

IMPORTANT NEWS for the people of ROCHESTER regarding:

# PHILCO TELEVISION

\* Beaucaire, Inc., for 27 years a leader in appliance distributing, has conducted a series of Philco Television Training Schools. Eighty Rochester and vicinity radio men have attended classes and laboratory sessions five days a week for four weeks. These men know television—they can assure you finest home enjoyment.

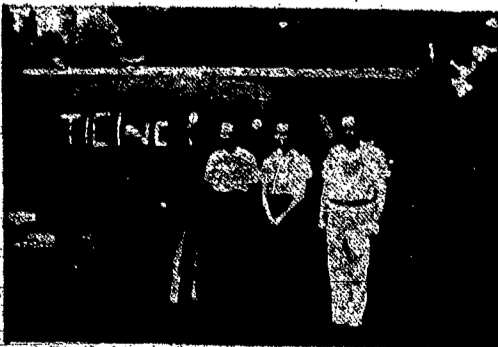
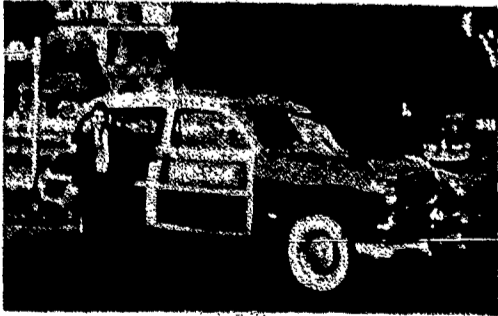


One of the Beaucaire-Philco Television Classes in Rochester. Each man received 80 hours of intensive television training.

This mobile Beaucaire-Philco Survey Unit, with collapsible 50 ft. antenna, tests television reception conditions — especially important in "fringe" areas.



Below are but a few of the fleet of Philco dealer-contractor trucks and experts on television serving this vicinity.



Special surveying, testing, installation and service equipment, costing many thousands of dollars, has been set up in Rochester for you — another reason why PHILCO dealers and contractors say, "In television — as in radio, refrigeration and air conditioning — invest in PHILCO, the LEADER!"



Television "know-how" is gained at the laboratory benches of the Philco-Beaucaire Television Training School in Rochester.

## BEUCAIRE-PHILCO TELEVISION "ALUMNI"

- |                    |                   |
|--------------------|-------------------|
| Abramov, Allan     | Lozano, Victor    |
| Allis, Felix       | Lynch, Al         |
| Anders, Abe        | Maloney, John     |
| Baker, Miles       | Marcucci, Eocco   |
| Boyer, Ed          | McDaniels, Lawson |
| Boyle, Edward      | Meyers, Harold    |
| Brewerton, William | Michals, Henry    |
| Bryan, Robert      | Milhan, Jack      |
| Buell, Don         | Mincer, Andrew    |
| Cass, Fred         | Mock, Walter      |
| Craft, Vincent     | Mondino, Paul     |
| Dioroto, Al        | Postello, Arnie   |
| Dinardo, Ernie     | Rayno, Henry      |
| Eggleston, Orzie   | Rayno, Larry      |
| Ely, Charles       | Rings, Harvey     |
| Engel, Walt        | Rizzo, Joseph     |
| Eskin, Harold      | Robinson, Harold  |
| Ester, Ed          | Scaffidi, Louis   |
| Fababara, Frank    | Shaffer, Ray      |
| Fababara, Sam      | Sirogon, Joseph   |
| Fink, Ed           | Sokol, Jack       |
| Frawley, Ivo       | Stoffel, Francis  |
| Gigliotti, Louis   | Stowe, Pat        |
| Gluffre, Joseph    | Troika, Edward    |
| Gleason, Larry     | Tubbs, Gerald     |
| Goede, George      | Veral, Frank      |
| Greenwell, Donald  | Vinlet, Dave      |
| Hammersle, Bill    | Von Hall, Homer   |
| Hayes, Merwin      | Von Streiten      |
| Isaacson, Harry    | Walypore, Ray     |
| Jackson, James     | Wentworth, Andy   |
| Jesse, Harold      | Wigton, E. C.     |
| Lewis, Ashley      | Wilson, Carl      |
| Lewis, Bert        | Woff, Herbert     |
| Lissow, Donald     |                   |

SEE YOUR  
PHILCO DEALER  
FOR TELEVISION  
beginning at \$189.95



★ ★ **PHILCO** — FAMOUS FOR QUALITY THE WORLD OVER  
**BEUCAIRE, INC.** — Wholesale Distributors for Rochester and Area