



MERLE OBERON

* During the filming of Samuel Goldwyn's production, "In Love and War", which numbers among its greatest stars the glamorous Merle Oberon, the entire cast was on location in the Sierra Nevada Mountains. During those many weeks, their greatest relaxation and pleasure came from listening to one of Wards 1937 Movie Dial Airlines. Come in and see this dial-of-the-future in action! YOU, TOO, will be thrilled!

Movie Stars Thrilled* by Sensational New

Radio-Development! Airline's Exclusive

Movie Dial

PAT. APPLIED FOR

**Presented by WARDS. World's Largest
Retailer of Radios, in the Great New 1937**

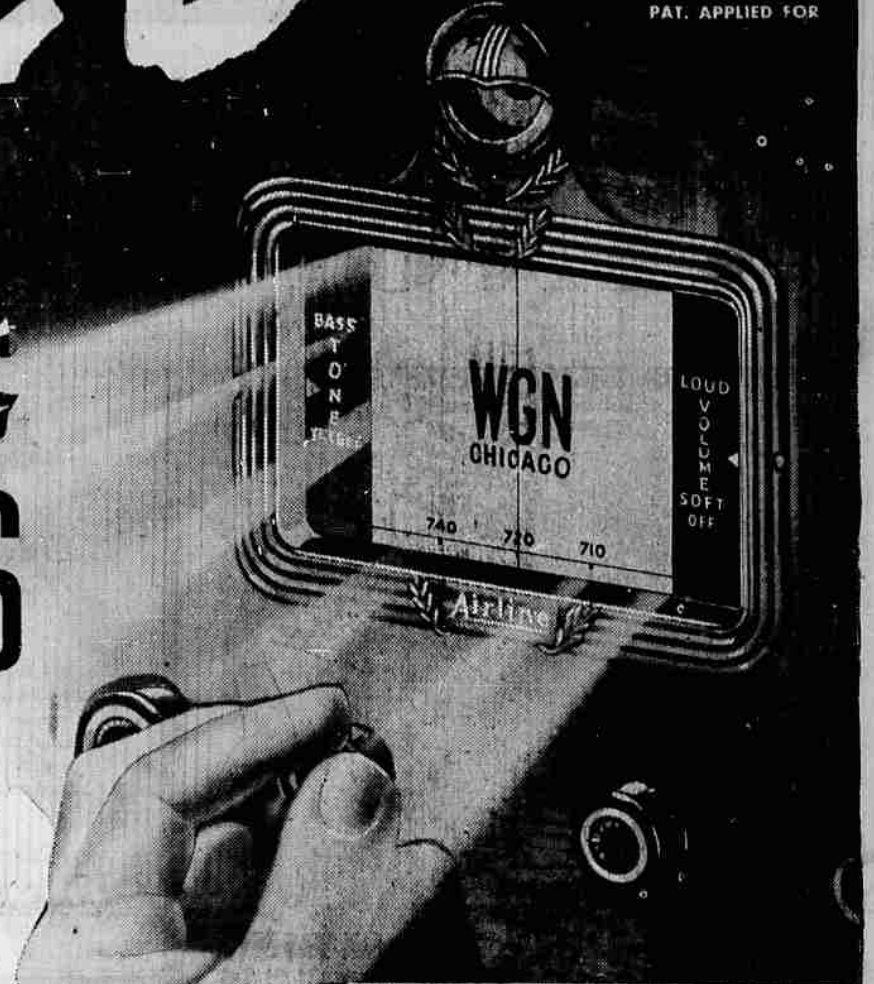
AIRLINE RADIOS

• Turn the 2-speed tuner, and the world of call letters whizzes by! Letters so big you can read 'em and tune **STANDING UP!** No more uncomfortable stooping! Read 'em from across the room!

• No numbers to remember, or forget! Find your station by letter, or city, (or number) just as you prefer. The **CATHODE RAY TUNING EYE** lets you **SEE** when you're perfectly tuned.

• 3 dials in 1! You choose your wave-band by touching a button. Long, short, or foreign. (No more need of waiting for "station identification"! Even the foreigners are listed by letter and city!)

The Movie Dial, and the beauty, range and clarity it represents, are typical of the up-to-the-minute perfection of Wards 1937 Airlines. Yet only a very small part of the story! **LUXURY CABINETS**, ease of control, smoothness of tone, **SAVINGS IN PRICE**. "Savings" is almost no word for it! Because Wards buys and sells **DIRECT** (no middleman's profit or costly national advertising) Wards Radios, for 15 years now, have **successfully**** competed with sets costing 20% to 50% more. Make the comparison yourself **TOMORROW** . . . feature for feature, tone for tone, price for price. Radios of **EVERY SIZE AND TYPE**: AC, Battery, Auto, "B"-Batteryless, and 32-Volt. Picture one of these beautiful sets in your own living room! Think of the fun of being first with this dial-of-the-future! Learn how easy it is to buy, on Wards convenient **MONTHLY PAYMENT PLAN!** Then choose your new radio from the 20 **MODELS** in Airline's 1937 array. (We're sorry we've room for but 8 of them here.) **THE FINEST RADIOS WARDS EVER SOLD . . . THE LOWEST PRICES IN AIRLINE HISTORY!**



**Hear the Election Campaign and
the Olympic Games with the only
radio with all these features:-**



The **CATHODE RAY TUNING EYE** lets you **SEE** when your station is perfectly tuned.

Automatic 2-Speed Tuning!
Automatic Base Boosting!
Adjustable High Fidelity!



ALL METAL TUBES (Except the tuning eye.) They're rugged, selective, and quiet!

BATTERY SETS have **LIGHTED DIAL**, built-in voltage regulator, alloy dynamic speaker, and automatic volume control!



CURVILINEAR CHAMBER gives speaker better tone. Rubber mounted, chrome plated chassis.

World Rangel All Wave! Tone & Volume Indicator! Licensed by RCA, as well as by Hazeltine!



**SCOOP! 5-TUBE
A.C. MANTEL!**

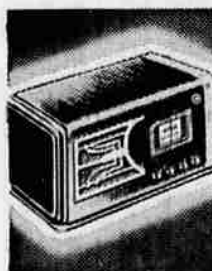
- Wards **BIGGEST** Radio-Bargain!
- Gets Distance! Some Police Calls!
- Superheterodyne!
- Illuminated dial!
- Dynamic Speaker!
- Real Wood Cabinet!
- Approved by RCA, Hazeltine, and Fire Underwriters.

**\$20 Value!
11.98**



**11-TUBE
CONSOLE
73.95**

A.C. Compare its features with \$175 sets! Movie Dial. Cathode-ray tuning eye. 10-inch super-dynamic speaker. World range. 2-speed tuner. Metal tubes.



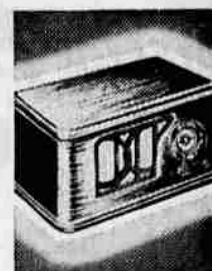
**8-TUBE
MANTEL
45.95**

Lowest-priced Movie Dial A.C. Airline! Cathode-ray tuning eye. 2-speed tuner. Metal tubes. Tone and Volume indicators. Adjustable high fidelity. World range; all wave.



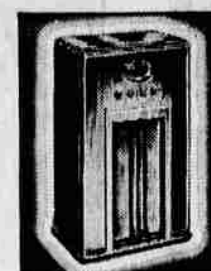
**8-TUBE
CONSOLE
57.95**

Lowest-priced A.C. console with the Movie Dial. Cathode-ray tuning eye. 10-inch speaker. All waves. 2-speed tuner. Metal tubes. High fidelity. Visible tone and volume indicators.



**BATTERY
MANTEL
23.95**

5 TUBES. The lowest priced battery radio Wards ever sold. Gets distant U.S. and some police calls. No "C" battery needed. Licensed by RCA & Hazeltine.



**BATTERY
CONSOLE
56.95**

8 TUBES. A luxury radio, at a price that YOU can afford. The new alloy dynamic speaker. Push-button dial light. Automatic volume control. World range; all 3 wave bands.



**BATTERY
CONSOLE
79.95**

10 TUBES. Finest battery radio it is possible to build! Movie Dial illuminates at a touch. Alloy dynamic speaker. Automatic volume control. All 3 wave bands. High fidelity.



**"B"-BAT-
TERYLESS
69.95**

Use this 7-TUBE console with Wards Gasoline Engine Charger. Movie Dial illuminates! 2-speed tuner. Alloy dynamic speaker. Automatic volume control. 2 wave bands.

Montgomery Ward

**** WARDS SELL MORE RADIOS . . . YEAR-IN, YEAR-OUT . . . THAN ANY RETAILER IN THE WORLD!**