

# Goode, Univac 1108 a Tough Team

By NEIL AMDUR



The Los Angeles Rams seemed in control as they moved down the field against the Atlanta Falcons last Sunday, but Bud Goode was uneasy. His charts told him that the Rams were passing too much.

"We've crossed the one-to-one line," Goode said to Kaye Stephenson, a Ram assistant coach, who was seated nearby in the press box. We're in interception country."

Stephenson nodded and relayed Goode's information to the Ram bench on the sideline. Alas, the message arrived too late: Two plays later, one of Pat Haden's passes was intercepted by the Falcons.

But Goode is not a football prophet.

The New York Times/Neal Eberst

Bud Goode with a printout of a week's worth of football statistical analyses.

He says he tries not to know anything about football. Yet when the Rams play the Washington Redskins today, both teams will be plotting their strategies from 70 pages of statistical analyses provided earlier this week by the 54-year-old Goode.

It will not be the first time Goode will feel like the chess player challenging himself in a game. Eight other National Football League teams, including the Falcons, St. Louis Cardinals and Philadelphia Eagles, have been paying for Goode's computerized information every week during the season.

"Football is big business," Goode said the other day in an interview. "Any edge is a winning edge. The computer helps you look at statistics from a rational point of view."

Goode, who lives in Studio City, Calif., with his wife, Betty, two dogs and a 25-pound cat, looks at football like a surgeon preparing for an operation. Look at the numbers, he says, and they'll tell you where to cut. Forget birthdays, biorhythms, bumps on the head or other psychological gimmicks. It's all in the numbers.

The Detroit Lions, although 5½-point underdogs, can beat the Minnesota Vikings today if they run the ball 45 times, Goode says. And they should be able to run the ball 45 times, he adds, because the Vikings' most vulnerable arm on defense is number of opponent rushes.

Number of opponent rushes accounts for 71 percent of the won-lost records this year, according to Goode's figures. It also is one of his five most important statistical considerations to a game; the others are yards per pass attempt, turnovers, quarterback sacks and returns for touchdowns on kickoffs, punts or interceptions.

## 'Goode's Law'

Goode's computer printouts are almost as thick as the Manhattan telephone directory and stretch the length of a football field. Yet with the exception of computer analysts and coaches who are tuned to his system, the numbers might just as well be a foreign language.

Even "Goode's Law," which tries to simplify things, is wrapped around a series of numbers (2-4-6-8) rather than rhetoric: "Throw 2 interceptions in 4 game and you're a chump, steal 4 and you're a chump, 6 sacks in a game and you'll win, 8 rushes is weak, 10 is what champions finish with. 4 yards per pass attempt is weak, 6 is average, 8 is strong; reverse them on defense."

Goode's critics contend that he is saying nothing coaches and football fanatics do not already know. His stress on statistical strengths and weaknesses of teams, they add, ignore

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