

DUNKEL SPORTS RESEARCH SERVICE, INC.

Creative Radio and Newspaper Features

MOUNTAIN LAKES

NEW JERSEY

TELEPHONE



BOONTON 8-0818

Jan. 9, 1941

Dear Coach:

Here's your copy of this week's issue of our college basketball forecast. We hope that you, your players, and your students will find it interesting.

We feel that our ratings are as fair and unbiased as they can possibly be made. Their basis is simple. For example, if a team has averaged five points better than its opposition - and its opponents' ratings have averaged 55.0 - then the team's rating is 60.0.

And how do we know our Opposition Rating is fair? Because back in 1935, we started all 750 U.S. college teams off with the same identical rating. They've found their own levels in the give and take of all games played since that time.

We would like to send it to you free of charge each week -- and we shall, if we ever succeed in getting a national sponsor. BUT, we have no such sponsor this year, and are making a charge of \$2.00 to cover all seven of the remaining weekly issues.

If you would like to subscribe, please write us immediately in order not to miss the mailing of the next issue next Thursday.

Thanking you, and wishing you and your team the best of luck this year, we are,

Sincerely,

THE DUNKEL SPORTS RESEARCH SERVICE, INC.

(by) Dick Dunkel

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