

THE RADIO SENSATION OF 1938



MONTGOMERY WARD

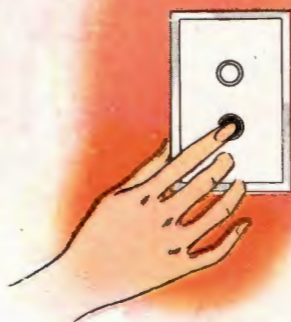


No METERS, *No* KILOCYCLES...
No WAVE LENGTHS TO REMEMBER

A startling new and exclusive feature of the 1938 Airlines ends all fumbling with the dial and guessing for stations! Electric Touch Tuning with the famous *Movie Dial* offers a new, quick, easy way to get your favorite programs.



AS EASY AS PUSHING A LIGHT BUTTON!



Radios newest development

ELECTRIC TOUCH TUNING

WITH WARDS FAMOUS MOVIE DIAL

Radio's *newest development* will amaze you! It's hardly believable! Just imagine tuning in a station 3,000 miles away . . . Los Angeles . . . New York . . . Chicago . . . by simply pressing a button! Sounds like an Arabian Nights' tale or Aladdin and his magic lamp.

For Airline's Electric Touch Tuning is the *quickest, simplest tuning* you've ever known. Enables you to bring in any of eight selected stations by merely pushing a button. This remarkable device is so highly developed that it tunes stations with 100% accuracy. Permits you to *change* to any of eight other local or coast-to-coast stations through the same easy push-button method.

But that's not all! By means of a special elec-

tric motor and coupling devices you can come back to any station previously heard by again pressing its button on the dial!

In addition, the new improved Movie Dial's screen shows in BIG illuminated letters the name of the city and call letters and wavelength of the station tuned in. Gives you *complete information* on amateurs, police, foreign stations, air-liners and ships at sea!



FREDRIC MARCH



JANET GAYNOR

Hollywood THRILLED!

During the filming of David O. Selznick's technicolor production, "A Star is Born", Janet Gaynor, Fredric March, Adolphe Menjou and Director William Wellman enjoyed radio's newest convenience . . . Electric Touch Tuning with Wards famous Movie Dial. Between "takes" no precious moments were wasted tuning in programs . . . a touch of the button and the station was there.

ADOLPHE MENJOU





FRED WARING

Famous leader of that well-known show band THE PENNSYLVANIANS says, "It beats the band—how the AIRLINE radio reproduces programs with such amazing fidelity."



\$100,000,000 WORTH OF ENTERTAINMENT!

Think of it! The airlines of the world are offering you \$100,000,000 worth of entertainment! *The leading stars of radio, stage and screen, world-famous musicians, humorists and dramatic artists! The best dance bands! Gripping dramas, symphony orchestras, the baseball pennant races, prize fights and crucial football games can be brought to your parlor, den or office better than ever before through an Airline radio!*

WARDS GIANT

Projectotone

SPEAKERS

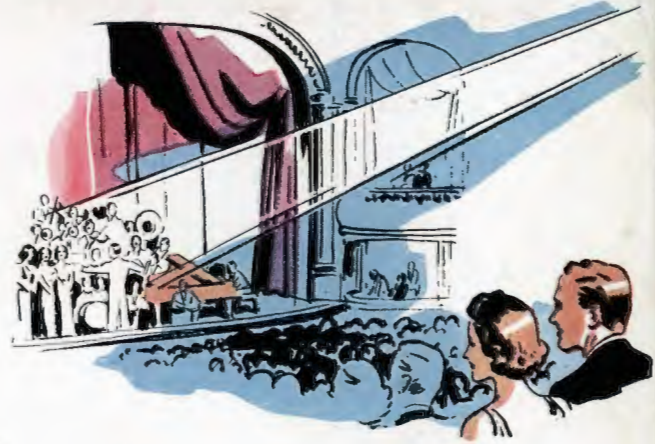
PUT YOU IN THE FRONT ROW!

When you go out for entertainment you want "the best seats in the house!" Right? Theatre tickets "front row, center" . . . dinner reservations beside the floor show . . . football tickets on the fifty yard line! So why take a back seat for the *Greatest Show on Earth* . . . the millions of dollars worth of top-notch entertainment being broadcast over the air?

Wards new giant Projectotone speakers give you "front row reception" for radio entertainment. They provide greater clarity and finer depth of tone than possible in the past. Reproduce high and low notes as well as overtones with greater resonance than other speakers. They bring you a wider tone range.

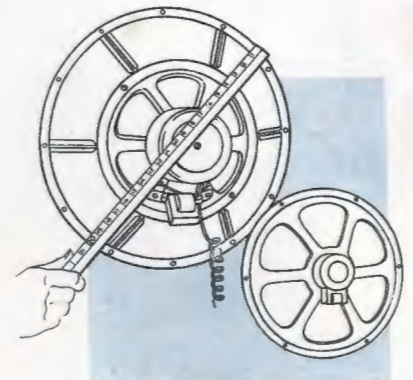
These over-size speakers of a new scientific design give the finest possible reproduction to both music and voice. In addition, they eliminate the "barrel boom" normally set up in the average receiver.

Now with Wards new Projectotone speakers you can operate your new set at the more comfortable low volume levels without losing the beautiful over-tones and low notes in instrumental music and song! Another exclusive Airline feature!



Why Take a Back Seat at The Greatest Show on Earth?

Why be satisfied with anything less than the finest radio reproduction of music or voice?



Wards Airlines Use a
20-INCH SPEAKER

Where other sets use a 12-in. and all Airline Projectotone speakers are oversize!



JOHN BOLES MARVELS AT AIRLINE'S TONE

Even luminaries of the screen have discovered that you don't have to pay high prices for a quality radio. John Boles, whose lyrical voice qualifies him as a critic of tone quality, marvelled at the performance of the new Airline radio. It was on the set of "Stella Dallas," in which he stars, that he first came to appreciate its tone.

New Improved FOREIGN RECEPTION

For Arm-Chair Explorers!

Sink back in the soft cushions of an easy chair and let your Airline radio like a Magic Carpet carry you to far lands and strange peoples! *Wards substantial improvements in tubes, and circuit designs* together with the development of giant Projectotone speakers enable you to visit "by ear" the glamorous capitals of European powers, the sleepy cities of the Mediterranean, "the hot-beds of intrigue" in the Balkans, the white, romantic ports of South America and the mysterious pagan markets of the Orient as never before!

Furthermore, Airline's new exclusive Movie Dial provides the quickest, easiest method of tuning short wave known to the world today! It brings you the station's call letters; names of city and nation together with the wave length in BIG illuminated letters on the dial. Easily read without stooping!



Done
ARE THE DAYS

When bringing in a foreign broadcast was almost a supernatural event! "Getting Europe" is no longer a complicated tuning achievement requiring more than the average patience, persistence and luck. Recent improvements in the new Airlines now assure you of *practical, entertaining and reliable foreign reception!*



S H E E R

Beauty

O F C A B I N E T D E S I G N

For sheer beauty one couldn't ask for anything *better* than a new 1938 Airline. And small wonder! For all along the line, nothing has been spared to give you a fine piece of furniture. In styling, materials, construction!

Every cabinet is *styled by a famous designer*. Combines the last word in design with correct acoustics. A handsome, yet practical instrument!

Each model is *tongue-and-groove construction*. This means that the joints and sides are slotted so that they fit into each other . . . no nails are used. A feature usually found only in the *highest-priced* furniture.

Only *selected woods* are chosen for Airline radios. They pass through nine separate steps of finishing before obtaining their full rich-grained beauty.

And complete hand-rubbing and polishing give the surface of each cabinet a glossy, lustrous piano finish.

The finest homes will be proud to welcome them. For in *beauty* as well as features these 1938 Airlines challenge models of others *priced twice as high!*



STYLED BY FAMOUS DESIGNERS



MADE FROM SELECTED WOODS



TONGUE-AND-GROOVE CONSTRUCTION



HAND-RUBBED AND POLISHED

N O M O R E - B E A U T I F U L C A B I N E T S A R E M A D E !

..... *Plus* ALL THESE EXTRAS!



ADJUSTABLE HIGH FIDELITY

Reproduces *the entire range of tone* at any volume. Gives a clear, crisp definition of high and low notes and overtones providing depth.

Never before in the history of the industry have any radios offered so many NEW IMPORTANT FEATURES! These 1958 AIRLINES not only bring you all the latest practical improvements in radio, but also a sizable array of amazing developments EXCLUSIVE with Wards new sets. The World's Largest Retailers of Radios intend to keep their LEADERSHIP!



FINGER-TIP TUNING

From 13 to 23 selectors are placed in the approximate positions of these stations. Dial as you would a telephone.



AUTOMATIC BASS BOOSTER

Human ears cannot hear low bass notes at ordinary volume. So Airlines *automatically* boost them as volume is reduced.



ILLUMINATED DIALS

Illuminated dials are provided in Wards better Battery sets. Just press a button to light the dial.



BUILT-IN VOLTAGE REGULATORS

A new readable indicator that gives your battery radio the proper voltage and lengthens the life of "A" batteries and tubes.



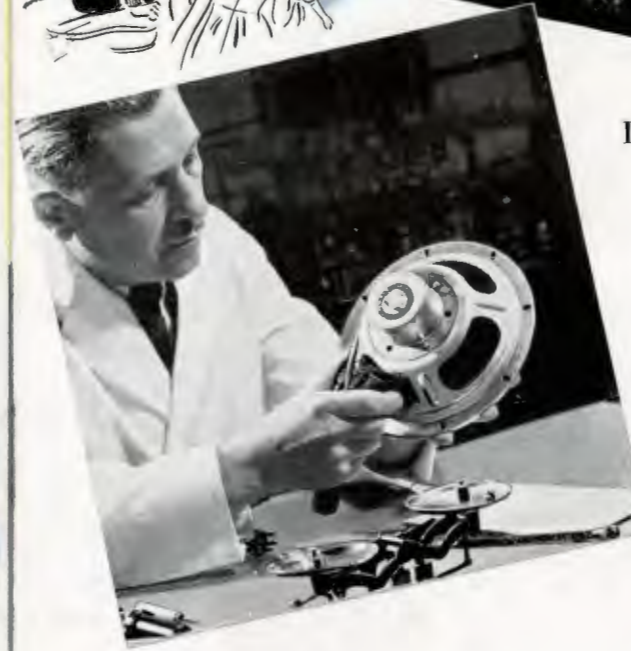
CATHODE RAY TUNING EYE

Shows you when your radio is perfectly tuned! Provides quick, accurate visual tuning. Tune until the eye is narrow.



ALL METAL TUBES

Metal tubes are more rugged, easier to plug in. Eliminate *microphonic noises* . . . minimize *outside interference*.



ALLOY DYNAMIC SPEAKERS

A new metal alloy permits the new Airline Battery set speakers to *equal the finest AC dynamic speakers* in tone and volume.

Every one of the 29 models in Wards new line of Airline Radios is approved by the Board of Fire Underwriters.



There is no *Mystery...*

.... ABOUT WARDS LOW

These new 1938 AIRLINES are just as carefully made as the *highest priced* radios! Only the best-grade materials are used. Every one of each set's thousand parts is carefully tested when manufactured in contrast to most makers' "spot checking" of one part in ten! Inspectors rigidly examine its production at *every step* of the assembly line!

Yet, after all these safeguards, the finished product must meet the extremely exacting requirements of the factory's testing engineers, the nationally known laboratories of RCA and Hazeltine and Montgomery Ward's own Bureau of Standards.

WARDS PIONEER IN RADIO DEVELOPMENT

But, Wards are not content to simply bring you radios of outstanding quality at sizable savings . . . Wards lead the way in *perfecting new improvements!* Our own research engineers enabled AIRLINES to be *first* with Instant Dialing, Kromatic Tuning, the Curvilinear Tone Chamber, Movie Dial and now Elec-

PRICES FOR FINE RADIOS

It's in the SELLING . . . Not in the Making that
Wards SAVE YOU MONEY!

tric Touch Tuning and Giant Projectotone speakers!

Licensing by RCA and Hazeltine provides the benefits and patents of their famous laboratories.

A far-flung legion of stores makes WARDS first in *servicing facilities* . . . assures you of prompt, trained service men who understand the peculiarities of each locality. An important consideration!

WARDS SAVE YOU $\frac{1}{3}$ TO $\frac{1}{2}$!

For *two-thirds of a century*, Wards have been offering customers greater satisfaction and savings than they could find elsewhere. The tremendous volume of business of 560 retail stores and 9 huge mail order houses throughout the country give the World's Largest Retailers of Radios a *buying power second to none!*

Best of all, Wards straightline selling eliminates middle-men's profits! Cuts handling costs! Brings the set direct from MAKER—to WARDS—to USER! There are no \$3,000,000 advertising appropriations, jobbers' discounts and distributors' mark-ups *hidden in the selling price to YOU!*



ASK ABOUT MONTHLY
PAYMENT PLAN!

You can buy any radio in the line on WARDS Monthly Payment Plan! And you can pay as little as \$2 down on certain models and the balance in monthly payments plus a carrying charge.

M O N T G O M E R Y W A R D

AMERICA'S

Finest

RADIOS

These handsome consoles bring you every new and important feature known to the radio industry! The last word in quick, easy tuning! . . . In tone reproduction. And all practical "plus" features such as the Tuning Eye, Metal Tubes, etc. To those who want the very *best* in a radio, we say, "Come in and see and hear these new De Luxe models!"

15-TUBE AC

De Luxe

CONSOLE

World range . . . All 3 wave bands! Gets Europe, South America, Far East—Ships at Sea—Amateurs—Police Calls.

Has Electric Touch Tuning! New Improved Movie Dial. Cathode Ray Tuning Eye.

20-inch giant Projectotone super-dynamic speaker! Automatic bass booster.

High Fidelity! Metal tubes. Adjustable selectivity. Full range tone control.

Tone and volume indicators. Automatic volume control. Floating chassis!

Super-heterodyne circuit. 20 watts undistorted output. Push-pull output audio system.

Licensed by famous RCA and Hazeltine Laboratories. Approved by Fire Underwriters.

11-TUBE AC

De Luxe

CONSOLE

All 3 wave bands! Gets Europe, South America, Far East—Airliners—Ships at Sea—Amateurs—Police Calls.

With Electric Touch Tuning! New Improved Movie Dial. Cathode Ray Tuning Eye.

15-inch giant Projectotone super-dynamic speaker! Automatic bass booster.

High Fidelity! Metal tubes. Adjustable selectivity. Full-range tone control.

Tone and volume indicators. Automatic volume control. And floating chassis!

Super-heterodyne circuit. 10 watts undistorted output. Push-pull output audio system.

Licensed by famous RCA and Hazeltine Laboratories. Approved by Fire Underwriters.



Thoroughbreds...

WITH A PEDIGREE!

For two-thirds of a century the name MONTGOMERY WARD has meant to the public "Quality Products priced at a Saving." In all those 65 years Wards name has stood behind the merchandise it sold as a *guarantee of satisfaction*. Only selected materials and top-grade workmanship go into the making of any Airline Radio. And this pair of De Luxe models stands as two of the finest examples of up-to-the-minute mechanisms and authentic cabinet styling!

9-TUBE AC
De Luxe
CONSOLE

World range... 3 wave bands!
Will tune in Europe, South
America, Far East... ama-
teurs... police calls!

With Electric Touch Tuning!
New Improved Movie Dial.
Cathode Ray Tuning Eye.

Over-size 15-inch Projectotone
superdynamic speaker! Auto-
matic bass booster.

High Fidelity! Metal tubes.
Adjustable selectivity. Full-
range tone control.

Automatic volume control!
Floating chassis... condenser
gang. Superheterodyne circuit.

Console's handsome cabinet
has hand-rubbed and polished
hard lacquer piano finish.

Licensed by famous RCA and
Hazeltine laboratories. Ap-
proved by Fire Underwriters!

7-TUBE AC
De Luxe
CONSOLE

Gets Europe... South America
...Far East! Also brings in police
calls and amateurs' messages.

Has Electric Touch Tuning!
New Improved Movie Dial.
Cathode Ray Tuning Eye.

Over-size 12-inch Projectotone
superdynamic speaker! Auto-
matic volume control.

High Fidelity! Metal tubes.
Adjustable selectivity. Full-
range tone control.

Automatic volume control!
Tone and volume indicators.
Superheterodyne circuit.

Handsome rich-grained cab-
inet hand-rubbed and polished
... hard lacquer piano finish.

Licensed by famous RCA and
Hazeltine laboratories. Ap-
proved by Fire Underwriters!



AMERICA'S *Greatest* RADIO

VALUES!

Compare them feature for feature with other radios selling at double their prices! Only Wards direct buying and straightline selling . . . only the tremendous volume of 560 retail stores and 9 large mail order houses . . . permit us to offer such *complete* instruments and such good-looking cabinets at prices within the reach of almost every home!



9-TUBE AC

Standard console

All 3 wave bands! Gets Europe, South America, Far East . . . ships at sea . . . amateurs . . . police calls! Cathode Ray Tuning Eye . . . Edge lighted glass dial wave band indicators.

High Fidelity! Adjustable Selectivity! 15 inch Projectotone super-dynamic speakers.

Automatic volume control! Metal tubes! Super-heterodyne! Full range tone control!

Automatic bass booster makes low notes audible! Cabinet hand-rubbed and polished . . . hard lacquer piano finish.

Licensed by the internationally famous laboratories of both RCA and Hazeltine!

Approved by Board of Fire Underwriters! Tested by WARDS Bureau of Standards!

7-TUBE AC

Standard console

Gets Europe . . . skip band . . . police calls . . . amateurs. Quick easy finger-tip tuning with 23 station selectors! Cathode Ray Tuning Eye! Illuminated Dial!

High Fidelity! Adjustable Selectivity! 12 inch superdynamic Projectotone speakers for more faithful reproduction!

Automatic volume control! Metal tubes! Superheterodyne circuit!

Cabinet hand-rubbed and polished . . . hard lacquer piano finish.

Licensed by the internationally famous laboratories of RCA and Hazeltine!

Approved by Board of Fire Underwriters! Tested by WARDS Bureau of Standards!



9-TUBE AC MANTEL

Here's a powerful mantel with all the features of the 9-tube Standard Console! We know no sets in the same price range that even approach it in beauty, power and modern improvements! Come in to Wards Store. Hear and see this handsome, compact radio. Then make your own comparison!



7-TUBE AC MANTEL

This model is one of the greatest values Montgomery Ward has ever offered in a medium-priced radio! It has all the features of the 7-tube console. After hearing this powerful, smooth-toned instrument, you'll say, "Now I know why Montgomery Ward are the world's largest retailers of radios!"



5-TUBE AC

Molded plastic

MANTELS

Showing the way in every advance in both radio science and cabinet design, Airlines now present new 5-tube Mantels in three handsome colors of molded plastic! Ivory, black and walnut! These good-looking little radios are equipped with the new quick, easy Finger-tip Tuning . . . have 13 station selectors. . . You tune your station with a flick of your finger as you would dial a telephone!

These new models bring in all U. S. broadcasts . . . some police calls! They are equipped with illuminated dials. Super-heterodyne circuits. Automatic volume control prevents irritating blasting and fading. Full-size super-dynamic speakers give them a remarkable tone range and quality for such sensationally low-priced compact sets.



6-TUBE AC

DeLuxe

MANTEL

Wards new 6-tube Deluxe Mantel is the *lowest-priced world-range set* on the market! Brings in American and foreign stations, police calls, amateurs and ships at sea!

Its handy, Finger-tip Tuning dial has 15 station selectors!

With Cathode Ray Tuning Eye, super-dynamic speaker, automatic volume control!

A rich-grained cabinet makes it the aristocrat of low-priced sets!



6-TUBE AC STANDARD

IN WOOD OR
MOLDED PLASTIC

Take your choice! You may select the attractive wooden cabinet with its *mirror-like finish* or one of the very modern molded plastics . . . in jet black, walnut or bright ivory.

These models will bring in all U. S. broadcasts . . . police calls!

Boast Tuning Eye and Finger-tip Tuning with 15 station selectors!

Come equipped with Super-dynamic speaker and automatic volume control!



BATTERY MANTELS FOR *Economy* BUDGETS

Airlines' complete new line of battery mantels provides a set for every purpose . . . or purse! These compact models are suitable for parlor, office, den, bedroom or nursery. Just the thing to take along on vacation trips, week-ends and picnics!

5-TUBE BATTERY

World range! Gets foreign stations, amateurs, police calls, ships, planes! Oval dial. Alloy dynamic speaker equals tone and volume of A.C.s! Automatic volume control prevents fading! Powerful superheterodyne circuit! Built-in voltage regulator cuts battery drain. Licensed by RCA and Hazeltine! Only two 90 volt "B" Batteries. Cabinet has high-lustre finish! All wet or dry batteries fit in cabinet!



4-TUBE BATTERY

Lowest-priced
Airline Battery Radio!

Tunes in coast-to-coast stations . . . gets police calls! Equipped with Super-magnetic speaker. Automatic volume control ends irritating "ear" adjustments . . . eliminates blasting and fading. Set has a big, round dial for easy tuning! Superheterodyne circuit. Good looking, compact, real wood cabinet! Model licensed by laboratories of RCA and Hazeltine!



7-TUBE *32 volt* CONSOLE

It's the most exciting console Wards ever devised for farm lighting plants! Combines the fruit of many years' experience in analyzing the special needs of users of 32-volt sets with all the latest developments of Wards own engineers! Its list of "plus" features reads like a "Who's Who" of the industry's newest improvements!

World range . . . two bands. Gets foreign stations, amateurs, police!

Finger-tip Tuning with 25 station selectors on the dial!

8-inch Superdynamic speaker gives "AG" tone quality!

Also equipped with quick-action automatic volume control!

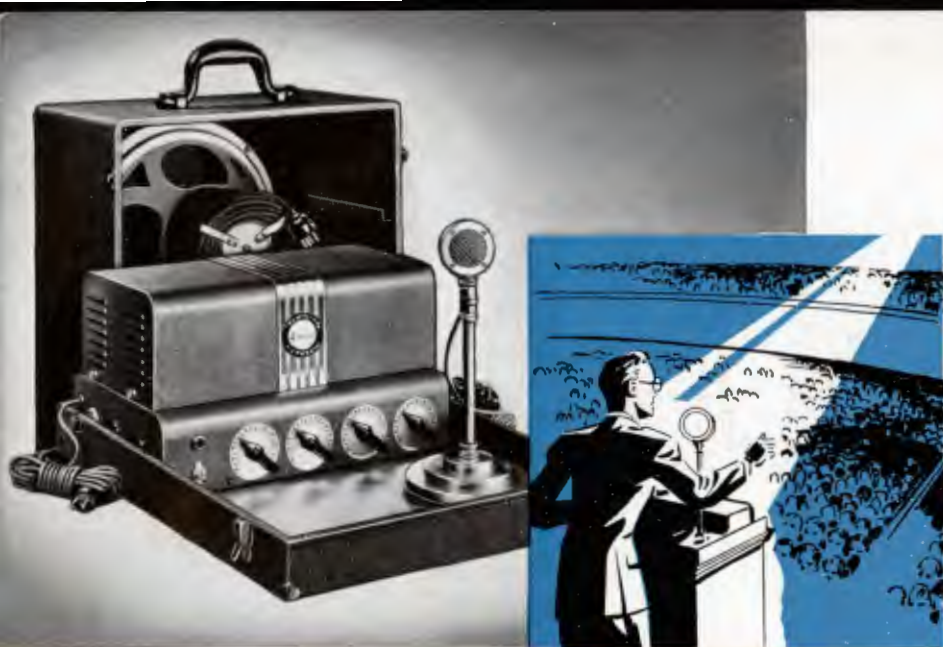


32-VOLT
CONSOLES AND MANTELS
That Set a New Standard!

7-TUBE 32-VOLT MANTEL

The 32-volt mantel shown here houses all the features of the 7-tube Console in a more compact cabinet. Gets Europe, South America, the Far East, amateurs and police calls. Equipped with new quick, easy finger-tip tuning . . . you dial your station as you would a telephone. Both models are licensed by RCA and Hazeltine.

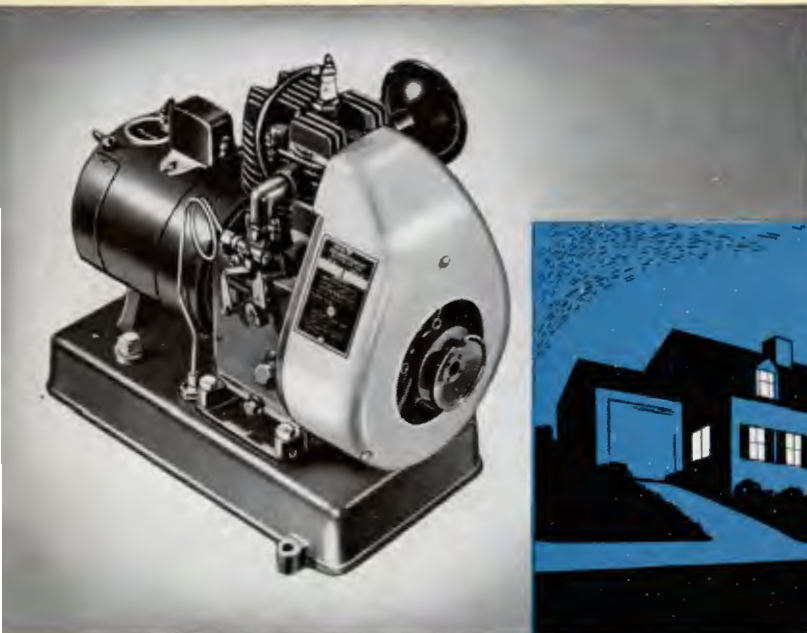




Public Address

SYSTEMS

Here's a portable amplifier unsurpassed for orchestra work! Also suitable for soloists, churches, lecturers, etc. A powerful and reliable P. A. system complete with crystal mike, 9 tubes, speaker and carrying case. Permits use of 2 mikes and a phonograph at same time. Has 4-way mike stand. Write for Special Radio Catalog listing complete line!



Gasoline Engine

BATTERY CHARGER

Lights six 25-watt lamps. The motor stops automatically when the battery is fully charged. Has die-cast aluminum cylinder head. Power plant type base. V-belt pulley. Push-button starting and self lift carburetor. Its large gas tank holds two quarts. The controlled voltage regulator is electrically governed. All moving parts automatically lubricated.



Farm Windmill

BATTERY CHARGER

You can enjoy your radio 10 hours a day for less than 50c a year operating cost! Once installed, your radio requires practically no attention. Its battery is kept fully charged without disconnecting or turning off the radio. This windcharger has a new air cooled, grease-sealed, ball bearing generator. Starts charging in an 8-mile wind. Has air-brake governor.



WARDS SUPER AIRLINE GUARANTEED TUBES

All Super Airline Tubes are fully guaranteed! Their quality is protected by 69 separate tests. Wards have the most complete Tube Department in town. Some one of our 387 different varieties is sure to fit your Radio! You'll find Wards tubes from 40% to 55% lower priced than those of nationally advertised brands.

SPECIAL TRIAL OFFER!

Try out a full set of Super Airlines, one by one. Radio tubes wear out so slowly that you need a test like this in order to see the DIFFERENCE these NEW tubes make! Wards will take back without question, ANY tubes that don't make a real improvement in your radio, and YOU are the judge! Come in for a free test!

WARDS GUARANTEED DATED BATTERIES

Wards Batteries are factory sealed . . . assuring you of receiving a brand new battery. Date indicates beginning of guarantee period. Wards Supreme-quality "Hywatt" construction provides a longer, seamless cell . . . space for 20% more chemicals . . . and 30% longer life. Wards are the easiest batteries to plug in, the lowest priced . . . and carry the STRONGEST "B" Battery Guarantee we've ever seen!

- | STANDARD QUALITY | SUPREME QUALITY |
|---|---|
| • Standard Size. Guaranteed 4 to 5 months* on a 4 or 5 tube radio. | • Compact Size. Guaranteed 5 to 6 months* on a 5 or 6 tube radio. |
| • Heavy Duty! Guaranteed for 5 to 6 months* on a 5 or 6 tube radio. | • Heavy Duty! Guaranteed 7 to 8 months* on a 6 or 7 tube radio. |
| • Extra Heavy! Guaranteed 7 to 8 months* on a 6 or 7 tube radio. | • Mammoth! Guaranteed 9 to 11 months* on an 8 or 10 tube radio. |

*Assuming a 3-hour average daily use.

TAKE YOUR ENTERTAINMENT WITH YOU!

Wards

AUTO RADIOS

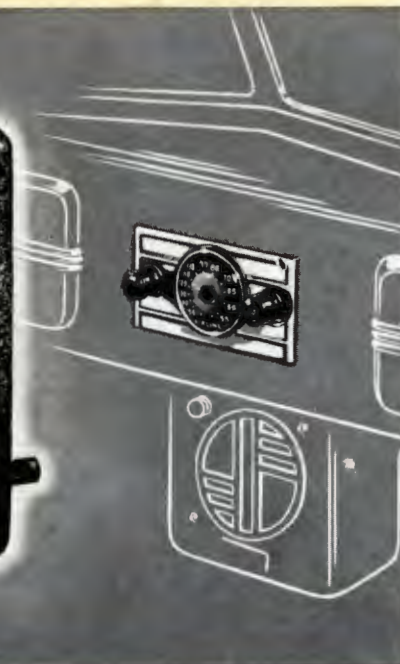
Offer you all the latest practical features . . .
yet save you \$20 or more! In two models!



6-TUBE DE LUXE

Auto Radio

Compare with any \$70 Auto radio!
8-tube performance with 6 tubes.
Brings in all U. S. broadcasts! Full-size superdynamic speaker. Superheterodyne circuit. Illuminated dial. Equips a nationally famous high-priced car whose name-plate means **HIGHEST QUALITY!** Custom built fittings for all dash mountings.



6-TUBE STANDARD

Auto Radio

Why miss the fun of an Auto radio with Wards new sets at such low prices? Gets all U. S. programs. 6 tubes give 8-tube performance. Full-size superdynamic speaker! Superheterodyne circuit! Illuminated dial. Tone range and quality of \$50 sets! Dash fittings for all cars. Battery drain less than one headlight!

DM6524-7-37-300M

MONTGOMERY WARD AND COMPANY, INC.