

Starting with the issue for week ending Feb.7th, which will be mailed tomorrow, we're introducing a new factor which will greatly increase forecasting accuracy.

I hardly need to tell you of the great advantage which the home team enjoys in basketball. Our five-year research has shown that the average team's variation at home and away is about 4.0 points.

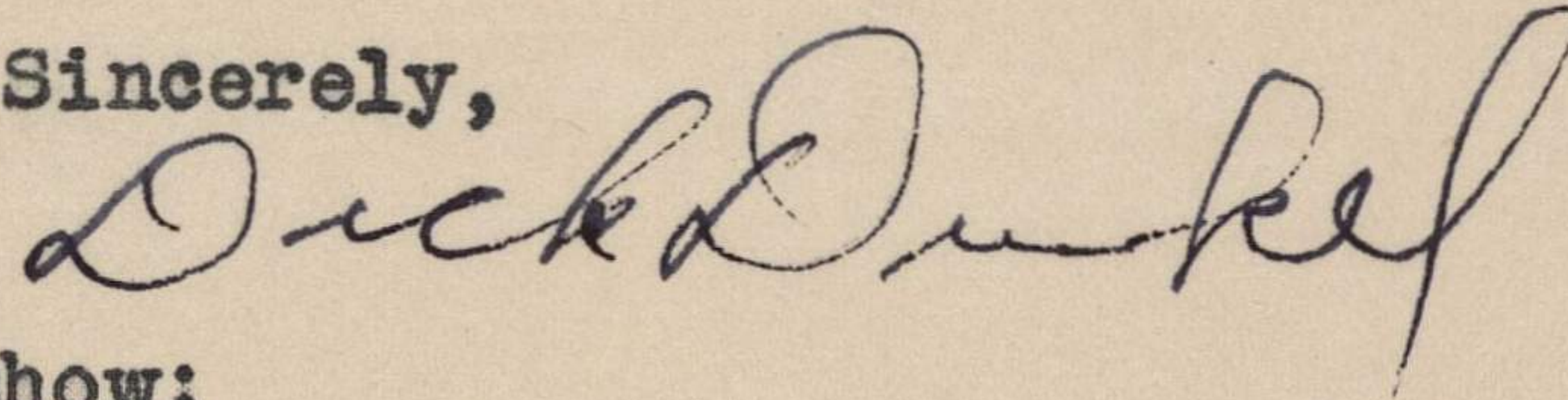
Consequently, beginning with this issue, we're adding 2.0 points to the home team's actual or "neutral" rating, and subtracting 2.0 points from the visiting team's rating in the forecast columns. Standings will still show the actual ratings.

I realize that such handling will be far from ideal, but since it will increase accuracy by from 5 to 10 percent, we're going to try it for a while, at least.

I'm hopeful that you'll let me know if I can make any further explanations, and that the service will prove a source of interest and enjoyment to you and the boys.

Thanking you again, I am,

Sincerely,



P.S. The forecast for Feb.3rd will show:

Kansas.....58.1 vs Wichita .....\*47.6

That's because 2.0 has been subtracted from your 60.1 rating and the same added to Wichita's 45.6 rating, since you're the visitors.

So go ahead and make a liar out of me by winning by 15 points.