

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.

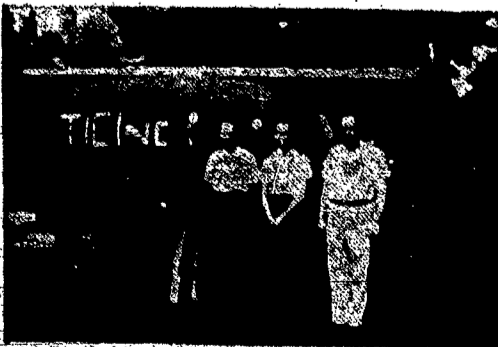
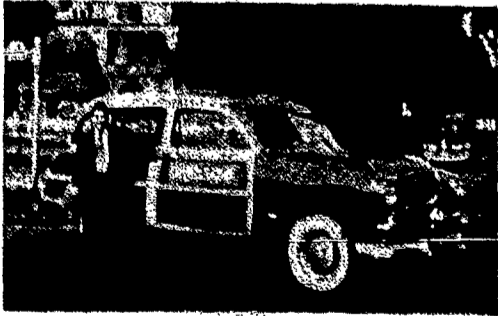


One of the Beaucaire-Philco Television Classes in Rochester. Each man received 80 hours of intensive television training.

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 | Latempa, Victor |
| Allis, Felix | Lynch, Al |
| Andzer, 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 |
| Diforeto, 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, Irvon | Stoffel, Francis |
| Gigliotti, Louis | Stowe, Pat |
| Gluffre, Joseph | Troska, Edward |
| Gleason, Larry | Tubbs, Gerald |
| Goede, George | Veral, Frank |
| Greenwell, Donald | Violet, Dave |
| Hammserle, Bill | Von Hall, Homer |
| Hayes, Merwin | Von Stratten |
| 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