

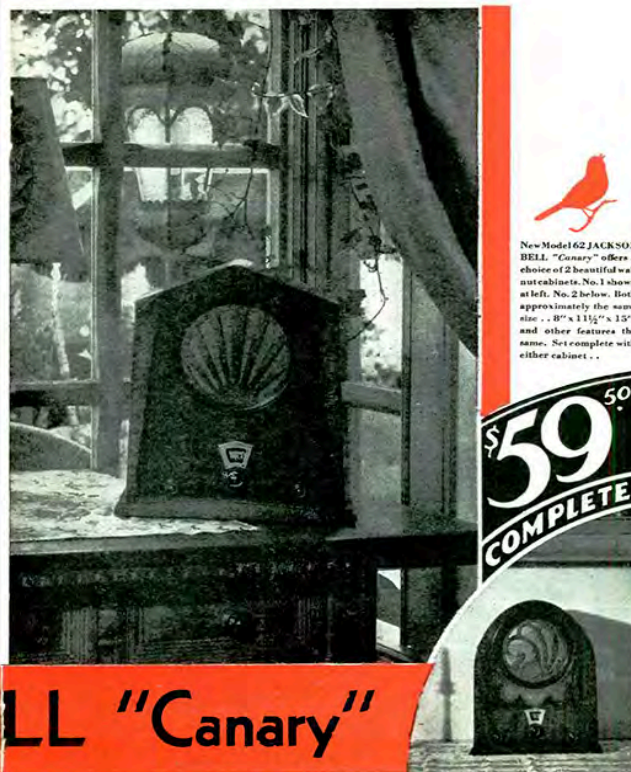
Model 62 Advertisements

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...



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 Model 62 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...
Owners report rapid to exact reception... selectivity when used... near Pittsburgh's strongest broadcasting stations. We will gladly give you names of enthusiastic Jackson-Bell owners who have given us testimonials of the marvelous performance of this midget. You 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

RADIO-FOURTH FLOOR

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.

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.x11½ in.x15 in. yet equal in performance to many of the finest big sets . . .

New Model 62 MELLO-TONE Midget RADIO . . . All-electric, plugs in any AC light socket. 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.

\$59.50
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, 11½ 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 mounting. 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

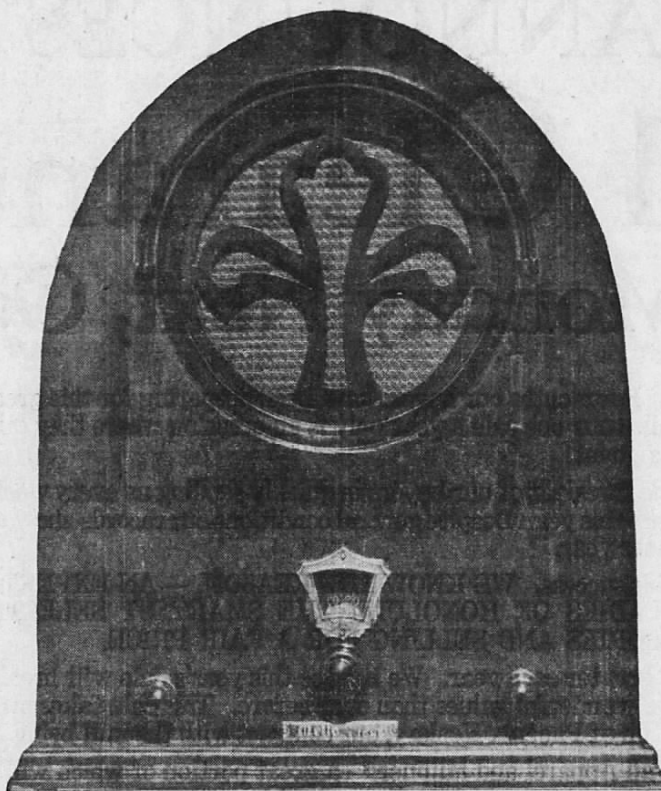
This ad does not mention Jackson-Bell, but the fine print says Model 62.

*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, 11½ 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).*

JACKSON - BELL SPECIAL PAGE

**DEMAND HEAVY
FOR NEW TYPE
MIDGET RADIO**

**Dealers Declare Factory Can
Hardly Keep Up With
Orders Here**

Do your Christmas radio shopping early, particularly for Midget Radios," advises H. R. Curtiss, California distributor of Jackson-Bell Midget Radios. "For, strange as it may seem, there has been a real shortage in the new models of some of the more popular makes."

"When New Model 62 Jackson-Bell Midget first came out about two months ago," says Curtiss, "it met with such immediate success that the tremendous acclaim the factory was unable to supply the demand. The plant was enlarged and facilities multiplied, but the demand grew even faster. At present the output is just about keeping stride with the mounting popularity, with the possibility that the influx of Christmas business may mean disappointment for those who do not make an early selection, and have their Midget set aside for them. This situation actually does exist with reference to Jackson-Bell Midget Radios, and it behooves you to do your Jackson-Bell shopping soon."

**Midget Radio Set
Has Much Power**

"You can't figure out where they put it, but these new Jackson-Bell midgets have 'everything' and it's all inside the one tiny cabinet: electro-dynamic speaker, tone control, illuminated dial, six tubes (four of them screen grid), and four complete tuned circuits fully shielded, all self-contained. Listening from the next room you can scarcely distinguish the reception from that of big sets, the tone is so sweet, the tuning so sharp and clear, the power so amazing. In the room with the midget, the effect is almost uncanny, like ventriloquism. The set is so inconspicuous and the beautiful walnut cabinet harmonizes so carefully with the other appointments of a fine home, it is difficult to determine where the voice is coming from."

A mouse has taken up its abode with a setting of eggs which are being hatched in Oakland, Eng., and each night when the owner tends the mother bird the little stranger darts from the nest until bird and rodent are alone again.

Great Britain has 2.03 miles of road for each square mile of the country's size.

**Have You
Heard It Yet?
THE NEW
JACKSON-
BELL**

Come in tomorrow! Easy terms.

**E. Bercoyich
& Son**
541 11th Street
LA 6652



See It! Hear It!

**THE NEW
Jackson
Bell
Midget**

Tone Control
Illuminated Dial
Dynamic Speaker
6 Tubes, 4 Screen Grid
EASY TERMS

WURLITZER

525 14th St.
Phone HO-2570

Deep in Radio Dream

This Jackson-Bell Midget Radio, to which MISS ROSE CASO is listening so intently, is small but is said to equal larger types of instruments in power and tone quality. The manufacturers refer to it as the "radio like a watch".



PICKING RADIO TEST IS EASY CARRIED ABOUT

Have you tried the "Blindfold Test"? No, it has nothing to do with cigarettes, but, according to H. R. Curtiss, California distributor of Jackson-Bell Midget Radios, is the latest scientific method for selecting your new radio. The dealer gives a separate number to each of several radios he is demonstrating. He then either blindfolds you or asks you to turn your head. The instruments are played in succession, and you pick out the one that sounds best without being prejudiced by other considerations. Midget Radios are tested side by side "jolt by jolt," and it is remarkable," says Curtiss, "without being able to see the difference in the size of the sets, how many people actually pick the Midget Radio because of its tone quality. The popularity of these miniature sets is further shown in the multiplied demand for them. Our sale of Jackson-Bell Midgets in California has more than quadrupled in the last three months, the factory in southern California has been forced repeatedly to expand its plant, and only recently has attained capacity sufficient to keep pace with the demand."

Two Arrested for Lodi Street Fight

LODI, Nov. 18.—As a result of a street fight here late Sunday evening, F. Ricker and Gilbert Hiltz were name defendants in a complaint charging them with disturbing the peace, the complaint being issued to Fred Reising. Ricker was fined \$10 and given a suspended jail sentence of 60 days. Hiltz was arrested last night.

By D. H. CAPWELL.

Do you like a little soothing music these snappy winter evenings after you are all tucked in bed? Move the Jackson-Bell Midget into the bedroom, but don't forget to bring it down to the breakfast nook in the morning for of course you'll want to start the day off with a snappy, inspiring tune over your grapefruit.

And mother may find the kitchen tasks much lighter to the lift of music, or maybe like to try some of the new recipes and household hints being broadcast by famous home economists. On a week-end trip to the mountain cabin, your little set tucks away in a corner of the car, and how good music does sound out in those great open spaces. If suddenly you feel like a little dancing, there is always an orchestra on the air, go where you will, and stop when you like, your music is right with you.

School Children Will Present Play

MAYWARD, Nov. 11.—More than 10 boys and girls of the Edwin Markham grammar school today were rehearsing for the play, "The Landing of the Pilgrims," to be given at an assembly Wednesday morning, November 24.

Rehearsals are being directed by Mrs. Hazel Madson, member of the faculty. Costumes and special scenic effects are being obtained.

The playlet probably will be the only major production at local grammar schools during the Thanksgiving season, according to officials. Many classes, however, will conduct individual appropriate programs.

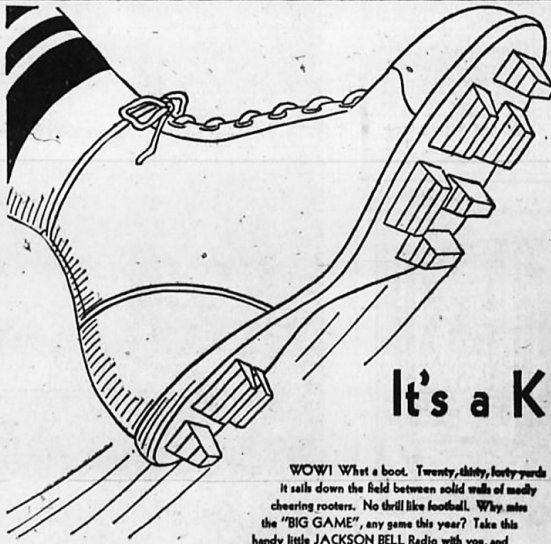
BREUNER'S

Featuring the New JACKSON BELL RADIO

Clay at 15th

OAKLAND

Hl gate 0400



It's a KICK!

WOW! What a boot. Twenty, thirty, forty yards it sails down the field between solid walls of madly cheering rooters. No thrill like football. Why miss the "BIG GAME", any game this year? Take this handy little JACKSON BELL Radio with you, and follow your favorites play by play wherever you are or go—at office, home, the club, or a-traveling.

Scarcely bigger than a football, plugs in any light socket, yet a giant for power, with the eye of an eagle. Tone control, illuminated dial, genuine electro-dynamic speaker, and 6 tubes—4 of them screen-grid; complete for \$59.50. Say JACKSON BELL to your Dealer today. Also a beautiful LOWBOY Model complete for \$89.50.

H. R. CURTISS CO., California Distributor
San Francisco - 895 O'Farrell St. Oakland - 211 Tenth St.
Los Angeles - 1143 Wall St.

JACKSON BELL

Small
Down
Payment

Radio Dept., Third Floor

**CAPWELL-SULLIVAN
& FURTH**

Clay, 14th, 15th, Sts. Telephone HO 1045 3131

Very
Easy
Terms

This newspaper half-page layout was a series of articles and accompanying ads about the success of the Model 62.

The "Jackson Bell Special Page" carried a number of sub-headings including:

"Demand Heavy for New Type Midget Radio"

"Dealers Declare Factory Can Hardly Keep Up With Orders Here"

"Midget Radio Set Has Much power"

"Radio Set Can Be Taken On Hunting Trips"

"Picking Radio Test is Easy"

"Radio Easily Carried About"

These were all authored by H. R. Curtiss, California Distributor of Jackson-Bell Midget Radios.

*Oakland Tribune
Oakland, California - Nov. 18 1930*