

“The Flint Acquisition”, more benefits...

The Short-Wave Converter. A table top box, which could turn a standard broadcast radio into a world-wide radio. Not much of a success as a stand-alone box, Jackson-Bell incorporated the converter as part of combined broadcast and short-wave radio in a single cabinet.



Jackson-Bell Model 33 Shortwave Converter

Perhaps **the most important part of the Flint acquisition** was the midget Peter Pan model 84 chassis and cabinet. The **“Peter Pan”** became a separate **Jackson-Bell brand**... sold worldwide under many other house brands.



Flint Peter Pan

Flint presents

“WORLD ROAMER”

the new sensational superheterodyne short-wave Converter — equipped with “WAVE SEQUESTER,” a 1-most human in its action.

\$29.95 LIST
COMPLETE WITH CUNNINGHAM TUBES

19-40
France
England
Germany
Italy

38-80
East Coast
Direct

79-180
Police Reports
All Cities, etc.

A Profit Harvest for Smart Dealers

A Part Of The Flint Announcement Of Their World Roamer In The January 1932 Issue Of Western Radio & Refrigeration Journal

Jackson Bell announced their version of the World Roamer (model 33) in the same issue of the same Magazine - The January 1932 - Western Radio & Refrigeration Journal.

The Peter Pan brand establish Jackson-Bell in the Lower Price Range offerings... Later partially consolidated the brands referring to Peter Pans as “Jackson-Bell” juniors.



Jackson Bell model 84 Peter Pan

"Midget Set Growth"

JACKSON-BELL

Announces the

PETER PAN RADIO

\$29.95



No Extra Charge for 25 Cycle Models.

COMPLETE WITH TUBES! READY TO OPERATE!

JACKSON-BELL'S leadership in the small set field is again demonstrated in the new Peter Pan! It is the greatest value in any small radio ever offered the buying public! Four tubes—including Pentode tube for high output! Illuminated Dial! Dynamic Speaker! Genuine Walnut Cabinet! Tone quality comparable to other sets at twice its price. You must see it—and hear it.

Any Jackson-Bell Dealer Will Gladly Demonstrate.

— CITY DEALERS —

Adam, J. N. & Co. 389 Main St.	Rung's Riverside Furniture Co. 754 Tonawanda St.
Adam, Meldrum & Anderson Co. 404 Main St.	Scheller Radio Service 261 Oak St.
Barnum, S. O. & Son Co. 365 Main St.	Schunke, D. B. 461 Amherst St.
Borst, P. M. & Sons 381 Elk St.	Seber, Phillip P. 224 Fillmore Ave.
Bieda Bros. 177 Military Rd.	Stahl Hardware Co. 326 Elmwood Ave.
Kayser Furniture Co. 2012 Bailey Ave.	Sticht Furniture Co. 294 W. Ferry St.
Kayser Furniture Co. 1239 Jefferson	Strauss-Dillecher Auto Supply Co. 107 Main St.
Kobler & Miller Co. 318 Genesee St.	R. A. Stransky 896 Broadway
Kurtzman Piano Co. 651 Main St.	Upright Tire & Rubber Co. 339 Main St.
Leaman Radio Co., Inc. 1107 Jefferson	Wangler Electric Co. 234 Main St.
Lutz Furniture Co. 158 E. Ferry St.	Weisel Bros. 546 Elmwood Ave.
Mollin's Radio Service 176 Grant St.	Whitman Bros. & Co., Inc. 1805 Niagara St.
Radio Cycle Co. 2723 Delaware Ave.	Zent, Joseph E. 243 Lombard St.
Rapport's Tire Service 659 Elmwood Ave.	

OUT-OF-TOWN DEALERS

Andrews Furniture, Inc. E. Aurora, N. Y.	Philbrick & Philbrick Forestville, N. Y.
Besser, Wm. J. Lancaster, N. Y.	Propp's Hardware Co. Fredonia, N. Y.
Fish & Kronenberg Hamburg, N. Y.	Schroeder, O. Henry Williamsville, N. Y.
Harris, H. LeBaron Co., Inc. Medina, N. Y.	Smith, Charles E. Tonawanda, N. Y.
Harris Co. H. LeBaron Medina, N. Y.	Smith Bros. Hamburg, N. Y.
Lutz Furniture Co. Niagara Falls, N. Y.	Smith Bros. Niagara Falls, N. Y.
Master Music Co. Niagara Falls, N. Y.	Stecker's Sporting Goods Store Dunkirk, N. Y.
Pies & Anstead Corp. Lockport, N. Y.	Strassburg Hardware Co. N. Tonawanda, N. Y.

Distributed by **ANDERSON & CO., 81 BROADWAY**
Wholesalers of Distinctive Furniture

Flint Peter Pan Marketed As Jackson-Bell
The Buffalo News, Buffalo New York -
July 20, 1931

Comment On The Above Advertisement:

This Ad shows that Jackson Bell continued to market the Peter Pan using the Flint grille design under their own brand. It also shows the size of their market reach.

If the number of dealers selling this set listed in this newspaper advertisement alone, is multiplied by the number of market areas they covered world-wide, you get some idea of the size of their influence on midget radio sales.


Jackson-Bell was now the purveyor of cheap little radios. In a myriad of cabinet styles and performance ranges. The opposite of the model 62!

We like Pollyannas if they're these new

midget radios!

with Pentode &
screen-grid tubes!
Ready to play!

\$24.95



A better radio in every way than you've ever seen before at so dramatically low a price! No wonder we like these Pollyannas...you will too! Manufactured by the Jackson-Bell Company, equipped with genuine Arcturus tubes, dynamic speaker, the new Pentode and screen-grid tubes! The Pollyanna is sweet toned, and surprisingly selective and sensitive. BREUNER'S feature it in the Pre-Removal Sale for only \$24.95! Buy for vacations!

BREUNER'S, MAIN FLOOR

Oakland Tribune, Oakland Ca. - July 17, 1931



Pollyanna "House Brand"

What is A "House Brand"?

Radio manufacturers would sometimes create a product for a department store or other entities to market under their own "brand". These sets are often found with a new cabinet design, without the manufacturers name prominently displayed.

Jackson-Bell's chassis decal would either not be applied, or only be visible when the chassis was removed from the cabinet.

"Midget Set Growth", Continued...



Willard "House Brand"



Peter Pan Model 25-AV



**Peter Pan Model 24B
With Short-Wave Switch**

And Now! "THE FAIR"
Brings You the New
**WILLARD MIDGET
RADIO**

At the Amazing Low
Price of

\$17⁸⁵

Mail Orders 50c Extra



**Note These Outstanding Features
Found Only in High-Priced Models**

1. Engineered circuit.
2. E. Z. tune, calibrated dial.
3. Gets police broadcast on low wave.
4. Electro dynamic speaker.
5. Sensitive selectivity.
6. Pentode speaker tube.
7. High-Mu variable tubes.
8. Standard parts carrying standard guarantee.
9. Height—11 inches.
10. Width—8 3/4 inches.
11. Depth—6 inches.
12. Weight—10 pounds.
13. Works on alternating current.
14. Fully equipped and ready for use.
15. For week-ends, make it your companion.

Hear this wonderful Radio demonstrated and
judge for yourself.

Electrical Dept.—Sixth Floor

**Fort Worth Star-Telegram
Fort Worth, Texas - May 13, 1932**

NEW MODEL!



5 Newest
Type
Tubes

**Super-
Heterodyne
Jackson-Bell**

\$31.45

\$1.00 A WEEK

TREMENDOUSLY improved performance—far better than ever before! Greater sensitivity and selectivity, added volume, and greater clarity. This popular, powerful Jackson-Bell now has a perfected circuit, and the new, revolutionary Cunningham tubes! The radio-frequency pentode and variable-mu is a triple-grid, super-control amplifier. Audio-frequency pentode tube! Screen grid! All the latest improvements, JUST RELEASED! Surpasses practically every other model, regardless of price or size. Also an ideal second set, for bedroom or den. Attractive, compact burr-walnut effect cabinet. A super-1932 special at \$31.45. Convenient terms, \$1 a week. See it at our store. Mail and phone orders filled. Sent prepaid anywhere for free inspection.

GENSLER-LEE
818 MARKET ST., SAN FRANCISCO
32 Years of Service, 16 Stores in America

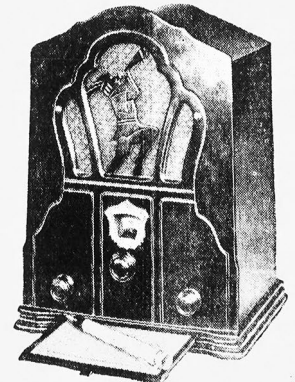
FREE INSPECTION Coupon—Mail TODAY!

GENSLER-LEE, 818 MARKET ST., SAN FRANCISCO
Gentlemen: I would be glad to have you send me, delivery prepaid, the new \$31.45 Jackson-Bell Super-heterodyne Radio for my FREE inspection. If satisfactory, I will send weekly payments of \$1.00 as advertised. Otherwise I'll return promptly at your expense. 7-19-32

Your Name (in full).....
Address.....
City or P. O.....
Business or Occupation.....

**The San Francisco Examiner
San Francisco, California
July 12, 1932**

New!
**JACKSON-BELL
Compact Radio!**



22.50 A Small Deposit
Easy Monthly
Payments Next Year!

Our Latest Compact Radio!
Short-wave switch for police calls!

Here is a timely suggestion for a Christmas gift! This compact Jackson-Bell with "big" radio performance can be moved from place to place with little effort. A radio for "over-the-week-end" trips—for the student away from home—for the office—for the bedroom. Hear it at Jackson's today!

**Fort Worth Star-Telegram
Fort Worth, Texas - May 13, 1932**

“Midget Set Growth”, Continued...

One Model - Multiple Designs



Willard Model 4 Tombstone



Willard Model 4 Tombstone



Jackson-Bell Model 4 Chest

World-Wide Peter Pans

Jackson-Bell Peter Pans were marketed in many countries around the world. See the Spring/Summer 2022 issue of the SCARS Gazette for more information.



Jackson-Bell Peter Pan Model 84
Sold in the United States by Jackson-Bell as
“Peter Pan” with a model 84 chassis



A Printed Piece Advertising Peter Pan Radios
By French Distributor Arce & Co., Paris

“Foundering”, looking for new marketing opportunities in vain

During 1932, Jackson-Bell had many new offerings... Some fancy superheterodynes.... Some cheap TRFs. None had much market success.

What happens when your **“Competitive Advantage is mostly Volume Sales”**?

By the end of 1932, Jackson-Bell was making cute little low-margin radios in an ever-increasing competitive market. In marketing jargon, Jackson-Bell was a “Bottom Feeder”! Competing with others in the same space, and other small “Blowout” sales from recently failed competitors.

“Cannibalizing Your Own Market”

By the end of 1932, Jackson-Bell was making ‘improvements’ to their existing product line at a prodigious rate. Some of the previous model Versions were being offered in newspaper ad’s at a fraction of the cost of the newer version. A preamble to disaster. Few customers will pay more for the latest version when they can get something very similar at a much better price!

If the competitive pressure were not enough, the speaker cartel was putting pressure on Jackson-Bell and their dealer network, threatening lawsuits if they continued using Lansing speakers.

When your margins are low, needing to use a speaker that cost more than a dollar more was unsustainable. Jackson-Bell filed for bankruptcy and ceased trading in December of 1932. From start to finish in seven years, meteoric rise, and an even quicker fall!.

Auction Sales

J. J. SUGARMAN CO., LTD.

GIGANTIC 2-DAY BANKRUPT AUCTION

By Order of E. A. Lynch, Trustee in Bankruptcy.

JACKSON-BELL CO., LTD., Bankrupt.
Mfrs. of PETER PAN & JACKSON BELL RADIOS

MON. & TUES., MAY 1st and 2nd.
Starting at 10 A.M. on the Premises.

6500 McKINLEY AVE.

3 Blocks South of Slauson Ave. and 2 Blocks East of Avalon Blvd

Stock consists of MACHINE SHOP EQUIPMENT & SUPPLIES, CABINET AND WOODWORKING MACHINERY, SHEET METAL MACHINERY, SPRAY BOOTHS, RADIO PARTS, TRANSFORMERS, SPEAKERS, TUBES, WIRING, SUPPLIES, FINISHED & UNFINISHED CABINETS, LUMBER, VENEER, SHEET METAL, WIRE, LABORATORY EQUIPMENT AND OFFICE FURNITURE.

OPEN ALL DAY SUNDAY FOR INSPECTION. J. J. SUGARMAN CO., Ltd., Auer's.

The Los Angeles Times, Los Angeles, Ca.
April 30, 1933

**Even In Collapse Jackson-Bell
Made Good Decisions**

The story does not end there. Herbert Bell convinced the court to allow him to build as many radios as he could from the parts on hand to pay the creditors in full.

*Hear the News
of the Day—
the Programs—
the Music—*

on a

“Jackson Bell” Midget Radio

\$20.⁷⁵

Complete and Installed

Why miss all the good things on the air, when for only \$20.75 you can hear all the fine programs the air has to offer!

The “Jackson Bell” is one of the finest radios for the money made—it has a surprisingly clear, true tone, it has unusual receptivity, and it’s a compact little radio that even the smallest apartment or house can hold.

**\$3.25 down
\$2.50 a month**

**THE CRESCENT,
Fourth Floor, Main Ave.**

Spokane Chronicle - July 6, 1932

“Rebirth”

Perhaps **Jackson-Bell** as a company was gone, but the brand continued by other manufacturers for many years after. A high tribute to the reputation of “Jackson-Bell”.



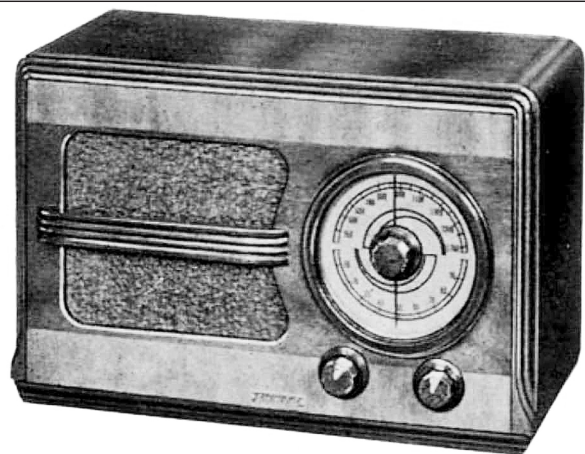
Post Jackson-Bell Model 34 “Royale”

Herbert Bell went on the found Packard-Bell. A very successful Los Angeles company that lasted until acquisitioned by Teledyne in the 1960's. The Packard Bell brand was later obtained by NEC for their computer offerings. Again the highest respect... when just a brand name has value for its reputation of quality.

Note To The Reader:

If you would like to know more...

Most of the radios mentioned in this blog have greater detail and related information sections of their own. Also, see the articles on this website containing links to other Jackson-Bell articles.



MODEL 226

Jackson Bell

This little four-tube Deluxe Model is inexpensive and a mighty fine performer. It utilizes a Tuned Radio Frequency circuit and the latest type screen grid tubes. It may be equipped with either 75 meter Police Switch or Tone Control. Encased in a handsome hand-rubbed walnut cabinet with illuminated airplane type dial.

Manufactured by
PACIFIC RADIO CORPORATION
1479 West Adams Street Los Angeles, Calif.

From The Pacific Radio Corp. Brochure 1936
Owned and Operated by Roy Shelley



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