

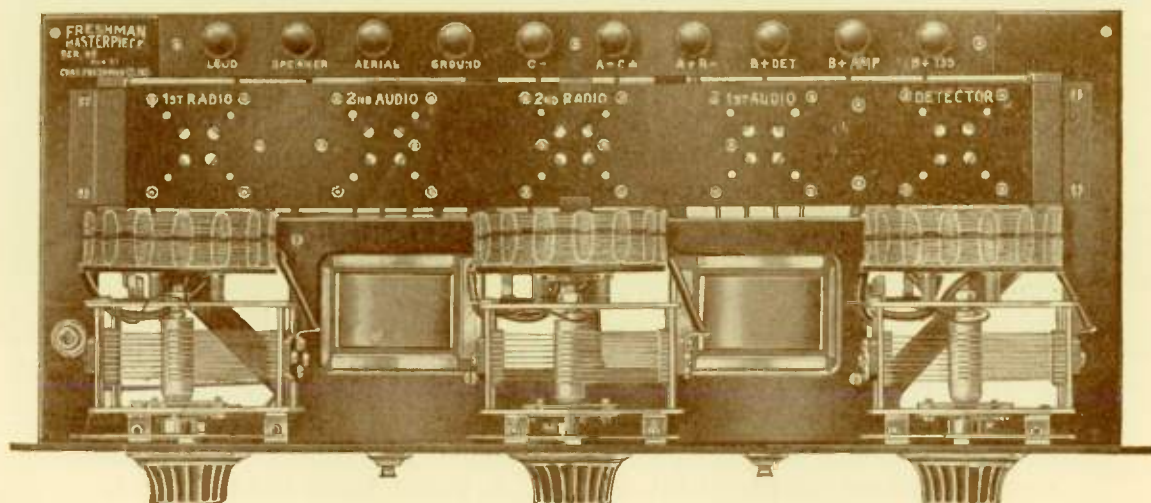
World's Greatest RADIO

Compliments of
PLATT MUSIC CO.
Los Angeles, Cal.

New and Improved
FRESHMAN
MASTERPIECE

New and Improved **FRESHMAN** MASTERPIECE

ALL METAL SHIELDED
FRONT AND SUB-PANEL



QUALITY

1927 ADVANCE MODELS

QUALITY

WITH cheerful determination the makers of Freshman Masterpiece Receivers have each year in the past succeeded in offering to the public efficient radio sets which are conceded to have been "The World's Greatest Radio Values."

That the public appreciated the very high standard of Freshman Masterpiece Receivers is evidenced by the fact that approximately two hundred thousand of these sets were sold last season through Authorized Freshman Dealers.

Last year's model was an exceptionally fine product, and the makers were proud of it—so proud of it, in fact, that they did not believe that it was possible to manufacture a better instrument to sell at the same price, or thereabouts.

However, it was decided, for merely factory experimental purposes to design a sample set embodying the famous Freshman Masterpiece Circuit and adding every possible refinement and improvement, regardless of the apparent increase in cost.

What a picnic the Engineering Staff had! The chance for the members of the staff to assert themselves came, and with it a most startling series of changes. One had an entirely new idea of a rheostat—expensive, to be sure, but oh how efficient! Still, here was an opportunity to cast aside worry as to how this improvement or that would bring up the selling price of the product. Another had a new idea of a switch. Again, with the audacity characteristic of the Engineering Corps, it was suggested that the entire sub-panel and front panel be changed, to be made entirely of metal—"a regular structural steel affair." Audio frequency transformers were redesigned to permit the use of the new R.C.A. power tubes and to provide maximum amplification without distortion to the loud speaker, and in addition, construction was changed so that broken leads are impossible. It was pointed out that the detector socket must be full floating in order to avoid the microphonic noises of the tubes. Then, someone suggested: "If the detector socket is to be mounted that way, let's go one better and have every socket floating to be sure to entirely eliminate any microphonic noises."

Even the knobs and dials were not ornamental enough to suit these extravagant engineers. Meanwhile the officials of the Chas. Freshman Co. were scratching their heads. But they were not in a position to kick. They had invited this upon themselves. The Engineering Staff would say: "It is going to cost a lot of money and may be an expensive set, but, oh, what a radio it is!"

The set completed was then demonstrated before the official family. The results were so gratifying and so much better than even the most enthusiastic optimist of the Engineering Corps had expected that everyone forgot for the moment the seemingly prohibitive cost of the receiver. As if in chorus the request came from all present to be allowed to take the set home that night "to play with it."

Night after night it was carried home by different executives and returned the next morning with praises and compliments far too numerous to mention. Each seemed to be more excited about the exceptional performance of the set than the other. There was a unanimous desire to adopt the set just as it was, without taking away one penny's worth of the costly materials. But the Cost Department's figures made it seem impossible.

Daily, yes hourly, conferences were had between the officials of the Company, which resulted in a new determination that that set, just as it stood, must be the new Freshman Masterpiece. For, it was pointed out that with a sure outlet of two hundred thousand to three hundred thousand sets through twenty-five hundred Authorized Freshman Dealers who operate more than ten thousand retail stores strategically located in all sections of the United States, there must be a way of doing it without increasing the list prices of Freshman Masterpiece Receivers.

Extraordinary machinery was designed and invented. The largest engineering companies were called into consultation. It was apparent that the initial outlay in new tools and material would be exceedingly large but that the tremendous production which would ensue would allow this marvelous radio set to be sold at such a low cost that the makers of the Freshman Masterpiece Receivers would be able to maintain their low list prices and their slogan "The World's Greatest Radio Values."

Now, to mount this highly prized radio receiving set in cabinets and consoles of quality and appearance, to match the fine performance of the radio set, was an added problem. The makers of the finest phonograph cabinets, piano cases and high-grade furniture were invited to submit samples of their workmanship and design. From two hundred thousand to three hundred thousand were to be ordered—sufficient business, in fact, to keep two or three large plants busy on Freshman cabinets alone, not to mention those manufacturers of phonographs who could help keep down the cost of their product by accepting a Freshman contract.

The specifications were that only genuine mahogany and genuine walnut cabinets would be considered and that where the cabinets were to be in walnut, burl walnut was desired. Stress was laid upon the cabinet manufacturers on the point that a radio receiving set, in order to meet with popular approval from the public, had to be an ornament to the home; that the day of a radio set being placed upon a table with the batteries strewn on the floor and an unsightly horn stuck up in one direction or the other was gone forever.

And so, in the final decision and selection of the cabinets and consoles, the greatest care was exercised. The results of this careful forethought and selection have been expressed in the final appearance of these marvelous receivers, adding beauty to the home, offering service of the most highly dependable nature, and presenting a really phenomenal value.

Operate Your Freshman Masterpiece from the Light Socket

with the

"A-B-C" POWER SUPPLY

THE FRESHMAN "A-B-C" POWER SUPPLY was designed to eliminate the use of the individual "A" battery, "B" battery, and "C" battery. The complete unit is encased in a crystallized metal container ten inches long, seven inches wide and seven inches high. The unit consists of a "B" eliminator, which provides forty-five volts for the detector tube, ninety volts for the amplifier tubes, and one-hundred thirty-five volts for the last stage audio, in which a UX-112 power tube is used. This particular tube requires a negative grid bias potential of nine volts and the eliminator is so designed that it will provide the "C" battery voltage constantly.

The FRESHMAN "A-B-C" POWER SUPPLY also provides a Trickle Charger, with a Tungar Rectifying Tube, which keeps the storage "A" battery fully charged at all times. An automatic relay is connected in the circuit so that the operation of the filament switch on the set provides "A", "B", and "C" power supply for the set when the switch is turned on. When the switch is turned off, it operates the relay and automatically disconnects all power supply from the set, placing the storage battery on charge. Thus, the storage battery is "floating on the line," and does not require any individual attention other than the addition occasionally of a little distilled water. The cost of operating the unit is very small, only a few cents a month.

This unit has been designed for particular use with the Freshman Masterpiece Five Tube Receiver. This "A-B-C" unit always provides a constant source of power for your Freshman Masterpiece Receiver, eliminating worry and trouble from run-down batteries, and the necessity for replacing them.

POWER AMPLIFIER

THE FRESHMAN POWER AMPLIFIER is provided for those who desire additional and exceptional volume without sacrificing the quality of tone and reception. Of course, it has been unquestionably proven by the more than three hundred thousand Freshman Masterpiece Receivers now in use that five standard UX-201A Radiotrons when used with Freshman Masterpiece Receivers give reception that is excellent.

But some people desire par excellence. A great many families who are in the habit of giving large parties and dances desire to substitute their radio for an orchestra. In convention halls and gathering places it is often-times advisable to have the radio set easily heard by a multitude of people. So, for those who desire this par excellence reception or for use in the other conditions here stated, the FRESHMAN POWER AMPLIFIER is recommended.

The New Freshman Masterpiece Receiver is designed with special heavy audio frequency transformers so as to provide maximum undistorted power to the speaker. After a certain point is reached overloading of the last tube takes place which breaks up and distorts reception before it reaches the loud speaker.

This is even true when the new UX-112 Radiotron is used in the last stage. This tube, although it is excellent and stands considerably more volume than the UX-201A tube, without distortion, still has its limits.

To obtain an ideal condition, that is, to receive undistorted reception of the highest quality with enough volume to provide music for dancing and large gatherings it was necessary to go a step further. The Radio Corporation of America has designed a larger power tube, namely UX-210, which permits maximum, undistorted power output for the operation of large loud speakers. Because of the characteristics of this tube, the quality of reproduction obtainable is exceptionally fine.

For the best operation the UX-210 tube requires a plate voltage of 350 to 425 volts. In order to do this it was necessary to design the FRESHMAN POWER AMPLIFIER which provides the required high voltage by means of a UX-216B Rectifying Radiotron Tube.

Of course, it would be impractical to use enough "B" batteries to obtain a voltage of 350 to 425 volts. Such voltage could only be supplied through specially built transformers and a proper filtering system such as is employed in the new FRESHMAN POWER AMPLIFIER.

All that is necessary for operation of this POWER AMPLIFIER is to plug it into a lamp socket and connect it with the jack of the first audio stage in the Freshman Masterpiece Receiver. The loud speaker is then plugged into the output jack of the POWER AMPLIFIER and if the speaker is of the proper design, exact reproduction of all notes ranging from the lowest base to the highest treble will be obtained.

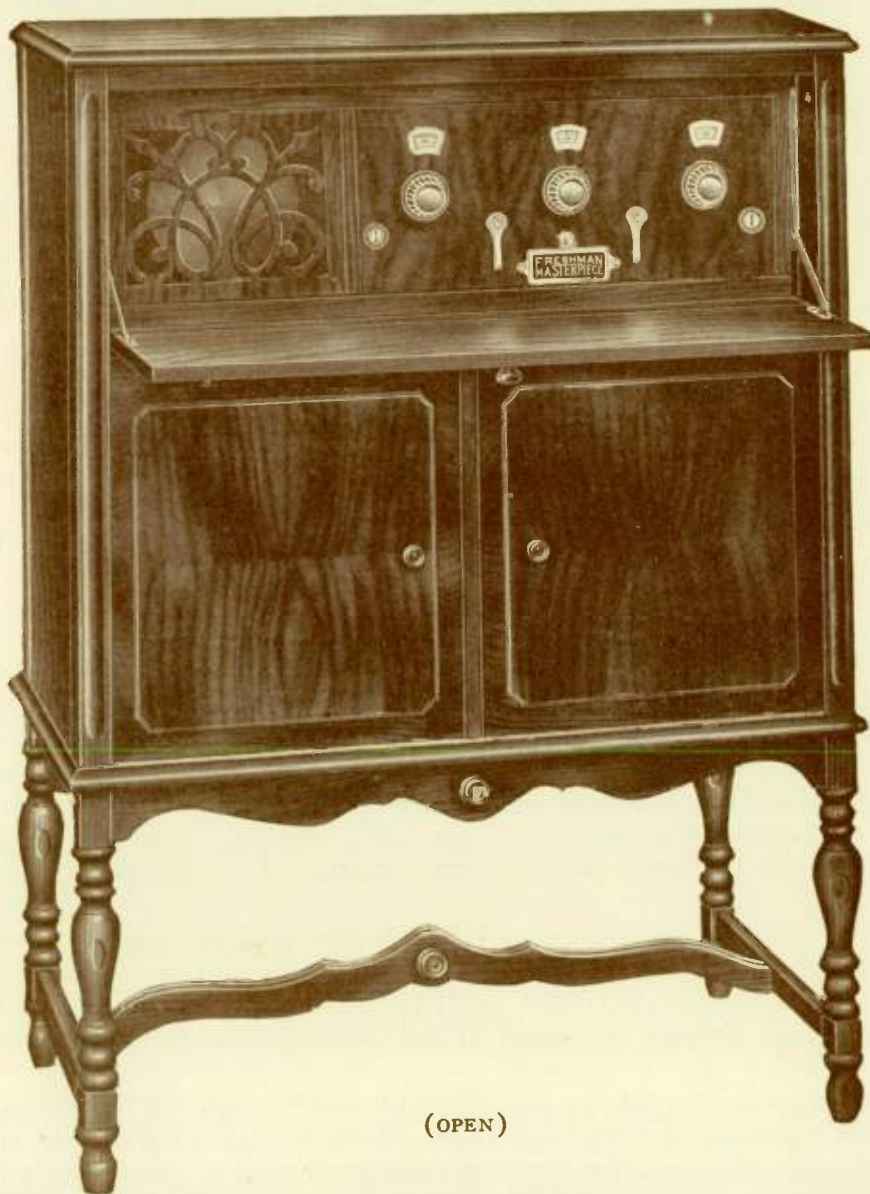
The excellence of the reproduction will be greatly appreciated, especially when listening to dance music or a concert orchestra, as every instrument of the band can be distinctly and clearly heard.

New and Improved
**FRESHMAN
MASTERPIECE**

THE ARISTOKRAT

(REG. APPLIED FOR)

GENUINE MAHOGANY



(OPEN)

One of the finest pieces of furniture that we have been able to obtain in which to install the new Freshman Masterpiece Receiving Set.

It is truly an aristocrat with its distinctive, finely proportioned lines and rich lustrous finish. It is Model 6-F-9 and the price is one hundred seven dollars and fifty cents, including finest of licensed cone speakers.

\$107⁵⁰

New and Improved
**FRESHMAN
MASTERPIECE**

THE ARISTOKRAT

(REG. APPLIED FOR)

GENUINE BURLED WALNUT



(CLOSED)

Equipped with the Finest of Licensed Cone Speakers

Especially designed to bring forth the full merit of the new construction of the Freshman Masterpiece circuit. All Aristokrat models are designed for the employment of the new Radio Corporation UX-112 Radiotron Power Tube and the necessary "C" battery connection.

In beautiful burled walnut it is Model 6-F-10 and the price is one hundred and fifteen dollars.

THE HI-BOY

Compact Console

IN FIVE PLY MAHOGANY

Model 6-F-1

\$107⁵⁰

*With Built-in
Loud Speaker*

of great volume and superb tone.



This compact console has a special appeal for the woman of the home. It is a dainty piece of furniture designed to fit in any corner of any sized room. It extends but one foot four inches from the wall, measures but one foot ten inches wide and stands but three feet seven inches high, yet it contains an exceptionally large loud speaker with sound box manufactured by the makers of the highest class talking machine in the world.

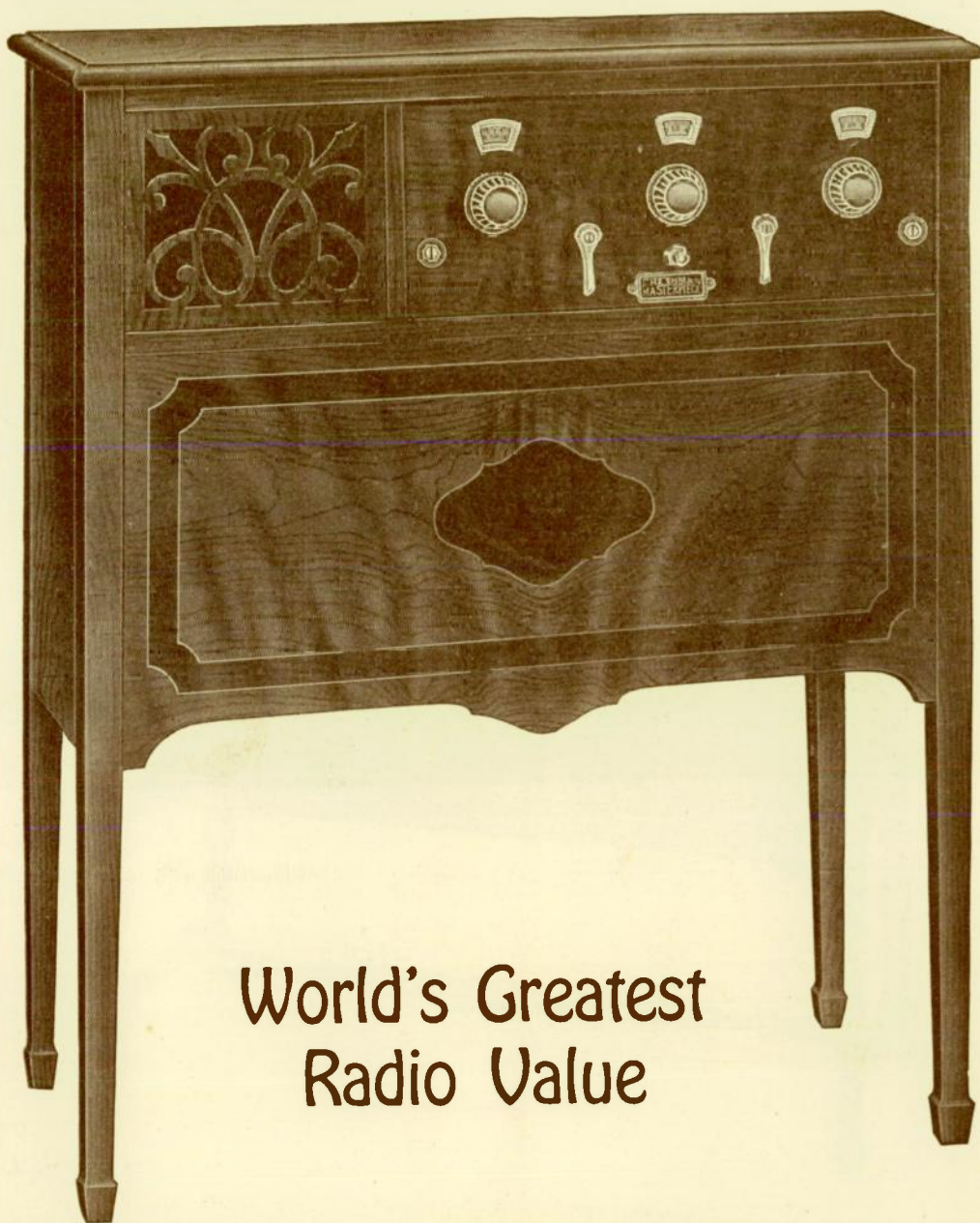
In genuine mahogany it is Model 6-F-1 and the price is one hundred seven dollars and fifty cents.



In genuine burled walnut it is Model 6-F-2 and the price is one hundred and fifteen dollars.

New and Improved
FRESHMAN
MASTERPIECE

THIS BEAUTIFUL CONSOLE



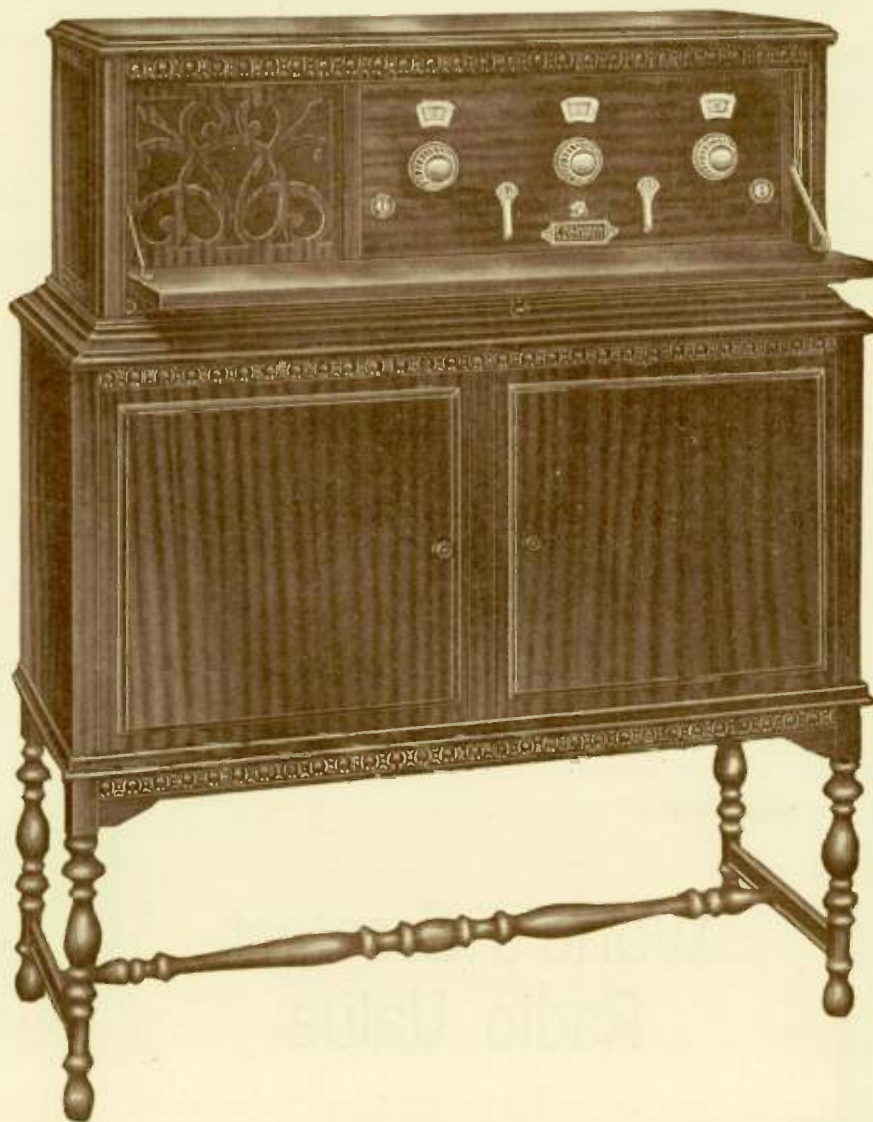
World's Greatest Radio Value

RICH in the beauty of its two-toned genuine mahogany, with built-in loud speaker and plenty of room for all equipment so that not a single wire is visible, it is the outstanding achievement of the entire Radio Industry. In genuine mahogany it is Model 6-F-3 and the price is seventy-five dollars.

In genuine burlled walnut it is Model 6-F-4 and the price is seventy-seven dollars.

\$75⁰⁰

THE FRANKLIN CONSOLE



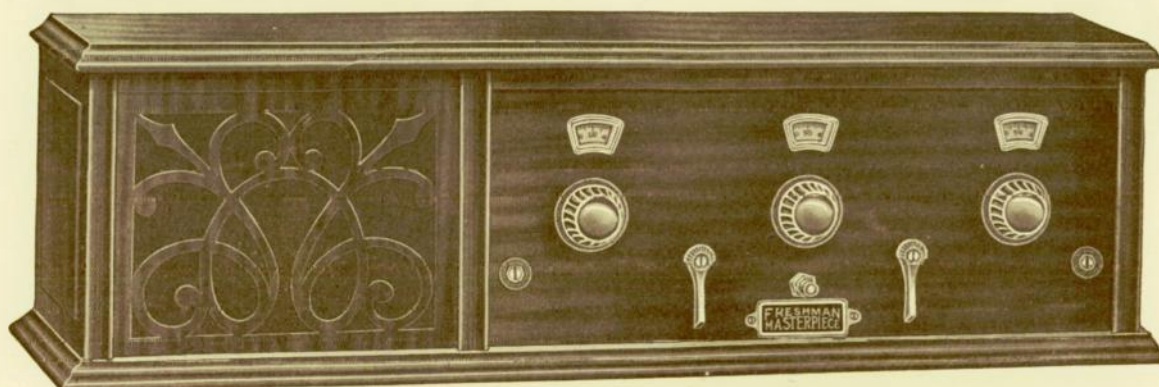
\$113⁰⁰

A DIGNIFIED piece of furniture of vigorous lines and fine proportions. It is built entirely of carefully selected five-ply genuine mahogany with a two-tone effect of soft and alluring beauty.

It is composed of two separate and distinct units:

- (1) The actual receiving set with built-in loud speaker.
- (2) The console cabinet with compartments for batteries, eliminator, charger and other accessories, not a single wire being visible.

TABLE MODELS



THIS most popular model is now furnished with the new Freshman circuit and all new features. It is equipped with a built-in loud speaker of great volume and superb tone. It is Model 6-F-5 in a heavy genuine mahogany cabinet.

\$62⁰⁰

THE FRANKLIN

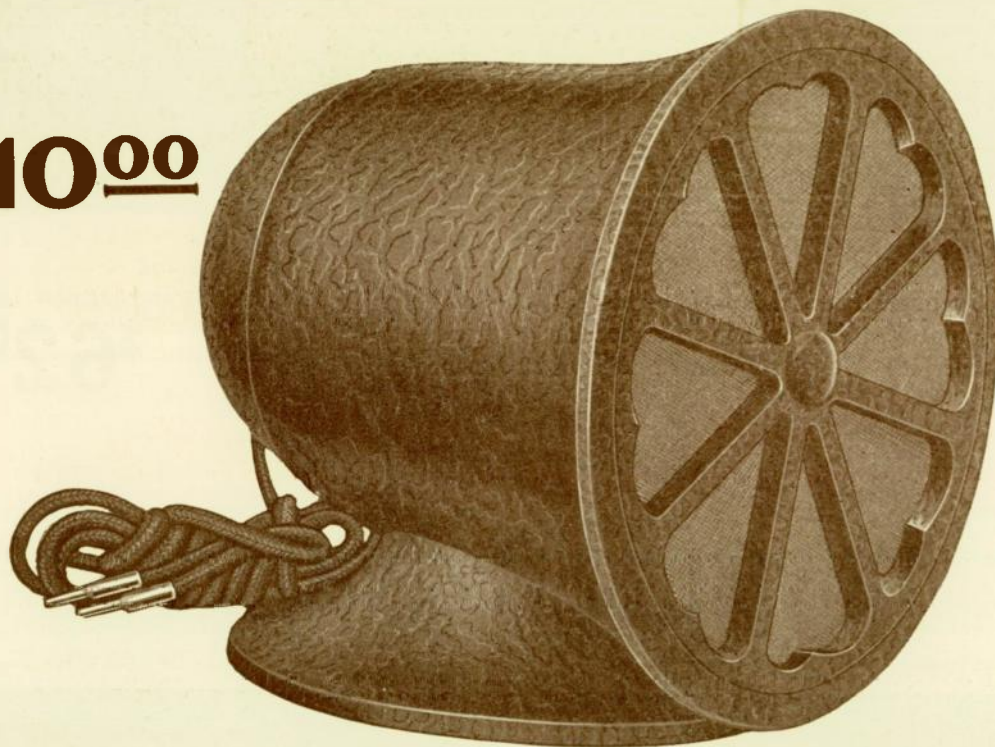


THIS is the receiving set of the Franklin Console shown on the opposite page. The desk type construction and fine cabinet work make it the handsomest of the Freshman table models. It has, of course, a self-contained loud speaker. In genuine mahogany the price is seventy-five dollars.

\$75⁰⁰

A Powerful *LOUD SPEAKER!*

\$10⁰⁰



Only 6 Inches High

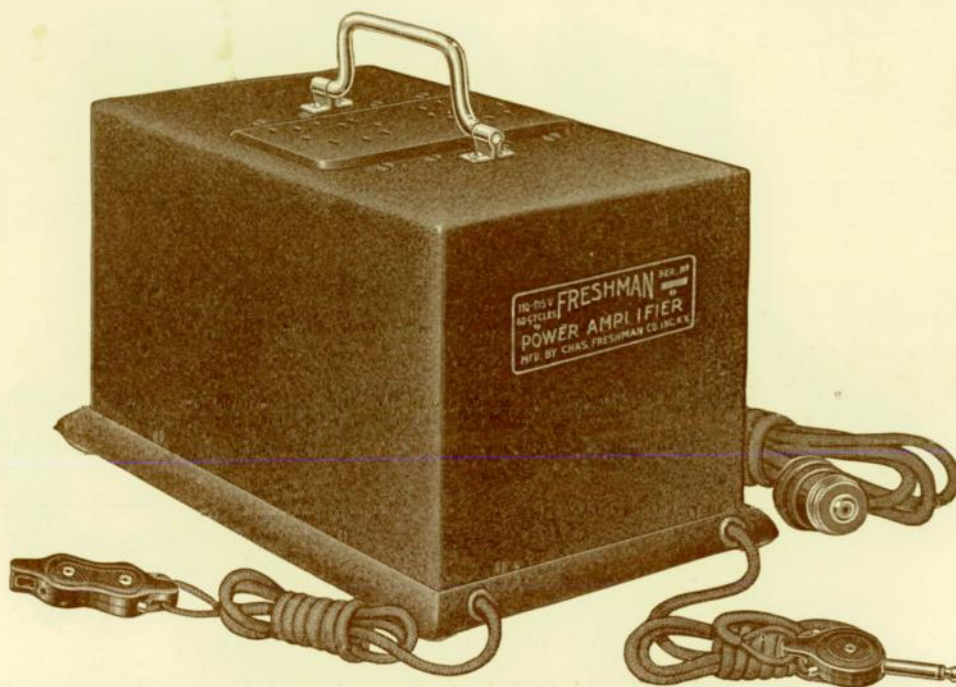
Loud speakers of all shapes and sizes have from time to time been placed upon the market with little regard for the appearance or the way they would look in a home of refinement.

People naturally objected to the size and in many instances the unsightliness of such loud speakers. But as they were the only loud speakers available those people who did not possess a radio set with a built-in loud speaker were compelled to buy whatever the market afforded.

A TRIPLE REFLEX

It reproduces both high and low notes of voice and instruments distinctively with mellow tone.

FRESHMAN POWER AMPLIFIER



FOR 110 VOLTS 60 CYCLE AC CURRENT

For those who desire exceptional volume of great clarity and fine quality, the Power Amplifier offers the best to be had. It is equipped with the necessary extension cords so as to facilitate ready connection to the Freshman Masterpiece Receiver or any tuned radio frequency receiver. It is compact, noiseless and requires no attention in operation.

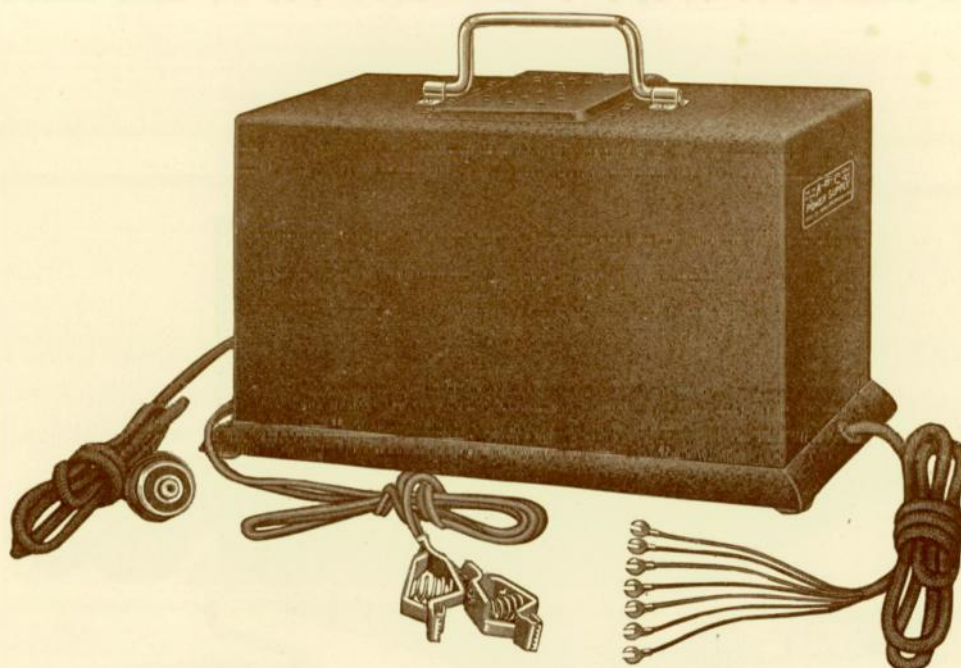
REPLACES AN ORCHESTRA

FOR DANCES, LARGE GATHERINGS, CLUBS,
RESTAURANTS AND LAWN PARTIES

THE FRESHMAN POWER AMPLIFIER is encased in a comparatively small crystallized metal container which will take up but very little space in the battery compartment of any console model Freshman Masterpiece Receiver. It requires two tubes,—UX-210 Radiotron and UX-216B Radiotron. However, after it is installed and made ready for use, no further attention is required. Price, fully equipped with Radiotron tubes and necessary cords, Fifty-four Dollars.

\$54⁰⁰

"A-B-C" POWER SUPPLY



FOR 110-115 VOLTS 60 CYCLE AC CURRENT

THIS unit takes the place of "B" and "C" batteries and "A" battery charger. Being 10 inches long, 7 inches wide, and 7 inches high, it takes up but little space in the battery compartment of any Freshman Masterpiece Receiver.

It supplies either 22½ or 45 volts of detector plate voltage, 90 volts of amplifier plate voltage, and 135 volts of power amplifier plate voltage. In addition, it supplies the 9 volts of "C" Battery potential and 6 volts of filament potential for the operation of all tubes. All of these voltages are constant and uniform in intensity, and at all times equivalent to the full charge of the various batteries.

\$59⁵⁰

Complete
with necessary
R.C.A. Tubes

Freshman Master "B" Eliminator

*Improved Type for use with
5 Standard UX-201A Tubes*

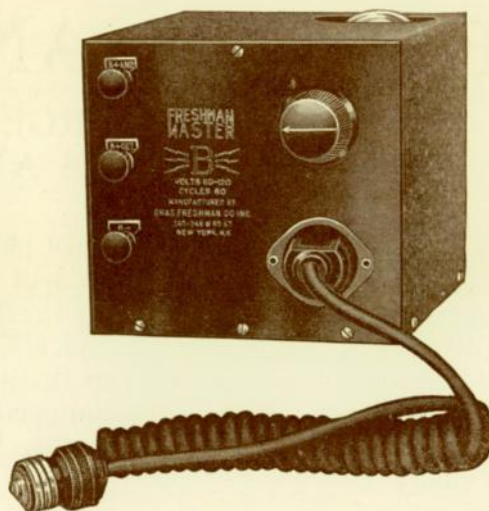
CONSTANT and uniform supply of current is assured with the use of this device which entirely eliminates "B" batteries. It connects from any electric light socket right to your radio. Operates on 110-115 volt 60 cycle AC lighting circuit. Fully equipped with cord and plug and requires no attention.

For A. C. Current
(Rectifying Tube
Extra)

\$20⁰⁰

For D. C. Current
(No Tube Re-
quired)

\$17⁵⁰





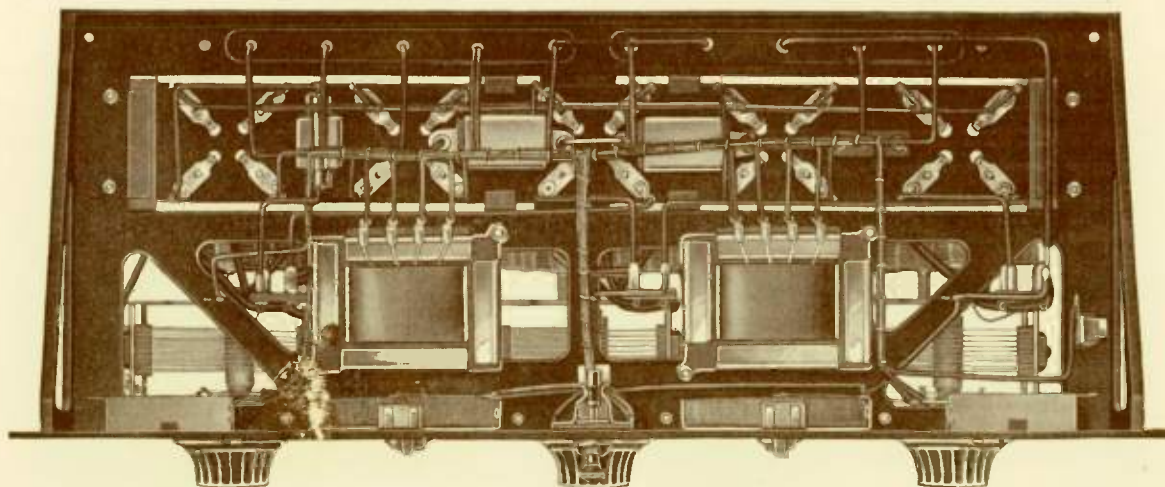
Phantom view of the front panel showing the ingenious construction of the FRESHMAN MASTERPIECE RECEIVER. Note the excellent workmanship.

ALL METAL SHIELDED
FRONT AND SUB-PANEL

QUALITY

WORKMANSHIP

PERFORMANCE



The bottom view of this marvelous receiver depicts a creation that is FRESHMAN in every respect. The cable wiring, the perfected electrical design and the neatness of the whole is indeed striking.

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CHAS. FRESHMAN CO., Inc.

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2626 W. WASHINGTON BLVD., CHICAGO

