

## Models 4, 24, and 25 Advertisements

These Jackson-Bell radios were introduced in 1932. Advertisements presented here include some that were placed toward the end of that year for the 1933 market. Jackson-Bell went into receivership on December 2nd, 1932. Some of the latter variety were available in 1932.

**"Pied Piper"  
RADIOS**

When "Jackson-Bell" of our own Los Angeles makes a radio—you can depend upon all features! This ornate model in two-toned walnut cabinet has a built-in Lansing Dynamic Speaker! Now selling at—

**\$19<sup>95</sup>**

*Only \$1 Down Delivers!*



**Jackson-Bell Model 4 (with drawer)**

The Daily News - Los Angeles, Ca.  
09/21/1932

**JACKSON'S**  
COMPLETE HOME FURNISHERS

**New!**  
**JACKSON-BELL**  
**Compact Radio!**



**22.<sup>50</sup>** *A Small Deposit  
Easy Monthly  
Payments Next Year!*

*Our Latest Compact Radio!*  
*Short-wave switch for police calls!*

Here is a timely suggestion for a Christmas gift! This compact Jackson-Bell with "big" radio performance can be moved from place to place with little effort. A radio for "over-the-week-end" trips—for the student away from home—for the office—for the bedroom. Hear it at Jackson's today!

Clay, 13th and 14th Streets  
Telephone LA keside 5800

**Jackson-Bell Model 24B**

Oakland Tribune - Oakland, Ca.  
12/09/1932



New 1933 model 24-U "Peter Pan"



# JACKSON-BELL

Super-Heterodyne

If you have been wanting a really *modern* radio, here is your opportunity. This fine new 1933 JACKSON-BELL is yours to enjoy during the long winter evenings for \$19.95 complete . . . 4 new tubes, tone control, short wave switch for police calls, dial light, handy log drawer, and other latest features in attractive new "Peter Pan"

cabinet. Ask your dealer to demonstrate the marvelous value in this wonderful little 1933 set.

**\$ 19.95**

COMPLETE WITH  
CUNNINGHAM TUBES



New 1933 Model 25  
"Peter Pan" JACKSON-BELL

Though somewhat resembling Model 24-U described above, Model 25, shown at right, is larger, has 5 latest type tubes, and the additional advantage of *Automatic Volume Control*. Ask your Dealer to demonstrate the two side by side.

**\$ 31.95**

Complete with  
Cunningham tubes



H. R. CURTISS CO.—Distributors—895 O'Farrell Street, San Francisco

Jackson-Bell Model 24-U Peter Pan with inset Model 25 Peter Pan

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# Jackson Bell

## Midget Radio

It's  
A  
Surprise  
to the  
Radio  
World



See  
This  
Wonder-  
ful Radio  
Before  
Buying

**Jackson Bell**

Is a powerful 5-Tube Superheterodyne, Fine Oak cabinet. See and hear this Radio and compare it with any Radio selling for double the money.

PRICE Now

# \$19<sup>50</sup>

## Pehrson Electric COMPANY

Wiring Contractors—Electrical Specialists  
Electric Ranges, Refrigerators, Washers,  
Radios, Vacuum Cleaners

115 North MainLogan, Utah

**Jackson-Bell Model 25**

Cache American - Logan Utah  
12/06/1932 - Page 7

# Jackson-Bell

## PANDORA

5-tube super-automatic  
control—latest 2½  
control latest 2½  
volt tubes.

# \$34<sup>95</sup>

Model 25 U.



**Jackson-Bell Pandora**  
—Radio's latest sensation. Does  
all you can ask of any radio. Regardless of price. A beau-  
tifully carved chest. Be sure to hear it before you buy.  
Dealers write for particulars.

## L. D. Heater Music Co.

429-431 WASHINGTON STREET

**Jackson-Bell Model 25U Pandora**

Oregon Daily Journal - Portland Oregon  
10/12/1932 - Page 3

# Combining Art and Utility . .





## The NEW 1933 JACKSON-BELL

"Pandora" . . a Super-Heterodyne

Now is the time to buy your new radio. Present low prices cannot last indefinitely. Save from 10% to 25% by selecting now from the year-in-advance line of new 1933 JACKSON-BELLS. Only small down payment, balance to suit your convenience. Think of the many uses to which you could put this distinctive "Pandora" Transistor Chest of melody. One of the most unique radios ever devised. Artistic enough to grace the most exclusive drawing room, arranged practically to the use of the musician, yet so compact it can be whisked from place to place for instant use anywhere. A genuine Super-Heterodyne, powerful and selective as only a Super-Heterodyne can be. Latest type tubes, automatic volume control, and other new "Signet" features. Cover piano—hinged full width. Dial and controls in top panel, also handy mounted compartment for deck of cards or pack of cigarettes, and built-in station log. Operates with covers either open or closed without muffled reception—speaker in end of cabinet. No "kick" mechanism to get out of order. No danger of distortion—flow of music not reflected, but direct from speaker into room. Price complete with Cunningham tubes—\$34.95.

# \$34<sup>95</sup>

Complete with Cunningham Tubes

EASY  
TERMS  
★

W. E. CURTIS CO., Distributors, 891 O'Farrell St., S. F.

**OTHER NEW 1933 JACKSON-BELLS**

- Model 26-B, 45-Watt Super-Heterodyne Console ..... \$50.00
- Model 26, 15-tube Super-Heterodyne Console ..... \$60.50
- Model 25, "Peter Pan" Super-Heterodyne Midget \$11.95
- Model 27-A, 7-tube Super-Heterodyne Console ..... \$62.50
- Model 27-A, 7-tube Super-Heterodyne Midget ..... \$40.95
- Model 26, Broadcast Midget Super-Heterodyne ..... \$37.95
- AUTOMOBILE SET, complete less B Batteries ..... \$39.95

All prices complete with Cunningham Tubes, automatic volume control, and other recent features.

**ASK Your Dealer to take one Home on TRIAL TO-DAY!**

**Jackson-Bell Model  
25AV Pandora**  
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09/25/1932 - Page 32



**TRY** a new one, and  
see what a difference . .

New 1933  
Jackson-Bell  
Model 25

EASY  
TERMS

HOW long since you have had a new Radio? Have you tried the new 1933 Models? Just for courtesy, next time you are near a radio store drop in and ask the dealer to let you take one of these new JACKSON-BELLS home on trial. See for yourself what the difference is. Special handy drawer to contain logbook, new type tubes, Automatic Volume Control, and many other latest features. Tuck it under your arm, and have radio wherever you go. Enjoy it in any room in the house and on trips. All for less than 10 cents per day, the price of two packages of chewing gum. Long winter evenings will soon be here. Prepare now to fill them with the unalloyed delight that comes with perfect reception.



**\$31<sup>95</sup>**  
Complete  
with  
Cunningham  
Tubes

Other new 1933 JACKSON-BELLS include new 12-tube Model 1200 Super-Heterodyne, at \$39.95 complete; new 7-tube Model 20-A2 Super-Heterodyne, at \$46.95 complete; and new 3-tube Portable Super-Heterodyne Treasure Chest, at \$16.95 complete. All these models have Automatic Volume Control, newest type tubes, and other latest features.

Ask your Dealer  
to let you take  
one home on trial  
**TODAY** and notice  
the difference . .



H. R. CURTISS CO., Distributors, 895 O'Farrell Street, San Francisco

**Jackson-Bell Model 25 Peter Pan**

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ENJOY RADIO MORE WITH A NEW  
**JACKSON-BELL**

**\$59<sup>95</sup>**

COMPLETE WITH CUNNINGHAM TUBES

IF YOUR present radio is more than a year old, don't fail to see this new 12-tube JACKSON-BELL. And do it NOW while winter sales volume permits the present low price. It will multiply your radio enjoyment and at the same time save you at least \$50. A genuine JACKSON-BELL 12-tube Super-Heterodyne with latest 1933 features and latest type Cunningham Tubes, complete for \$59.95.



New 1933  
**12**  
TUBE  
Model 1260



New 1933  
Model 24-U "Peter Pan"

THIS popular new Super-Heterodyne has been widely imitated, so be sure to specify Model 24-U JACKSON-BELL, and focus carefully on the tone. It has never been equaled in any other all-purpose radio of this size and price. Also tone control, short wave switch, station log drawer, and other enjoyment-plus features. Complete with 4 new Cunningham Tubes in genuine Magnavox speaker for \$22.50.

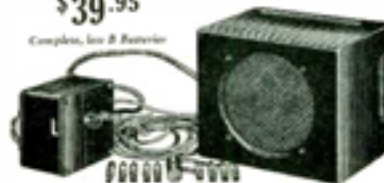
**\$22<sup>50</sup>**

COMPLETE WITH CUNNINGHAM TUBES

New JACKSON-BELL  
AUTOMOBILE SET

**\$39.95**

Complete, less 8 Batteries



EASY  
TERMS  
★



New 1933 Model 25 JACKSON-BELL

**\$31<sup>95</sup>**  
COMPLETE  
WITH TUBES

THOUGH somewhat resembling Model 1260 "Peter Pan" described at right above, Model 25 shown at left is larger, has 5 latest type tubes, and the additional advantage of Automatic Volume Control. Ask your Dealer to demonstrate the two, side by side.

H. R. CURTISS COMPANY, Distributors

895 O'FARRELL ST., SAN FRANCISCO

Ask Your Dealer to Take One Home on Trial **TODAY!**

**Jackson-Bell Models 24-U Peter Pan, 25 Peter Pan, and others**

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