



## PHOTO REVIEW



This month we present a very special “Photo Review.” This unique pictorial reminiscence all started about three months ago when my friend Pat came by to “browse” through my basement. During that visit, I discovered that I had a few items I’d purchased a long time ago for some project or other—and then immediately forgot about them. They just ended up underneath, on top of, or behind a different item. I think you all can sympathize.

My friend asked, “What’s in that green box?” The box in question measured 10 x 5 x 2 inches, and I really had no idea. I figured it had to be “valuable parts.” Upon opening it I was delighted to find 80 photographic color slides. Inside was a description of the rediscovered treasure trove: “Philco Radio and Television Line – Presentation Slides – Mid Summer 1954.” This was visual accompaniment for the “dog and pony show” a Philco salesperson would perform as he traveled from dealer to dealer, presenting the upcoming 1955 radio and television models.

I had the slides digitized to share with our readers. Here, then, is a selection of 1955 Philco radio, television, and phonograph product shots, as well as in-store merchandise displays.

Look for more in the future. And, remember, you can see these in full color on the A.R.C. website. Coming up, we hope to have the entire slide show on the site.



**Radio Title Slide**



**Model 720** – Transitone series clock radio combination. Tuning range: 540 to 1630kc; power supply: AC; Tubes: five.



**Radio Merchandiser** – Point of sale display showing 12 of the latest Philco radios.



**Model 660** – Tuning range: 540 to 1630kc. Power supply: battery, 1.5 volts and 75 volts; tubes: four.

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**Model 4412** – TV with 21-inch CRT, three-speed record changer, and AM radio. Record changer is concealed in a pull-out drawer and the radio is hidden under a panel on the top.



**UHF Tuner** – Close up of the optional new UHF frequency tuner.



**Television Title Slide**



**Inserting UHF Tuner** – A service tech installing the optional UHF frequency tuner.

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**Finger Tip Wrap** – Point of sale display illustrates the “exclusive” new finger tip tuning system.

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**Model 6112** – TV with 24-inch CRT and new “Finger Tip Tuning System.”

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**TV Window Kit** – How a store window display should be set up to promote TV sales.

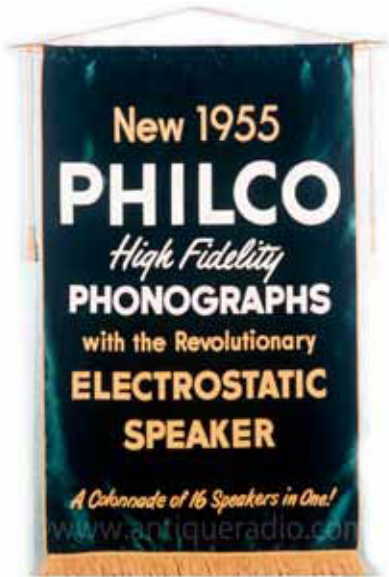
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**Hi-Fi Banner**



**Model 1755 Open** – Hi-Fi system consisting of three-speed record changer and a three-tube, 6 watt audio amplifier.



**Model 1755 Closed** – Hi-Fi system's attractive cabinetry.



**Original Philco Slide Box** – Where it all started.



**Model 1332 Turntable Display** – How to set up in-store display, explaining the three-speed feature and \$29.95 price. Amplifier consists of one tube.

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