

The match had truly become the subject of breakfast-table conversation in several million American homes. Listeners to the midnight broadcast of the results of the day's play were estimated at five million. Much of the credit, or the explanation, for this phenomenon must go to Jo. Here was a woman and mother participating in the most important bridge match ever played, competing with ranking bridge-players of the opposite sex. The American public longed to see how she fared. Edwin C. Hill of the *New York Sun* described her thus:

There in the East seat, eyes veiled by drooping lids - motionless except for a flicker of white fingers as the cards drop or a jeweled cigarette holder cuts an arc - she seems detached, immeasurably removed from bickering and back-biting - gentle, tolerant, forbearing, slightly superior.

Her successful partnership with her husband was probably the decisive factor in the match. Just as Lenz and Jacoby 'lost' the match through their ill-suited partnership, so it was the practised, harmonious partnership of Culbertson and Jo that won the day. A glance at the penalties incurred by either side emphasizes the crucial importance of partnership understanding in this match. The Culbertsons incurred seven penalties of 600 points or more, totalling 5,900 points. Lenz and his partners incurred fourteen, for an aggregate of 11,500 points. Thus, since the winning margin was 8,980 points, well over half, some 5,600 points came from penalties and indicate the Culbertsons' superior accuracy in bidding. The statistics of the match (see Appendix II, page 232) make interesting reading and bear this point out. They also confirm Culbertson's earlier prediction that the distribution of luck in cards was more or less even.

The show was over. Culbertson's comment was, 'We had won millions of new friends. We were world famous. But we were broke.' It had been an expensive undertaking, feeding the endless lines of spectators and the newspapermen. While the match was in progress, the public had stopped buying his books, preferring to wait for its outcome first. Now at least they would start buying again. The bets on the match had gone to charity, as arranged, but the biggest bet of all was for the future control of the bridge industry and Culbertson had won

Predictably the match had taken its toll on Culbertson's health. Jo and he decided that they needed a short break and went off to Havana for a week's holiday. Between a little bridge at the American Club, they relaxed at their hotel and sunned themselves on the beach. Culbertson needed this time to reflect and plan his future and work out his priorities. Foremost in his mind was the over-riding need to provide for his family. He was haunted by the spectre of his father whose failure to think ahead had caused them all such uncertainty. He decided what he needed was a slogan for himself - 'first consolidate, then expand'. Consolidate his system, make his name impregnable and expansion was bound to follow.

Back in New York he found things had got off to a flying start. The *Blue Book* and the recently issued *Summary* (*Contract Bridge at a Glance*) were selling at a phenomenal rate. On one day alone orders had come into *Bridge World* offices for over 5,000 copies of the *Blue Book* and 11,000 copies of the *Summary*.