

**"Good Evening,  
Friends of American  
Sports . . . This Is  
Arch Ward"**



## **TUNE IN ARCH WARD'S SPORTS PREVIEW**

***Every Wednesday Night***

As an added feature in our service to America's sports lovers we are now presenting an outstanding sports personality and authority over a coast to coast Mutual Network—each Wednesday night (previous to January 5th the program was on Friday night).

This personality—known over the length and breadth of the land—is Arch Ward.

In his Sports Preview—each Wednesday night, at 10:15 P.M. Eastern War Time, Arch Ward gives America's fans the

latest facts and predictions on current sports events. His percentage of winning predictions during the past football season was way up in the top eighties. These Sports Previews mark the first appearance of Arch Ward on the air, with a sponsor. And Wilson has been widely complimented for being the first to bring him to the millions of sports fans in a sports-awakened America. Tune in Wednesday night and join the many, many thousands who make this Wilson-Arch Ward program a weekly habit.

**Sponsored by WILSON SPORTING GOODS CO.**