

Model 5 Advertisements

A distinct improvement over the Model 4. Newspaper ads were found outside the Los Angeles for the first time. We found no mention of this set in any available magazines.

Jackson-Bell
All Electric 5 Tube
\$69.50
complete
Single illuminated dial—
walnut cabinet, loop
operated.
Built-in Speaker
382 Sutter St. Sutter 3689

Here is the ideal
**ALL ELECTRIC
RADIO-SET**

Lowest priced all-electric set
using A. C. Tubes!
The Famous
JACKSON-BELL

This low price is COMPLETE
and INSTALLED! Nothing
else to buy!

69⁵⁰

SPECIAL LOW TERMS
FOR OUR
GRAND OPENING
Pay Only. **\$6.95 DOWN!**
Then the Balance Easy Terms

The San Francisco Examiner - San Francisco, CA
24 Jun 1928 - Page 98

BETTA-TONE RADIO CO.
Make this a Radio Xmas

see these latest all electric

ATWATER KENT RADIOS
Beautiful! Walnut Console Cabinet, complete with seven AC Tubes and Built-in Speaker
\$149.50
Complete EASY TERMS

Magnificent High Boy, two-tube Walnut Cabinet with seven AC Tubes and Built-in Speaker
\$162
Complete EASY TERMS

While They Last, Hurry!
The famous
ROLA
CONE SPEAKER
OUR SALE PRICE
12⁵⁰
Reg. **32**
Built in beautiful walnut frame. This Rola has the new output filter to prevent squeaking when you turn it on! If you like that beautiful, deep, mellow tone this Rola has it. Hurry while they last!

Here is the ideal
**ALL ELECTRIC
RADIO SET**
The famous
JACKSON BELL
69⁵⁰
COMPLETE
nothing else
to buy!
LOWEST PRICED
ALL ELECTRIC SET
USING A-C TUBES
NO BATTERIES, NO AERIAL REQUIRED
Why pay more? Come to any of the Beta-Tone
Stores—hear this marvelous All-Electric Radio now!
If you want your set before Xmas
PLACE your ORDER IMMEDIATELY
A Small Down Payment Delivers the Set to Your Home!

**THE WHOLE WORLD!
CRYSTAL SET!
LOUD AND CLEAR
No Batteries—DISTANCE
UP TO SEVEN MILES AND MORE
99⁵⁰
REG. 125⁰⁰**

**BETTA-TONE
RADIO COMPANY**
Mail Orders
"Oakland's
Largest
Radio
Store"
469 12th St. Bet. Wash. & B'dway. Open Evenings and Sundays
TELEPHONE LAKESIDE 3955

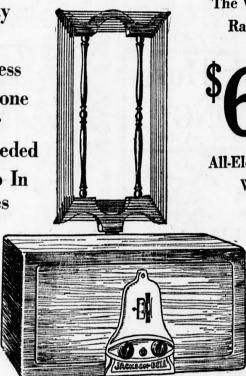
Oakland Tribune - Oakland, CA
Dec 07, 1928 - Page 18

Oakland Tribune - Oakland, CA
14 Sep 1928 - Page 15

JACKSON-BELL

"Just Plug In" RADIO

Tone
Selectivity
Range
Compactness
Magnetic Cone
Speaker
No Aerial Needed
Hooked Up In
5 Minutes



The World's Greatest
Radio Sensation

\$69.50

All-Electric, Complete
With Tubes

Economy
In
Operation
Phone for
Demonstra-
tion

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 -
San Bernardino, CA
10 Dec 1928 - Page 4



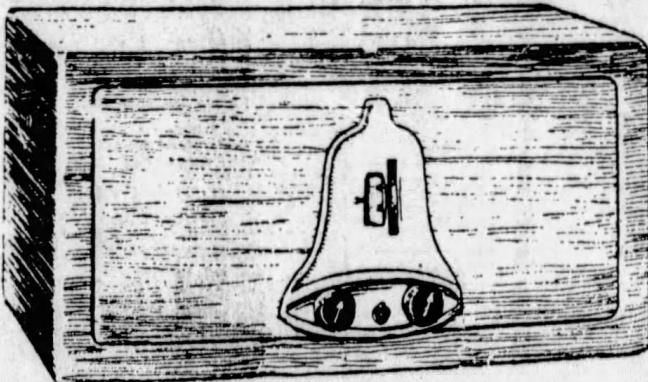
JACKSON-BELL RADIO \$69.50

Complete—Nothing Else to Buy
"Just Plug In"

Guaranteed—Why Pay More
Small Profits—Quick Sales
NO AERIAL—NO BATTERIES—FOOL PROOF
Installed in a few minutes
DISTANCE—SELECTIVITY—TONE QUALITY
Compactness—Magnetic Cone Speaker
Why Pay a Big Price for a Cabinet
TERMS ARRANGED

McMahan's
FURNITURE
HIGH QUALITY LOW PRICES EASY TERMS
682 Third Street Phone 464-09

The San Bernardino County Sun -
San Bernardino, CA
28 Dec 1928, - Page 8



Just Arrived

50—JACKSON BELL—50

RADIOS

You can see the largest number of radios ever displayed in San Bernardino at McMahan's Furniture Store this week. You are invited to come and hear the New 1929 Model WONDER RADIO. There have been three times as many Jackson Bell Radios sold in San Bernardino in the last three months than we had anticipated.

WHY?

Because of its wonderful tone value, selectivity, compactness, range, economy of operation, first cost, etc. Let us consider for a moment these ten little "IFS":

- 1st—If the Jackson Bell will give you as good reception—
- 2nd—If it will last as long with less upkeep—
- 3rd—If the tone is pleasing to the ear and the entertainment value is as good—
- 4th—If there have been more Jackson Bells sold in San Bernardino in the last three months than any other set—
- 5th—If you can buy a Jackson Bell for a fraction of the cost of other sets and get good terms—
- 6th—If you felt your investment was in a good receiver and not in a cabinet—
- 7th—If you knew that the \$69.50 covered everything, including installation—
- 8th—If you felt that all radios might become obsolete in a couple of years—
- 9th—If you knew that you could save the cost of erecting an aerial—
- 10th—If, last, but not least, you thought you could think more of your Jackson Bell as the weeks go by—

WOULD YOU BUY A JACKSON BELL RADIO? We can change these little "IFS" to "I KNOWS" if you will come to our store and see and hear the JACKSON BELL.

"The Wonder Radio."
See our window this week.

Phone 464-09 and ask for Radio Dept. for demonstration.
Norton H. Barnum, General Sales Mgr.

McMahan's
FURNITURE
HIGH QUALITY LOW PRICES EASY TERMS

DISTRIBUTOR
682 Third Street SAN BERNARDINO Phone 464-09

Colton Daily Courier - Colton, CA
23 Feb 1929 - Page 3

Lachman Bros.
GIVE TIME

MISSION at 16th ~ 10 BUILDINGS ~ 38 FLOORS

A Marvelous! Radio Value.

JACKSON BELL

ALL ELECTRIC

at a popular price
COMPLETE

\$69.50

SPECIAL TERMS
Only \$7.50 Down

Compact! Portable!
Take it anywhere—No
aerial or ground wire necessary—
Plug into any light socket!

Complete, as shown, with built-in speaker and the latest type of AC tubes, the Jackson Bell presents exceptional quality and selectivity. Tuning is accomplished with a single dial, illuminated, and a trimmer control that varies the volume at will from a mere whisper to booming tones of amplification. Reception is clear and natural. And at the popular price of \$69.50.

Lachman Bros. Radio Shop is open evenings

Lachman Bros.
GIVE TIME

MISSION at 16th ~ 10 BUILDINGS ~ 38 FLOORS

The San Francisco Examiner
San Francisco, CA
13 Mar 1929 - Page 7

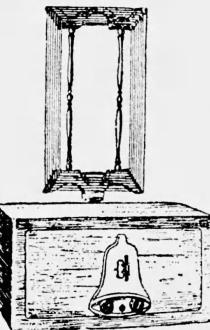
Why Invest a Large Sum in a Radio?

Every day inventions and improvements make your high-priced radio receiving set obsolete in a year to 18 months.

A Small Investment Insures a Small Depreciation

Buy a
Jackson
Bell
All-Electric
Radio
and Save
the
Difference

Come In and
Hear It



As Fine Radio
Reception
as Money Can
Buy
No **\$69.50** ..
Extras
Absolutely Complete

\$15.00 Down
\$2.00 Weekly Payments

Try It In Your
Own Home

No batteries to "doctor up;" no antenna to erect, no trouble at all; just plug into the light socket the moment you get your set home, and you're ready to listen in on the program you desire.

The New 1929 Jackson Bell

has five tubes, operating directly from the light socket. JACKSON BELL engineers have so designed this remarkable new receiver that it is the highest possible achievement in efficiency, compactness and convenience.

This set is entirely self-contained in a cabinet compact enough to place in any room without disturbing the arrangement of the furnishings. Incorporated within this cabinet is the latest type **MAGNETIC** Cone Speaker.

The cabinet is outstanding in its beauty and originality of design. It makes an attractive, yet unobtrusive addition to the well-furnished home. The JACKSON BELL offers many features to be found elsewhere only in radio receivers selling at several times its price.

Specifications of the Jackson Bell Radio

Model No. 5

TUBES—2 Type—26 A. C. Amplifiers, 1 Type—
27 A. C. Detector, 1 Type—12 **POWER AM-**

PLIFIER, 1 Type—30 Full Wave Rectifier.

CIRCUIT—JACKSON BELL Improved.

SPEAKER—Latest Type **MAGNETIC** Cone
Speaker.

CONTROL—Single Illuminated Drum Dial Station
Selector, a Trimmer Control, One Volume
Control and an On and Off Switch.

CABINET—Of Selected Hardwood. Beautifully
finished in walnut, is 17 inches long, 9½ inches
high and 9 inches deep; using neither nails
nor screws.

N O L D
FURNITURE **N** COMPANY INC.

65-71 North Fair Oaks Avenue

The Pasadena Post - Pasadena, CA
19 Mar 1929 - Page 20