

# Model 62 Advertisements

In the depression consumers were looking for less expensive radios. Jackson-Bell met that demand with patented small cabinet designs and descent performance at a reasonable price. There are plenty of period ads in newspapers and magazines. Here are just a few...

**The Canary  
is tiny, but ...**

Musical quality can not be judged by mere bulk. The *Canary* is one of the smallest of birds, yet the notes that trill from its tiny throat are sweet and clear beyond compare. In size, attractiveness, and sheer song beauty, new Model 62 JACKSON BELL might appropriately be termed "The Canary of Radio". Yet it has the range and power of the mighty *Eagle*. Only 8" x 11½" x 15", yet as complete and up-to-date as the bulkiest giant. All electric, 4 screen grid tubes, 245 power tube, 280 tube, dynamic speaker, tone control, and illuminated dial; completely self-contained in a walnut cabinet of exceptional beauty (choice of 2 styles) - all for \$59.50. The ideal radio for Bedroom, Den, Club Room, Hotel, Mountain Cabin, or Portable use. Radio at its best, to enjoy always, wherever you are or go. Say JACKSON BELL to your dealer *to-day*.

JACKSON BELL CO., Manufacturers

H. R. CURTISS CO. . . California Distributor  
San Francisco, 895 O'Farrell St. Oakland, 311 Tenth St.

New JACKSON BELL "Canary" offers a choice of 2 beautiful walnut cabinets. No. 1 shown at left. No. 2 below. Both approximately the same size, 8" x 11½" x 15", and other features the same. Set complete with either cabinet.

## New JACKSON BELL "Canary"

Broadcast Weekly Magazine - August 31, 1930

THE BIG GIFT in the Small Package

JACKSON-BELL Midget Radio

NEW MODEL 62 \$59.50 Complete

PERFORMANCE . . .

Desires proper reception . . . Selectivity when you want it . . . a radio that is strong . . . Broadcasting stations . . . We will gladly give you names of Jackson-Bell owners who have the best in the market . . . the marvels of the modern radio . . . and 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

Jackson-Bell Model 62 Swan Ad.  
The Pittsburgh Press - Pittsburgh, PA - Dec. 12, 1930

Installed Complete!

Jackson Bell Radio

\$34.50

We call it 23 pounds of perfect radio . . . for despite its size it has the tonal quality and selectivity of the big sets . . . but it doesn't take up the space! With 4 screen grids, 6 R. C. A. tubes, tone control and electro-dynamic speaker.

RADIOS - FOURTH FLOOR

Art Deco Model 62 Peacock Ad  
Times Union - Brooklyn, N.Y.  
July 22, 1931

*The two ads at left are good examples of the reach of Jackson-Bell Model 62 marketing across the nation.*

*Both Cathedral and Art Deco cabinet styles are represented.*

# It's Here Folks!

The World's Smallest Fine Radio

## MELLO-TONE MIDGET RADIO

(SCREEN-GRID)

A complete self-contained modern radio only 8 in. x 11 1/2 in. x 15 in. yet equal in performance to many of the finest big sets . . .

New Model 62 MELLO-TONE Midget RADIO . . . All-electric, Tone control; electro-dynamic speaker; 6 tubes, 4 of them screen-grid; illuminated dial; beautiful overlaid cabinet of selected American walnut; 3 stages tuned radio-frequency amplification; 1 stage tuned screen grid power detection; 4 tuned circuits, fully shielded.

**\$5950**

Complete  
With  
Tubes

### THE GIFT OF YEAR ROUND ENJOYMENT

Recall the finest Radio you ever heard or saw. Imagine it in a cabinet only 15 in. high, 11 1/2 in. across, 8 in. front to rear. And you have a perfect picture of New Model 62 MELLO-TONE Midget RADIO. Handy as a wrist watch. Rich and aristocratic as a flawless blue-white diamond. Sweet-toned as a deep-throated guitar. And flight matches the wing of the Eagle, cutting through powerful local stations at will, concentrating near or far on the program of your choice. It's the Diamond that counts . . . you need not spend so much extra for the Mouthing. Money cannot buy a finer Radio than this MELLO-TONE Midget. The ONLY Radio combining latest modern features and big-set performance in so fine and handy a cabinet. Think of the extra hours of happiness, the actual money saving.

See It NOW—TODAY!

### Gregg Furniture Co.

Liberal Allowance On All Trade Ins

116 Main St.

Phone 597

McCook

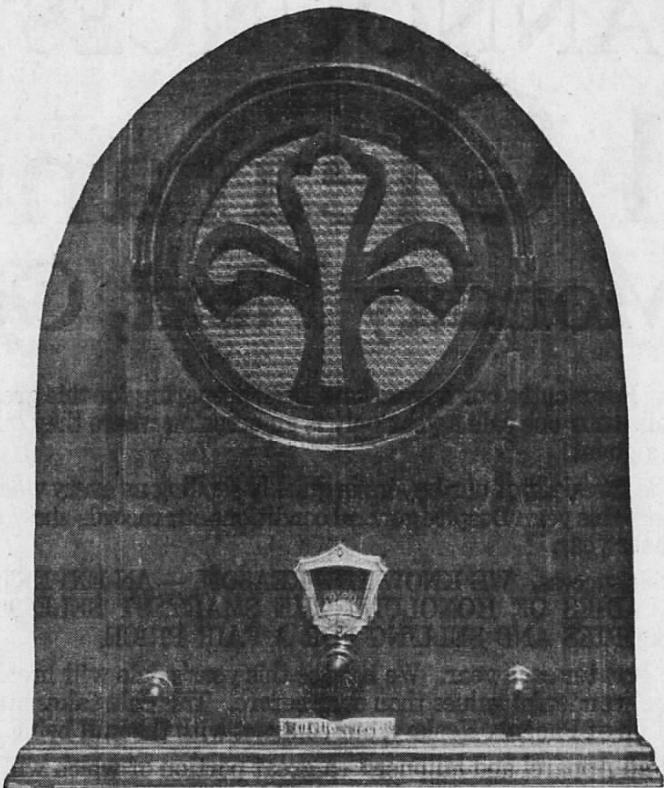
*This ad does not mention Jackson-Bell, but the fine print says Model 62.*

*The McCook Daily Gazette  
McCook, Nebraska - Dec. 4, 1930*

### Model 62 Art Deco Sunrise

*The Redondo Reflex  
Redondo Beach, California  
Dec. 26, 1930*

HERE IS THE SET



### Mello-Tone Radio With Tone Control

Here are Some of the Features

Six AC tubes . . . four screen grid circuits . . . screen grid detector . . . electro dynamic speaker . . . tone control . . . four gang condenser . . . shielded steel chassis . . . highly finished all-walnut cabinet . . . 13 by 15 inches in size . . . weight is only 28 pounds . . . can be combined with a phonograph.

Retail price \$65.00

*Model 62 Fleur-De-Lis  
Honolulu Star-Bulletin  
Honolulu, Hawaii - Oct. 23, 1930*



NEW AND IMPROVED

## Jackson-Bell

ALL-ELECTRIC RECEIVER

New Screen Grid Circuit

Electro Dynamic Speaker

RADIO'S OUTSTANDING VALUE

Complete \$59.50

In this beautiful and compact receiver we challenge the world for  
SELECTIVITY, TONE AND DISTANCE  
DEMONSTRATION? GLADLY!

**A. C. JACKSON**

EXCLUSIVE AUTHORIZED DEALER

215 OPAL STREET REDONDO BEACH, CALIFORNIA

**O'Loughlin-Livingston**  
COMPANY

# World's Smallest Fine Radio!

Walnut Cabinet

Height 15 inches,  $11\frac{1}{2}$  inches across,  
8 inches, front to rear

All-electric, plugs in any AC light socket. Tone control; electro-dynamic speaker; six tubes, 4 of them screen-grid; illuminated dial; beautiful overlaid cabinet of selected American walnut; 3 stages tuned radio - frequency amplification; 1 stage tuned screen-grid power detection; 4 tuned circuits, fully shielded.

RADIO MONEY NEVER BOUGHT  
SO MUCH BEFORE!



**MELLO-TONE**  
**\$59.50**

Complete with Tubes

*Model 62 M-on-M-on-T Cathedral.  
The Grand Island Independent - December 15, 1930*

*This is the only display advertisement available for this model. There are other advertisements for this model that are text only. All of them appear in the same newspaper over a four week period.*

*Jackson-Bell is not mentioned in any of them, leading to the conclusion that this was a House Brand radio for the O'Loughlin-Livingston Company (Department Store).*

