

# JACKSON-BELL - Not a "Me Too" Company...

## *Never a follower, always leading the pack!*

by Richard Gray & Jim Ryan

From Los Angeles to the world, Jackson-Bell was the largest radio manufacturer on the West Coast. They were selling sets under their brand names, and making radios for others.

Jackson-Bell entered the Los Angeles market in 1926 with the Model 4, a radio like no other. Buy it, bring it home, and start listening that evening! There was no need to hire the radio seller/installer to set it up. Unlike other sets of the time, this radio was complete!

It was housed in a small table-top wooden cabinet and was mains powered. That meant there was no need for batteries or chargers and no need to buy more stuff each week. It had an in-built speaker and operated with an indoor loop antenna eliminating the need for a horn speaker or an outside antenna with its associated ground and spark gap. There was simply nothing extra to buy!

**Jackson-Bell Radios**  
Operate from Light Socket

Price \$69.50 (Complete)

No Accessories to buy  
Loud Speaker built in

JACKSON-BELL COMPANY  
Sales Dept.  
1617 WEST SEVENTH ST.  
LOS ANGELES, CALIF.  
Phone DUNKirk 2055

**4-TUBE ELECTRIC RADIO**

Operates from electric light socket. No "A" or "B" batteries. NO AERIAL or ground. Operates with loop.

PRICE ONLY

**\$59 50 CASH**

Terms may be arranged.  
Phone for demonstration.

Kindly advise me when you will call to give me a free demonstration of your 4-tube electric radio.

Name \_\_\_\_\_

Street \_\_\_\_\_

Open Until 9 P. M.

**JACKSON-BELL CO.**  
1617 W. 7th St. DUNKirk 2055

## The Model 5

Jackson-Bell's next offering was the Model 5, with a huge brass bell escutcheon to establish the brand.

Unlike many competitors that still required an external speaker and antenna, Jackson-Bell leveraged their market position by offering a complete self-contained radio with a single control tuning dial. The set's performance was adequate for local stations.

Dealers in Los Angeles and other West Coast cities offered these radios for sale.

# JACKSON-BELL

*"Just Plug In"* RADIO

Tone Selectivity

Range

Compactness

Magnetic Cone Speaker

No Aerial Needed

Hooked Up In 5 Minutes

Economy In Operation

Phone for Demonstration

The World's Greatest Radio Sensation

\$69.50

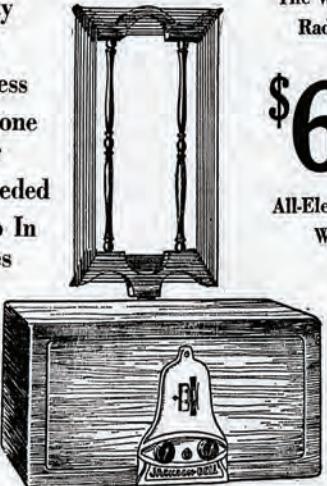
All-Electric, Complete With Tubes

*Nothing else to buy.*

*Small Profits Quick Sales*

90-Day Guarantee

Terms Arranged



Make it a Radio Christmas for all the family. The Jackson-Bell Radio is within the reach of the poor man's pocketbook. The radio is for education as well as pleasure. Take the Jackson-Bell along on trips it's not in the way and is easily set up.

COMPLETE  
RADIO  
SERVICE  
OF ALL  
KINDS

**McMahon's**  
FURNITURE

HIGH QUALITY LOW PRICES EASY TERMS  
682 Third Street Phone 464-09

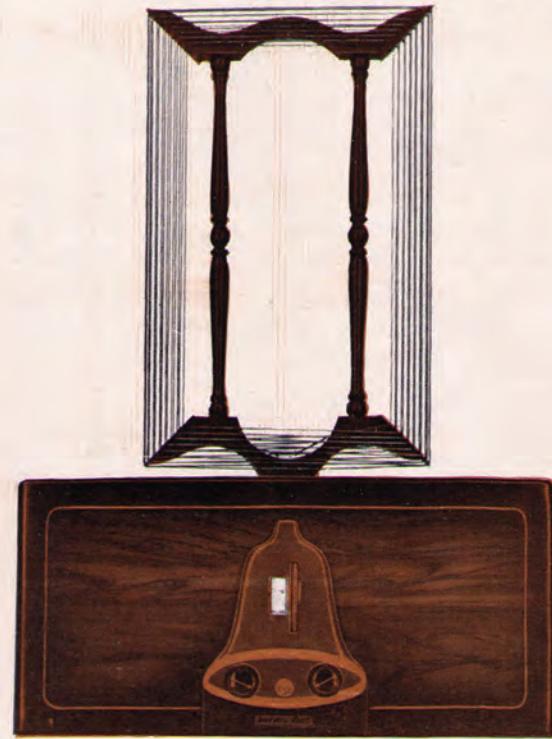
See and Hear the Jackson-Bell Radio  
All Electric Set \$69.50 Full Price

The San Bernardino County Sun Newspaper,  
12/10/1928

## Previous Page:

Cover of the Jackson-Bell Model 4 Brochure and the earliest discovered newspaper advertisement for the Model 4 radio published in the Daily News (Los Angeles, California), June 17, 1927

# JACKSON BELL ALL ELECTRIC RADIO



**\$69.50**  
COMPLETE WITH SPEAKER AND TUBES  
POWER :: SIMPLICITY :: TONE :: BEAUTY  
MODEL 5

Cover of the Jackson-Bell Model 5 Brochure  
The Jackson-Bell Distributing Co.,  
382 Sutter Street, San Francisco, CA



A Surviving Example of the Model 5

## Model 6 & 8

Jackson-Bell became a full-line manufacturer by introducing the Model 6 and Model 8 in 1929. These sets were available as table-top or console versions.



Model 6 Table-Top Version

The table-top radios were attractive square or rectangular boxes. Clever use of tapestry grille cloth allowed a great deal of product variability at little additional cost. This product design theme would take Jackson-Bell to the next level with future models.

Broadcast Weekly

*Jackson-Bell*

**TONE CONTROL**

**HIGHBOY**  
6 Tube \$109.50  
8 Tube \$134.50

**LOWBOY**  
6 Tube \$99.50  
8 Tube \$124.50

Table Model 6 Tube. \$79.50

All Prices Include Tubes and Dynamic Speaker

CONSIDER the outstanding features offered in this new line of receivers—

*Tone, Beauty, Selectivity, Performance,*  
and then study the PRICE and you will admit that once more Jackson-Bell has assumed LEADERSHIP.

**Tone Control!**

Here is an exclusive feature which permits you to Hear the program "As You Like It."

There is a Jackson-Bell dealer in your district Phone or write us for his name

**JACKSON-BELL DISTRIBUTING CO.**  
ORDway 6834 SAN FRANCISCO 655 Larkin Street

Models 6 and 8 were also marketed in Los Angeles and on the West Coast. It is unknown if these radios were available on the East Coast or other areas.

These radios required a conventional antenna and ground. Antenna length could be less than 25 feet for local reception by hanging it out of a window or placing it in the attic.

Note the tapestry grill cloth mentioned earlier was used in all three versions of this set and would have had vibrant colors that have faded over time. The authors have found advertisements and radios with different grille cloths. Perhaps the buyer could choose which La France Art Company tapestry they wanted in the radio grille.

**everyone now can afford**

**A NEW ALL-ELECTRIC RADIO**

**JACKSON BELL**

Receiving Set--6 and 8 Tubes

**\$79.50** TABLE LOW HIGH  
MODELS BOY BOY

UP TO **\$134.50**

PRICES INCLUDE DYNAMIC and SPEAKER TUBES

**YOU CAN BUY NO BETTER**

BECAUSE—It has tone quality. Jackson-Bell engineers have accomplished this through a special device which lowers and raises the pitch of the voice or instruments, giving them a more natural sound. Do not buy any Radio before you have seen and heard this great invention. Remember—Tone is important.

**QUALITY DISTINCTION IN EVERY CABINET**

1. The Cabinets are the last word in Cabinet maker's art, the inlaid genuine tapestry lends an atmosphere to a home not obtainable in any other design.

2. Only the best standard parts are used in the construction of these receivers, which are manufactured under R. C. A., Armstrong, LaTour, patent.

3. Nothing has been spared in the development of these Receivers, they embodying the last word in performance and beauty which qualifies the most discriminating buyers seek and which are found in these new creations.

In keeping with the policy of the Jackson-Bell Company, we have made available to the manufacturers of Radio equipment, the services of our engineers after a long period of experimenting and research, to help them to further excel in performance and quality, all offerings in their price range.

We have researched to great advantage in the design of these receivers to place in the home these receivers at such a low cost.

CAN YOU NAME ANY OTHER MAKE OF RADIO THAT GIVES YOU THE CABINETS

**"BEAUTIFUL"**

Plus Our TUBE EQUIPMENT—at These LOW PRICES?

**Jackson Bell Radio Sales Co.**

GL-4080 1332 WEBSTER ST. OAKLAND

OUR DEALERS ARE SELECTED FOR THEIR GOOD AND HONEST BUSINESS POLICY

MEYER RADIO CO.  
904 Telegraph Ave.

F. C. SAXE  
3325 Lakeshore Ave.

J. W. PEARSON  
4014 Piedmont Ave.

WHITE ELEC. CO.  
3226 Shattuck Ave., Berkeley

GARRETT OWEN MUSIC CO.  
3350 Adeline, South Berkeley

BENJAMIN MUSIC CO.  
2205 Shattuck Ave., Berkeley

Alameda, STROM ELEC TRIC CO., 1850 Park St.

CONSULT YOUR NEAREST JACKSON BELL DEALER FOR A DEMONSTRATION. HEAR IT.

TUNING SYSTEM: Consists of three stages of radio frequency amplification, detector, two stages of audio frequency amplification, the second stage consisting of two power tubes arranged in push-pull circuit.

AUDIO SYSTEM: Consists of four stages, straight audio frequency variable condenser, controlled with one dial secretly calibrated. Three point suspension mounting.

SHEildING: All component parts of Radio Frequency and Audio Frequency circuits completely shielded, insuring a minimum amount of stray pickup and inter-stage coupling.

POWER SUPPLY: Consists of five 227 heater type tubes, two 245 power amplifier and one 260 full wave rectifier.

POWER SUPPLY: Operated from any source of AC 105-115 volts, 50-60 cycles; heavy duty transformer designed to withstand fifty per cent over-voltage. A 1000 ohm resistor is provided to eliminate any AC line pickup.

PATENTS: Licensed and manufactured under Radio Corporation of America, LaTour and Haseline patents.

PARTS USED: Only standard and proven parts used throughout, which were selected only after each particular part was subjected to a most rigid test.

ONE OF THE FIRST ALL ELECTRIC LOW PRICE RADIOS "SINCE 1926"

## More Early Success

1929 was a break-out year for Jackson-Bell. The company manufactured stylish radios using their name and created house brands for other companies. They established marketing and distribution channels for the Jackson-Bell brand and expanded their manufacturing capabilities.

### The Model 59

Jackson-Bell marketed the Art Deco Model 59 under their name and the names of other companies. The radio featured a slope-sided, peaked roof design with variations in wood and paint.

18 Radio Doings December 28

*Leadership.....*

# JACKSON-BELL

## “59”

*Here's Why:*

7 AC TUBES — ONE-DIAL CONTROL  
DISTINCTIVE DESIGN — FIDELITY OF TONE  
3 TUNED STAGES — LICENSED BY RCA  
PUSH-PULL AMPLIFICATION

**Quality Radio—Economical Price!**

*Model "59"*



*Complete*

**\$59.50**

*Complete*

*Other Models priced \$79.50 to \$144.50*

*Communicate with*

**JACKSON-BELL CO.**

1682 W. Washington Los Angeles BEacon 1766

Radio Doings 12/29/1929

The most striking option was black with silver pinstriping. The radio is not a great performer, but adequate for local stations. Distribution for this model was on the West Coast and throughout the United States.



Model 59 in Another Available Wood Finish

## The Model "S"

Jackson-Bell made radios for others like The Broadway Department Stores in Los Angeles and the Fraser-Paterson department stores in the Seattle area.

A Model 59 contemporary is the Model "S" in a round-top cabinet with a swirl grille. It occurs in many house brands other than Jackson-Bell.

The Fraser-Paterson Version of the Model "S"

Like the Model 59, this radio is not a great performer but adequate for reception of local radio stations.

This set established Jackson-Bell as a nationwide supplier of radio sets to retailers who wanted to emphasize their branding rather than that of the manufacturer.



The Broadway Version of the Model "S" with the Brass "Broadway" Label



The Model S "Super Jr." Version With Brass Plaque

## Leveraging An Accepted Design

Jackson-Bell realized the potential of using the same chassis with many cabinet variations. The Model 60 chassis was branded Jackson-Bell in an Art Deco cabinet similar to the Model 59.



Jackson-Bell Black Art Deco Model 60

The same chassis is found in many house-branded cabinet variations. A decent performer, the radio uses regeneration to obtain sensitivity and selectivity, a technical throwback.



Jackson-Bell Model 60 Advertisement From  
The Miami Herald, August 19, 1930.

This set launched another Los Angeles radio manufacturer, Herbert Horn, and the "Tiffany Tone Radio."



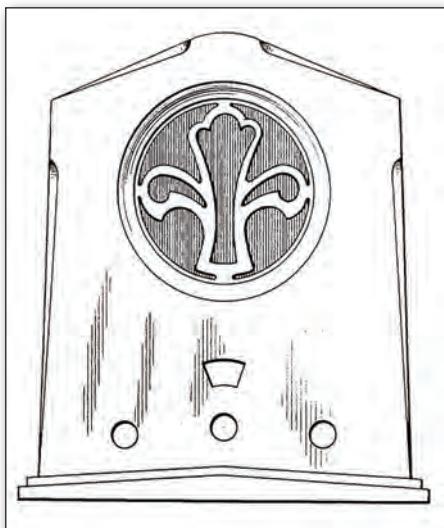
Fleur-de-lis Version of the Model 60



This Herbert Horn Tiffany Tone Radio  
was Located in New Zealand

## The Model 62

With the introduction of the Model 62 in the spring of 1930, Jackson-Bell hit a home run. This radio has excellent performance similar to a superheterodyne set due to its unique constant gain tuning circuitry. The inclusion of a tone control was also important as a sales talking point.



Patent Number 82774  
Art Deco Design



Fleur-de-lis Version of the  
Model 62, Branded Velvet-Tone

What set it apart from its competitors was a patented cabinet variation scheme. These came in Art Deco and round-top versions. All have a round grille insert, offering visual flexibility at a low cost.

The Broadway Department Store 1930 Christmas window display shown below highlights the Jackson-Bell Model 62 radios. Jackson-Bell could afford to hire the noted photographer Dick Whittington and the powerful Logan & Stebbins advertising agency for their product marketing efforts.



The Broadway Department Store Christmas Window Display of 1930 Featuring Model 62 Radios.

Some of these radios carry the Jackson-Bell name, while others have numerous house brands. At the peak of Model 62 production, Jackson-Bell claimed they were making over 1,000 radios per day!

Jackson-Bell now had abundant manufacturing capacity. By the spring of 1931, Jackson-Bell was the largest radio manufacturer in Los Angeles. Their marketing reach was vast, with expansion in the United States, Canada and New Zealand. Money was pouring in to finance more expansion.

# THE BIG GIFT

in the Small Package

## JACKSON-BELL Midget RADIO

NEW MODEL 62

**\$59.50**  
Complete



**PERFORMANCE . . .**  
Owners report coast to coast reception . . . Selectivity when used near Pittsburgh's strongest broadcasting stations. We will gladly give you names of enthusiastic Jackson-Bell users who have given us testimonials of the marvelous performance of this midget. You will do well to check Jackson-Bell performance.

"World's SMALLEST fine Radio and FINEST small Radio" Now obtainable from all First-Class Radio Dealers

Wholesale Distributors

**DOUBLEDAY-HILL ELECTRIC CO.**  
110 Seventh Street, Pittsburgh

Complete line of Jackson-Bell Radios Now on Display at

# BOGGS & BUHL

OPEN SATURDAY EVENING UNTIL 9 O'CLOCK

The Pittsburgh Press - Pittsburgh, Pennsylvania

### Eastern Business Improving (Excepted From - Radio Retailer & Jobber - October 1930)

"According to Mr. Bell, the majority of the parts that go into the manufacture of the Jackson-Bell receivers are purchased locally, or are manufactured in their own plant, and now that the company is making many shipments to eastern points in carload lots, transportation charges have been cut down materially."

## Let Christmas Bells bring JACKSON-BELL



**JACKSON-BELL**  
Midget RADIO

NEW MODEL 62

**\$59.50**  
COMPLETE

A Complete Self-Contained Modern Radio only 8" x 11 1/2" x 15" yet Equal in Performance to the finest big sets...

**W**HY confine your pleasure to a single spot? More JACKSON-BELL Midget Radios are in use in this city, or elsewhere. Inspiration, companionship, enjoyment wherever you are or go. Also ideal for Apartment, Hotel Suite, or Club Room. All electric, powerful, resonant, selective and complete in every way, including tone control, dynamic speaker, illuminated dial, 6 tubes (4 screen grid), and other latest features. World's SMALLEST fine Radio and FINEST small Radio. \$59.50 complete, including dial to base. Ask your dealer for JACKSON-BELL Midget, and be sure you get what you ask for.

**At Your Finger Tips**  
The single illuminated dial of the MOTOROLA is right at your Finger-Tips—the Stereo Wheel. No need to read or look around to find the right wave or at last, yes—no cumbersome or unsightly—“the safest and most convenient arrangement for any Automobile Radio on the Market.”

**You Can't Buy a Better Auto-Radio At Any Price**  
Consider these Motorola features. The safest and most convenient dial arrangement, “At Your Finger-Tips” on the steering wheel—just a turn of the wheel—gives you the wave you want, at least, yes—“Perfect auto-radio performance—Lower cost—Easy to install—Safe—Convenient—Motorola and you'll be convinced.”

**There is a Dealer Near You—Hear These Remarkable Radios Today**

NEW YORK Imperial Furniture Co., 122 Broadway, New York	BOSTON Ward-Brodt Music Co., 140 State Street, Boston	PHILADELPHIA The Music House, 1920 Market Street, Philadelphia
MILWAUKEE SERVICE STORE 305 SERVICE SECTION	DETROIT KROSTON-PETERSON & BIXON S. H. WEDEMAN	ALBANY Albany WATERBURY
DISTRIBUTED BY THE <b>MADISON JACKSON-BELL COMPANY</b> 548 West Main Street, Madison, Wis.		
Phone Fairchild 3090 Dealers—We Have An Attractive Franchise Open for You . . . Write Today		

The Capital Times - Madison, Wisconsin

These conditions, combined with the fact that labor is plentiful and reasonable, enable the Jackson-Bell company to give their distributors and dealers the highest discounts, and eastern dealers in turn can retail the Jackson-Bell product at the same price as do Radio dealers throughout the West."

## The Model 50

With the huge success of the Model 62, Jackson-Bell attempted to capitalize on the constant gain TRF circuitry by offering two new variations.



## The Model 50 Junior - Tulip Design



## The Model 50 Junior - Sunrise Design

The Model 50 Jackson-Bell Junior is a less expensive version of the Art Deco Model 62, using 5 tubes, at a \$10 lower price. These sets all appear branded Jackson-Bell. The sensitivity and selectivity are adequate for local reception.

There are two Model 50 cabinet versions, a rising sun, and a single tulip grille. The latter version is a very attractive set. This set is not small, it is the same size as the model 62.

The San Francisco Examiner San Francisco, CA

## The Model 68

This is a large set featuring a new cabinet design, with two tulips in the grille.

It used 8 tubes and was priced \$10 higher than the Model 62. These sets all appear branded Jackson-Bell. The set uses push-pull output with a larger speaker, and can easily fill the average living room with sound. The performance is excellent, like the Model 62.

## Comments on the Model 50 & 68

These radios did not enjoy the massive market penetration of the Model 62. The Model 50, at \$49.50, was priced too high for an inexpensive radio.



## The Model 68 - Tulip Design



# Jackson-Bell Console

Hear Jackson-Bell's Latest Creation! Model 68  
& Tube Set in Rich Walnut Veneer Console!

Here it is! That set about which you have heard so many rumors. Probably discussed more than any other set in the radio field today, in Los Angeles homes and offices. When you hear the demonstration, you'll know why. The most complete development of the Jackson-Bell organization. Instant! Radio performance of the highest type, priced at its *premiere* less than is often asked for sale merchandise!

**\$795 Down**  
Balance, equal monthly payments; small carrying charge.

**\$79<sup>50</sup>**

NEW VOLUME, Selection, Clarity, Distance! Seamed by the fully licensed circuit exclusively a Jackson-Bell product. **Magnesia Dynamic Speaker.** Cabinet of matched walnut veneers.

Jackson-Bell Console, Model 68; 6-Tube, \$99.50.  
The Broadway, Broadway, Calif.

**The BROADWAY**

BROADWAY DEPARTMENT STORE, Inc.  
Broadway, Fourth and Hill

Telephone GLENDALE 6-1111  
General Sales, MUNIZ 2-2211

Los Angeles Evening Express - Los Angeles, CA

The Model 68, at \$69.50, was priced higher than sets competing for depression era dollars. It was even more expensive than the emergent superheterodynes.

The advertisement at the bottom of the previous column indicates that the Model 68 could be obtained as a console for slightly more money.

This constant gain TRF receiver is a clever design; however, it is expensive and hard to set up. It requires an iterative alignment procedure with bending of the tuning capacitor plates at several dial positions.

Jackson-Bell needed new technology to maintain its leadership position. They moved to the next level with the acquisition of the Flint Radio Corporation. This was a perfect match that positioned Jackson-Bell favorably into both up and down markets.

# NOW READY

Three Models  
 \$49.50  
 \$59.50  
 \$69.50

8  
 Tubes

**\$69<sup>50</sup>**



## Jackson - Bell MIDGET

### CONCERT GRAND

Model 68, the new 8-tube Midget, is Jackson-Bell's greatest achievement — the finest development of an organization which has become one of the most substantial in radio through 5 years given to the perfection of Midgets exclusively. This new 8-tube places Midgets and Midget performance on the highest level—at less than the price asked for most "bargain" sets.

The fully licensed circuit—an exclusive Jackson-Bell development — gives new volume, selectivity, clarity and distance. A genuine Magnavox Dynamic Speaker is used. And the cabinet of handsomely matched walnut veneer is an attractive addition to any home.

Midget Radios Exclusively Since 1925

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## Weatherly Electric Co.

843 First Street

Phone 676

News-Press - Fort Myers, Florida

## Flint Radio And Jackson-Bell

The Flint Radio Company was formed in 1928. By 1930 they had developed two widely separated radio designs.

One was a very high-end superheterodyne that was announced in December of 1930. This set had 8 tubes, with a push-pull 45 output, and a metal chassis with compartments to avoid the need for tube shields. It was a wonderful performer with excellent sensitivity and selectivity.



The Flint 1930 Superheterodyne Radio



The Flint Peter Pan "Kewpie" Radio

The other design was an inexpensive 4-tube "Peter Pan" midget in a small cabinet with a Kewpie grille. This radio had three knobs: an on-off switch, a tuning control and a volume control. The speaker was hard wired to the chassis.

Both of these sets were technologies that Jackson-Bell was missing and needed in order to penetrate new markets!

Once Jackson-Bell began production, they made a few modifications to the Flint Peter Pan design. They added a speaker plug to make assembly easier and replaced the Kewpie in the grille with an image of Peter Pan. Other brand names had variations in the grille.



Jackson-Bell Model 84 Peter Pan Radio

The Peter Pan version was an instant success. They were originally sold on the West Coast in the U.S., but later sales went worldwide. This was an amazing accomplishment since shipping to Europe required going through the Panama Canal. Jackson-Bell overcame this disadvantage to eastern U.S. competitors with unique designs and aggressive marketing.

The Peter Pan radios became another product line with many cabinet and chassis variations. They eventually outsold Jackson-Bell's previous offerings.

Click this link to return to the [Blogs Page](#)

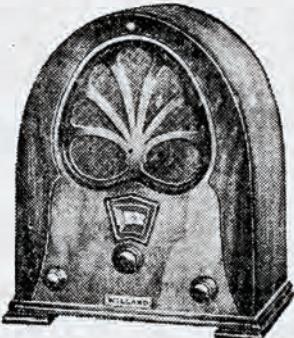
And Now! "THE FAIR"  
Brings You the New

# 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

### Front And Back Covers...

These images are directly related to the contents of this article. The cover of this issue shows a shipment of Jackson-Bell Peter Pan radios to England aboard the S. S. Gracia in 1931.

The back cover is a printed piece advertising Peter Pan Radios by the French distributor Arce & Barbier & Co. in Paris.



Willard Model 84 Peter Pan Radio



Late Jackson-Bell Model 84 Peter Pan Radio

But this isn't the end of the story.  
*Stay Tuned - We're Not Done!*