kantar Classics – Special Bundle Offer

Receive both Eddie Kantar books, *Introduction to Declarer's Play* and *Introduction to Defense*, for a discounted price. These two iconic titles are hailed as the best bridge books ever written, giving a strong foundation for any aspiring or experienced bridge player. A must-have duo for mastering both declarer and defensive play.

 \$26.00 USD / \$34.00 CAD