

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

*Never a follower, always leading the pack!*

*by Richard Gray & Jim Ryan*

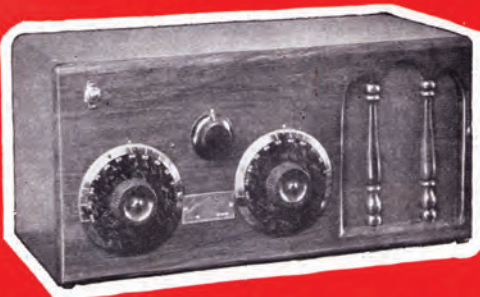
From Los Angeles to the world, Jackson-Bell was the largest radio manufacturer on the West Coast. They were selling sets under their brand names, and making radios for others.

**J**ackson-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 DUUnkirk 2055

## 4-TUBE ELECTRIC RADIO

**Operates from electric light  
socket. No "A" or "B" bat-  
teries. NO AERIAL or  
ground. Operates with loop.**

**PRICE ONLY**

**\$59<sup>50</sup> CASH**

**Terms may be arranged.  
Phone for demonstration.**

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

**Name** \_\_\_\_\_

**Street** \_\_\_\_\_

**Open Until 9 P. M.**

**JACKSON-BELL CO.**

1617 W. 7th St.

DUUnkirk 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<sup>50</sup>

**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**



**McMahan'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

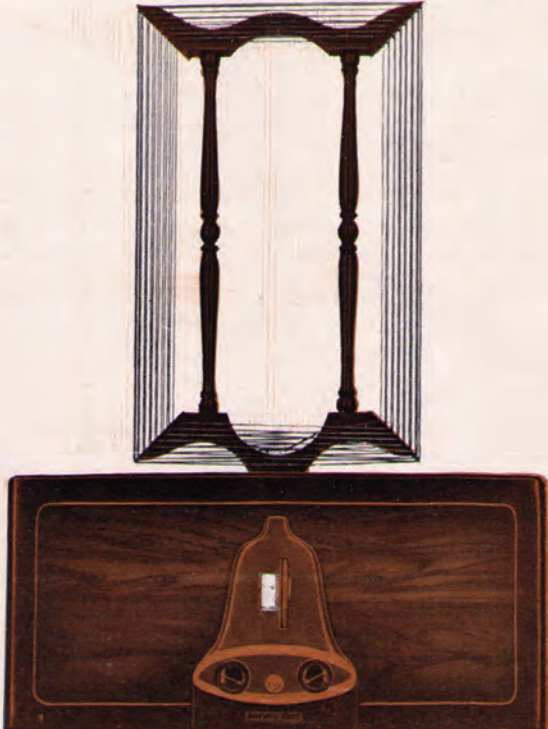
The San Bernardino County Sun Newspaper,  
12/10/1928

## 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<sup>50</sup>

**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* 7

# Jackson-Bell

## tone CONTROL

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

**Table Model, 5 Tube, \$79.50**  
All Prices Include Tubes and Dynamic Speaker

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

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

Broadcast Weekly Magazine 11/24/1929

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 MODELS **LOW BOY** **HIGH BOY**  
UP TO **\$134.50**

PRICES INCLUDE DYNAMIC SPEAKER and 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 instrument, to please the most exacting ear.  
Do not buy any Radio before you have seen and heard this great invention. Remember--Tune is important.

## QUALITY DISTINCTION IN EVERY CABINET

- 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.
- Only the best standard parts are used in the construction of these receivers, which are manufactured under R. C. A., Hazeltine and LaTour patents.
- 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 position we have attained, leaders among manufacturers of Radio equipment offering the public, after a long period of experimenting and research, Receivers which far excel in performance and quality, all others offered in their price range.

We have reached to great heights in making it possible 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?

OUR DEALERS ARE SELECTED FOR THEIR GOOD AND HONEST BUSINESS POLICY

**JacksonBellRadioSalesCo.**  
GL-4080 1332 WEBSTER ST. OAKLAND

MEYER RADIO CO.  
904 Telegraph Ave.  
F. C. SAXE  
3335 Lakeshore Ave.  
J. W. PEARSON  
4014 Piedmont Ave.

WHITE ELEC. CO.  
3224 Shattuck Ave., Berkeley  
GARRETT OWEN MUSIC CO.  
3350 Adeline, South Berkeley  
BENJAMIN MUSIC CO.  
2205 Shattuck Ave., Berkeley

Alameda, STROM ELEC TRIC CO., 1859 Park St.

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

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

Jackson-Bell Model 8 Console Ad, Oakland Tribune



## 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!**



*Complete*  
**\$59<sup>50</sup>**  
*Complete*

*Model "59"*  
The response to our latest offering, Model "59," has been exceptionally large. We have endeavored to fill orders as promptly as possible. Production now in full swing, but you had better place your orders NOW, to insure supplying the usual "After Christmas" buyers.  
*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 a Glossy Black Pinstripe Scheme



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

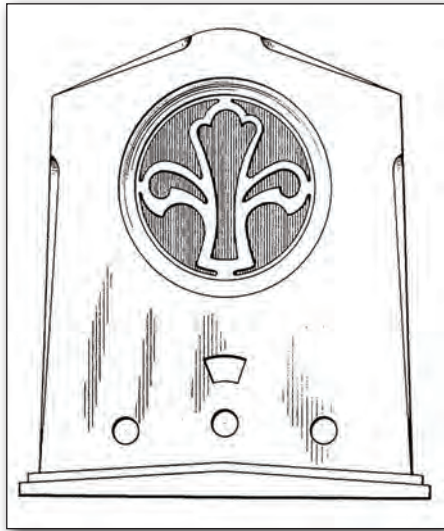


This Herbert Horn Tiffany Tone Radio was Located in New Zealand



## 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.**



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 Pittsburgh Press - Pittsburgh, Pennsylvania

## The Capital Times - Madison, Wisconsin

"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.

Spring/Summer 2022 | SCARS Gazette



## 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.

ONE OF  
AMERICA'S  
LARGEST  
HOME  
FURNISHERS

# Lachman Bros.

GIVE TIME

10  
BUILDINGS  
- 20 FLOORS -  
MINORS  
AT 1078

## Here! The New JACKSON BELL

See It! Listen to It! In Our Radio Shop!

*Buy it on our Liberal Thrift Plan . . . Immediate Delivery*

NEW  
FINER

A SENSATIONAL NEW

# Look 8 TUBE

## JACKSON-BELL

### Midget RADIO

*ABSOLUTELY astounding. So handy, compact; yet, point for point, one of the finest radio engineering genius has ever produced, regardless of age . . . New Model 68 JACKSON-BELL Midget. Tremendous power, extreme sensitivity, marvelous range. 8 tubes (4 screen grid, push-pull amplification, local and distance switch, illuminated vernier dial, perfected tone control, and genuine Magnavox dynamic speaker. Entirely self-contained, radio's richest compact cabinet . . . 19 1/2" high, 11" deep, 8 1/2" wide. Price so low, terms so easy, no need to wait . . . Enjoy it NOW . . .*

H. R. CURTISS CO.—Distributor SAN FRANCISCO—OAKLAND—L. A.

New Model 50 JACKSON-BELL Junior Midget

5 tubes (1 screen grid, distance speaker, tone control, vernier dial, and control 8" x 11 1/2" x 11 1/2")

\$49<sup>50</sup>

complete with 3 tubes

New Model 62 JACKSON-BELL Midget RADIO

8 tubes (4 screen grid), Magnavox dynamic speaker, perfected tone control, vernier dial, cabinet 8" x 11 1/2" x 11 1/2")

\$59<sup>50</sup>

complete with 8 tubes

See It—Hear It—TODAY!

At any leading Radio dealer

EASY TERMS

The SET SUPREME for

- Head
- Tuning
- Chorus
- Amplifier
- Distance
- Portable and
- Portable and

THE SENSATIONAL NEW JACKSON-BELL at Radio Headquarters

Low Convenient Terms

## Sherman, Clay & Co.

"Home of the Siren"

Kearny & Sutter Sts., S. F. 1715 Fillmore St. 2515 Mission St.

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  
8-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. Unquestionably the finest development of the Jackson-Bell organization. (Insane!) Radio performance of the highest type, priced at its premiere less than is often asked for any merchandise!

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

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

NEW VOLUME, Selectivity, Clarity, Distance! Secured by the fully licensed circuit, exclusively a Jackson-Bell product. Magnavox Dynamic Speaker. Cabinet of matched walnut veneer.  
Jackson-Bell Console, Model 62, 6-Tube, \$69.50.  
The Broadway, Radio, Record-Talk Show.

**The BROADWAY**  
BROADWAY DEPARTMENT STORE  
Broadway, Fourth and Hill  
Telephone: Orla 5-1000, MIdway 9-141  
General Cable, MIdway 9-121

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

**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.



And Now! "THE FAIR"  
Brings You the New

# WILLARD MIDGET RADIO

At the Amazing Low  
Price of

## \$17<sup>85</sup>

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—8¼ 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!*

