

# 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

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

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!  
**\$69.50**  
NO BATTERIES  
REQUIRED!  
SPECIAL LOW TERMS  
FOR OUR  
GRAND OPENING  
Pay Only **\$6.95 DOWN!**  
Then the Balance Easy Terms

**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 Bay, two-tone  
Walnut Cabinet with seven AC  
Tubes and Built-in Speaker  
**\$162**  
Complete  
EASY TERMS  
Here is the ideal  
**ALL ELECTRIC  
RADIO SET**  
*The famous*  
**JACKSON BELL**  
**\$69.50**  
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!  
**BETTA-TONE  
RADIO COMPANY**  
Mail Orders "Oakland's  
Lowest  
Radio  
Store"  
469 12th St. Bet. Wash. Open Evenings  
& B'dway. and Sundays  
TELEPHONE LAKESIDE 3955

While They Last, Hurry!  
The Famous  
**ROLA**  
CONE SPEAKER  
OUR SALE PRICE  
**\$12.95**  
Reg. \$32  
Built in beautiful walnut  
frame. This Rola has the  
new output filter to pre-  
vent speaker coil from  
burning out! If you like  
that beautiful, deep, mel-  
low tone this Rola has it.  
Hurry while they last!

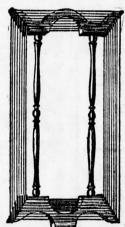
The First Known  
**WORLD!  
CRYSTAL SET!**  
LOUD and CLEAR  
No Batteries—DISTANCE  
UP TO 50 MILES and MORE  
**99c**  
NOW! EXACTLY!

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

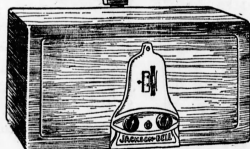


The World's Greatest  
Radio Sensation

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

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

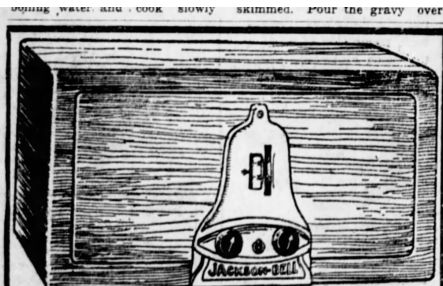
Make it a Radio Christmas for all the family. The Jackson-Bell Radio is within the reach of the poor man's pocketbook. The radio is for education as well as pleasure. Take the Jackson-Bell along on trips it's not in the way and is easily set up.

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**

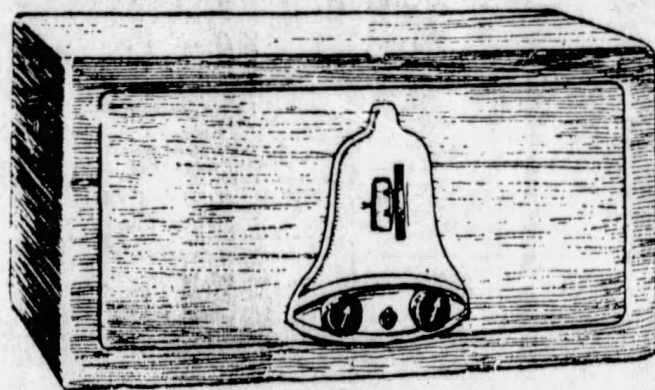
Complete—Nothing Else to Buy  
"Just Plug In"

Guaranteed—Why Pay More  
Small profits—Quick sales  
NO ARIAL—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 ST 162 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. Reproduction is clear and natural. And at the popular price of \$69.50.

Lachman Bros. Radio Shop is open evenings

**Lachman Bros.**  
GIVE TIME  
MISSION ST 162 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  
Extras **\$69.50** ..  
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 unobstructive 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 AMPLIFIER**, 1 Type—80 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, 9 1/2 inches high and 9 inches deep; using neither nails nor screws.

# N O L D

FURNITURE COMPANY INC.

65-71 North Fair Oaks Avenue

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