

Collegiate Scout Association

SEDGEWICK BUILDING

69-30 62nd STREET

Ridgewood, Long Island,

New York

November 27, 1940.

ARTHUR JONATHAN BRECHT
President & General Manager

Mr. Forrest C. Allen
Basketball Coach
University of Kansas
Lawrence, Kansas

Dear Mr. Allen:

"What's today's date?"

"Isn't Kansas U. scheduled to play Fordham at Madison Square Garden a month from now?"

"Bet a buck, you'd like to have some mighty interesting scout material on ~~Fordham's~~ 1940 court machine."

Well, Mr. Allen, that is the expressed purpose of the "Collegiate Scout Association" here in New York City. We have been following Metropolitan Intercollegiate Basketball games for the last seven years. We can furnish you with detailed information on Ed Kelleher's quintet.

Our company can furnish you with the following material about Fordham's Rams:

- (1) A detailed account of all of Fordham's games previous to their tussle with Kansas in the Garden.
 - (a) This includes the number of shots taken by each player, the scorer's position on the court, and accurate statistics for each ball game. A replica of our cardboard scouting charts is enclosed.
 - (b) A detailed description of Ed Kelleher's squad, based on material described on the enclosed sheets.

Would you be interested in obtaining this information? Our price for the data is twenty-five dollars (\$25). We know that our information could help your ball club beat Fordham at the Garden in December. Part of our data would be air-mailed to you by December 15th, and the remainder previous to your trip East.

In conclusion, Mr. Allen, when you deal with us, I am confident you'll find us square shooters, and our service second to none. All our reports are kept strictly confidential, you may be assured.

Anticipating a reply sometime in the near future, I am

Sincerely yours,
Arthur Jonathan Brecht
Arthur Jon. Brecht
President

AJB:eb