"Oswald 'Ozzie' Jacoby Illustrates the Supreme Importance of Using *Psychology* During Bridge Bidding"

Esther Klinktoast-Houstonhousen[1]

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Bruce: Today, we are honored to have with us Esther Klinktoast-Houstonhousen, Quintuple Gold Emerald Life Master (*20 Million+* ACBL MasterPoints), who will discuss **"Oswald 'Ozzie' Jacoby Illustrates the Supreme Importance of Using *Psychology* During Bridge Bidding"**. Well, Esther, thank you for talking to us today!

Esther: D**n it, Bruce! How many times do I have to tell you to **NEVER**, ***ever*** call me Esther! Always, **ALWAYS**, ***ALWAYS*** instead call me, Ms. Klinktoast-Houstonhousen!

Bruce: Errr, well, Est… err, I mean Ms. Klinktoast-Houstonhousen, sorry about that. Well, at the outset why don't you tell us a little bit about from where today's "**Esther Bridge Dialogue Lesson**" originates?

Esther: Well, Bruce, I will certainly try to help you. Today's bridge lesson draws from ideas and a bridge Board example published by Richard Pavlicek in a 1/24/88 bridge newspaper column, "'Wizzard of Ozzie' Remembered", written by Richard Pavlicek. Here is some background information about Pavlicek:

About **Richard Pavlicek**

Richard Pavlicek (1945-) has won **11** North American Bridge

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[1] As noted in an article in the Winter/Spring, 2024 article in The American Bridge Teachers' Association (ABTA) Journal, https://esther-bridge.com/pdf/ABTA_1_24.pdf, Esther Klinktoast-Houstonhousen in fact is a hypothetical, and not a real person! So this article was really, really written by Bruce Thompson.

Championships, including a record-setting **3** straight wins in the Reisinger Board-a-Match Teams, 1982-84, and again in 1990. He won the 1973 inaugural Grand National Teams tournament and repeated a win there in 1997. He has written or co-authored several bridge books, including with co-author William S. Root their 1981 book, Modern Bridge Conventions. From 1984 until 1990 Pavlicek was the Bridge Columnist for the Fort Lauderdale News and Sun-Sentinel. Esther particularly likes the Bridge Simulation Studies presented on his bridge website: **https://www.rpbridge.net/rpsi.htm**
and his re-posts of his newspaper bridge columns:
https://www.rpbridge.net/rpco.htm

Bruce: Errr, well… Err, I mean… Ms. Klinktoast-Houstonhousen, ummm… Well, is this another of your famous "Real Deal" bridge Boards?

Esther: Well, Bruce, of course. This is a bridge Board played in the 1983 Reisinger World Cup bridge competition which was won by Pavlicek and his bridge teammates one of whom was Oswald Jacoby. This was one of the last major bridge competitions in which Jacoby played. On the bridge Board discussed here the player sitting SOUTH who demonstrated the importance of using psychology when bidding was Oswald "Ozzie" Jacoby himself.

Bruce: Errr, well, Ms. Klinktoast-Houstonhousen, is that Oswald Jacoby fellow the bridge player who invented[2] the widely-used "**Jacoby Transfer**" bridge convention?

Esther: Well, Bruce, yes indeed. Here is a little background about Jacoby.

About **Oswald "Ozzie" Jacoby**

Oswald "Ozzie" Jacoby (1902 - 1984) is described by Wikipedia in its entry on Jacoby as "was an American contract bridge player and author, considered one of the greatest bridge players of all time and a key innovator in the game, having helped popularize widely used bidding moves such as Jacoby

[2] For more details see the "**Esther Bridge Lesson**" "**Happy *100th* Birthday, Bridge!!!: A '*Brief History*' of Duplicate Bridge**": https://esther-bridge.com/pdf/br_hist.pdf

transfers. Oswald won a massive number of bridge tournaments including, but not limited to, **31** North American Bridge Championships and also was runner-up in **21** additional North American Bridge Championships.

But what was especially touching was what Pavlicek wrote in his 1988 bridge column about his bridge teammate:

"What impresses me the most about this man was his unselfish, devotion to our country. At the outbreak of World War II he voluntarily curtailed his bridge career to rejoin the Navy, where he served as a commander in Intelligence. His expertise as a code-breaker was invaluable to the Allied cause. He did so again during the Korean War, and was a staff member at the final armistice conference."

Bruce: Errr, well… Err, I mean… Ms. Klinktoast-Houstonhousen, ummm… Well, would you now show us the bridge Board on which Jacoby sat SOUTH during the 1983 competition?

Esther: Well, Bruce, of course I will certainly try to help you.

Dealer: **NORTH**

Vul: **BOTH**

	NORTH (**15**) **S:** A K 8 7 6 5 **H:** A 3 **D:** A 3 **C:** T 5 4	
WEST (**8**) **S:** J **H:** J 9 7 6 2 **D:** Q T 4 **C:** K J 8 7		EAST (**5**) **S:** Q 9 3 **H:** 8 4 **D:** J 9 8 5 2 **C:** Q 9 3
	SOUTH (**12**) **S:** T 4 2 **H:** K Q T 5 **D:** K 7 6 **C:** A 6 2	

Bidding

NORTH	EAST	SOUTH	WEST
1**S**	PASS	2**C**	PASS
2**S***	PASS	3**NT****	PASS
4**C**	PASS	4**S*****	

*"Partner, I hold a **6th** Spade card."

"Partner, we have 'stoppers' in all **4 Suits and I hold a 'balanced' Hand."

***"Partner, I hold **2+** Spade cards and we can play here if you wish to do so."

Bruce: Errr, well… Err, I mean… Ms. Klinktoast-Houstonhousen, whoa! *WHOA!!* ***WHOA***!!!. What were all the reasons why Oswald Jacoby bid 4**S** at his **3rd** turn to bid within the auction?

Esther: Well, Bruce, I certainly want to help you. Here are all the reasons why Oswald Jacoby bid 4**S** at his **3rd** turn to bid within the auction:

1. Jacoby wanted to show Partner his **2+** Spade cards.
2. Jacoby wanted to keep the conversation open.
3. Jacoby wanted to "*direct*" the lead that the E/W made on Trick **#1**.

Bruce: Errr, well… Err, I mean… Ms. Klinktoast-Houstonhousen, oh, my, *how* did Jacoby's **3rd** bid of 4**S** "*direct*" the E/W lead?

NORTH (**15**)
S: A K 8 7 6 5
H: A 3
D: A 3
C: T 5 4

WEST (**8**)
S: J
H: J 9 7 6 2
D: Q T 4
C: K J 8 7

EAST (**5**)
S: Q 9 3
H: 8 4
D: J 9 8 5 2
C: Q 9 3

SOUTH (**12**)
S: T 4 2
H: K Q T 5
D: K 7 6
C: A 6 2

Bidding

NORTH	EAST	SOUTH	WEST
1**S**	PASS	2**C**	PASS
2**S***	PASS	3**NT****	PASS
4**C**	PASS	4**S*****	PASS
5**D**	PASS	5**S**	PASS
5**NT**	PASS	6**NT**	PASS

Esther: Well, Bruce, I will try to help you. Sitting SOUTH Jacoby suspected that NORTH held a "big" Hand and that N/S might well end up in a **NT** contract and quite possibly might end up playing a 6**NT** contract. Jacoby suspected that NORTH might well have held the Heart Ace and if Jacoby made a bid

allowing NORTH to bid an "Ace showing" Heart bid then WEST might not make the Heart lead that Jacoby wanted.

Bruce: Errr, well, Ms. Klinktoast-Houstonhousen, why in the world did Jacoby sitting SOUTH want to *preclude* NORTH bidding 4**H**?

Esther: Well, Bruce, of course I will try to help you. As Pavlicek noted:

> **"Did you notice the *unbid* suit? That's right. *Hearts!* West, as would you or I, led a heart into the wizard's parlor and 12 tricks were forthcoming after giving up a spade to East. The *only lead* to let him make it [his 6NT contract], to be sure, but like Boulder Dam or the Panama Canal, a great engineering feat." (italics in original)**



Esther says…

"Bridge players use psychology during the 'Play of the Hand' to try to encourage or discourage certain plays by the Opponents. But savvy bridge players also use psychology *during the bidding* to influence the Opponents' behaviors."