

# Model 60 Advertisements

Model 60 radios were made under the Jackson-Bell brand in a variety of cabinet styles. "House Brands" for department stores and other retailers carried that entities name. They even made radios for other manufacturers as indicated in the advertisements below.

# All Aboard for summer fun





The New and Improved

**JACKSON BELL**

MODEL "60" ALL-ELECTRIC RECEIVER

The SET SUPREME for

- SUMMER CABIN
- COUNTRY HOME
- MOUNTAIN LODGE
- SMALL APARTMENT
- HOTEL ROOM
- CLUB ROOM
- STUDENT'S ROOM
- THE DEN
- THE BEDROOM
- PORTABLE USE
- TRAVELING
- WHEREVER A COMPACT, EASILY-MOVED SET IS REQUIRED.

Radio music wherever you are...or go

New JACKSON BELL model "60" all-electric "Midget" Radio, with dynamic speaker & 7 A. C. tubes

**\$59.50**  
Complete

**UNBELIEVABLY** compact, this marvelous JACKSON-BELL "Midget," only 9" x 13" x 15", entirely self-contained including speaker and 7 tubes. Fits anywhere. Stows away snugly in the car on a trip. Take it out and have music wherever you stop, latest market reports, and everything on the air. So beautiful it is a credit in any surroundings. So sturdy it stands rough treatment . . . shielded steel chassis. And a marvelous performer . . . genuine screen grid circuit, electro-dynamic speaker, and push-pull amplification. Think how much joy and pleasure it will bring . . . this summer . . . all the year. And all for only \$59.50 complete, except portable case. The biggest value in radio. Say JACKSON-BELL to your radio dealer TODAY.

JACKSON-BELL CO., Los Angeles, Manufacturers

H. R. CURTISS CO.—Northern California Distributor  
SAN FRANCISCO: 895 O'Farrell St.      OAKLAND: 311 Tenth St.

Broadcast Weekly Magazine - May 18, 1930

## WALTHAM

Again Leads the Radio Field!

### SUPER-MIDGET



Featuring

TONE CONTROL

TONE CONTROL  
4 SCREEN GRID  
4 GANG CONDENSER  
DYNAMIC SPEAKER

W HEN the line of Midgets you require for your trade must include the following, the Waltham is the line. Tone Control, Local and distance switch, phonograph pick-up, single illuminated dial, four screen grid tubes, one 280 tube and one 245 tube, black walnut dual toned cabinet.

Never a more complete midget radio manufactured. Built especially for those who enjoy the full true round tone that heretofore could not be found in the midget line of radios.

We challenge any midget in the field. Money cannot build a better radio. We make the statement without fear of contradiction.

A Comparison Will Be Appreciated

**WALTHAM RADIO CORP., Ltd.**  
4228 S. VERNON AVE. LOS ANGELES, CAL.  
Phone VERNON 2809

Distributors — Dealers! Write, Wire or Phone!

**the little aristocrat**

*The Radio Doings Fall 1930 Call Book carried this Waltham advertisement featuring "The Little Aristocrat".*

*Thanks to Rachel Lee of CHRS, we have images of the back of this set that show a Model 60 chassis.*

*This reinforced an article by Dr Ralph Powers naming Jackson-Bell as the manufacturer of chassis for both Waltham and Herbert H. Horn.*

H. E. Howard, who organized the Paramount Radio Company several years ago in San Diego, is president of the Waltham Radio Corporation, Ltd., 4228 South Vermont avenue, Los Angeles. They are getting out a seven tube mantle set, and it is also understood that they are having a nine tube larger outfit made. H. C. Block is vice-president. The Waltham mantle chassis are made by Jackson-Bell, manufacturers of their own mantle line, as well as Tiffany Tone for Herbert H. Horn.

Ralph Power, Ph. D.  
Radio Industries June, 1930

# LOESER'S

FULTON AT BOND, BROOKLYN, TRIANGLE 8100



## As Fine a "Little" Radio as We Know

It's called the Jackson Bell, Model 60, and as small as it is... it's all electric! It weighs just 23 pounds, but has the tone and selectivity of the big expensive sets. The cabinet is finished in ebony or walnut.

These features are included—7 A. C. tubes, shielded steel chassis, screen grid circuit, regenerated control, electrodynamic speaker, push-pull amplification. It's licensed under RCA, Hazeltine and La Tour patents. Exclusive with Loeser's in Brooklyn . . . . .

**\$59.50**

LOESER'S—RADIO SALON—FOURTH FLOOR

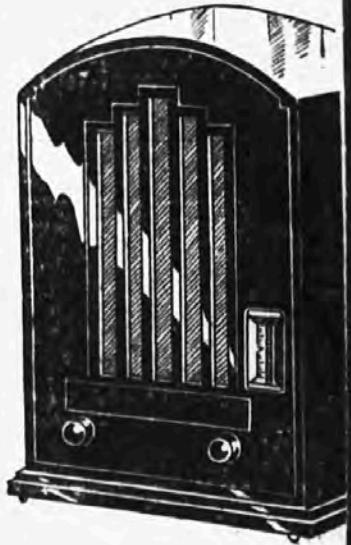
The Brooklyn Daily Eagle  
Brooklyn, New York  
Tue, Jul 15, 1930

# Loeser's Midget A Good Radio!

**\$44.50**

*After Sale*  
**\$59.50**

Made by Jackson-Bell—all the dependability and superior performance of larger models. Electro dynamic speaker, seven tubes, screen grid, all electric receiver. Installed complete!



RADIOS—FOURTH FLOOR

The Standard Union  
Brooklyn, New York  
Fri, Sep 12, 1930

**"House Brand - Custom Cabinet"**

# SENSATIONAL OFFER!!

Radio With Electro-Dynamic Speaker  
Ideal for Apartment or Vacation Use

Hundreds have taken advantage  
of Eastern's liberal terms in pro-  
curing this marvelous Mello-Tone  
table model pictured here. If you  
appreciate real radio value you'll  
like ...

The New Screen-Grid  
**Mello-Tone**  
**RADIO**  
**\$4.50**  
DOWN  
**4**  
**\$1 Weekly**

We recommend the Mello-Tone  
table model to people who are in-  
terested primarily in performance.  
This set has seven tubes with  
screen-grid. The speaker is a full  
Electro-Dynamic. It has two stages  
of Audio frequency with push-pull  
Amplification. The case is brown  
mahogany. Volume, tone and se-  
lectivity. Backed and serviced by  
the Eastern Outfitting Co. guar-  
antee. Immediate delivery.



This Week!!

See and hear this wonderful Mello-  
Tone Radio. Its performance  
equals or excels that of many  
higher priced sets. Mello-Tone is  
for people who place perfect recep-  
tion ahead of mere size. If you do  
not NEED a big cabinet, this is  
the set for you.

**\$59.50**  
—  
COMPLETE  
—  
INSTALLED  
—

**EASTERN**  
OUTFITTING CO

1017 Market Street

The San Francisco Examiner  
San Francisco, CA - Jun 08, 1930

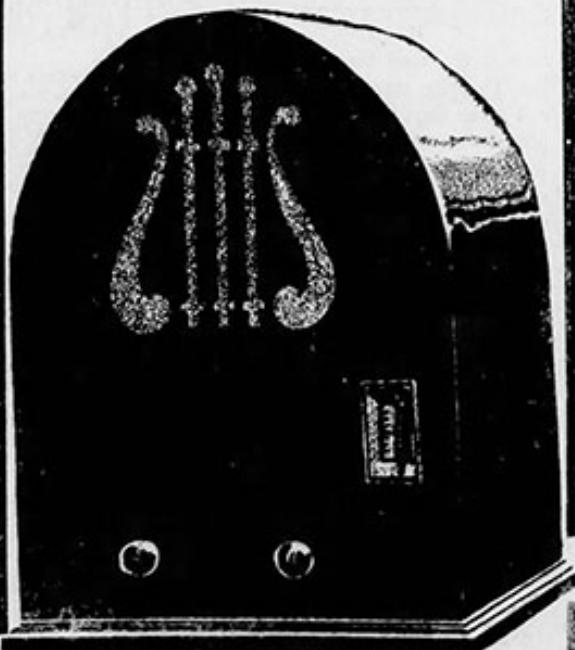
The Santa Ana Daily Register  
Santa Ana, California  
Apr 22, 1930

*The Yost*  
**HALMAY**  
MAIN AT THIRD

**IT'S HERE** DE LUXE  
TIFFANY TONE  
**THE GREATEST RADIO  
EVER PRODUCED**

There is Nothing on the Market to Equal It  
for the price

Licensed by RCA—Fully Guaranteed  
Hear It at 3rd and Main, Santa Ana



EQUIPPED WITH

Full Dynamic Speaker—Screen-Grid Detection—Push-  
Pull Amplification — Steel Chassis — Seven Tubes —  
Shielded Circuit.

Complete with  
Tubes Installed . . . .

**\$59.50**

Terms, Ten Months

This De Luxe TIFFANY-Tone—has Extreme Sensitivity —  
Picks up weak stations with ease — Intense selectivity —  
Un-distorted output — High Impedance input — Extremely  
Sharp Tuning — Uniform response to all Audio Frequencies —  
Efficient at extremely low frequencies — Splendid defini-  
tion over entire Audio range — Zero volume adjustment —  
All loads below safety ratings — Long life for Tubes — Per-  
fect control against unintended outside energy from Power  
lines — Practically Hum-less.

NOW ON DISPLAY AT 3RD AND MAIN, SANTA ANA