

## FREE GIFTS-PRIZES-VAUDEVILLE-HOSTESSES SLATED FOR PHILANZ-OLDS OPENING TODAY!

Master of Ceremonies and Galaxy of Talent  
Scheduled for Auto Showrooms Spectacular!

By Frank Giblin

Friday the 13th will introduce Rochester's newest automobile salesrooms and dealer-service plant to the motoring public of this area. Philip J. Lanzatella, head man of Philanz Oldsmobile Incorporated, selected the day purposely to confound superstition and to porated, selected the day purposely to confound superstition and to Oldsmobile dealerships. Thousands are expected to visit the show-rooms during the 9-day opening.

Beginning in the afternoon today and lasting well into the evening to resume again tomorrow, will be a continuous round of entertainment together with refreshments offered free to all comers with no strings attached, according to the Oldsmobile dealer. Special prizes of boys and girls bicycles, portable TV's, radios and other items will be awarded to fortunate visitors every day of the opening. Mr. Lanzatella stated, as well as featured Grand Prizes of even more valuable merchandise in the form of ranges, refrigerators and automatic washers. Public drawings will be made daily. It was emphasized and there is nothing to buy to be eligible nor need one be present at drawing to win. Festivities will continue all next week on the same pattern, it was announced.

The formal note will be carried out through the presence of six attractive young ladies, members of the Bliss School of Dancing who will serve as official hostesses. Entertainment headliners emceed by Homer Bliss, will include the teen-aged Dell Sisters, vocal duo and instrumentalists, Slim Michaels and his "Oldsmobile Rockets," Pat Torpey, western songstress, Red Timian and his "Rhythm Kings" and as an added attraction, Rosalie Michaels, Jubilee recording artist. The acts will be televised by remote control direct from the showrooms at 7 p. m. tonight (Friday) over WROC-TV, Channel 5, according to pres-time schedule.

### Meteoric Rise

Only a short year and nine months ago, Philip Lanzatella was a high ranking automobile salesman for another local General Motors Product agency. Just one of many other members of the "Red" Staff. An opportunity showed itself and he grabbed on to it and held on relentlessly, creating under considerable hardship in temporary quarters until this, his Great Day, finally an-

topography of the land that allows for somewhat of a split-level treatment with more-than-ample black-topped parking space.

Philanz Oldsmobile Inc. is staffed by 14 salesmen for new and used cars. Lanzatella takes personal direction of the new car sales and Charles White, an experienced used car executive from Anderson S. Car, has been employed as used car manager. Over 200 new and used cars are presently on display at the opening with 57 model Oldsmobiles available in all body types and colors, it was stated.

Mr. and Mrs. Lanzatella live in a home they purchased five years ago at 160 Wisner Road, Irondequoit in St. Cecilia's parish. They have two children, Anthony Philip, 13, attending Nazareth Hall, and John Francis, aged 2 1/2.

### Six Mercy Graduates To Enter Le Moyne

Six graduates of Our Lady of Mercy High School are entering their freshman year at Le Moyne College, Syracuse. They are Lina Coaker, Jean Entress, Teresa Pace, Ann Steger, Carol Vanderwheel and Annette Young. The Misses Coaker, Pace and Young earned New York State Scholarships.



Mr. and Mrs. Philip J. Lanzatella, officers of Philanz Oldsmobile Inc., will be presiding host and hostess at opening ceremonies today.



### Mothers Meet Daughters

OPENING A NEW school year at Academy of the Sacred Heart, the annual Mother-Daughter Welcome Included: seated, (from left) Mrs. James T. Tonery and Mrs. John Norton; standing, Patricia Norton, Mary Elizabeth Tonery and Dorothy Norton.

### IFCA Lists Talk By Missionary

The Rev. James E. Gaffey, chairman has invited Herbert Hart and Jack Burnett to present a skit and explain the Catholic Theatre. Miss Marion Boyle is meeting chairman. Reservations are being made with Miss Boyle, Butler 8 7582 or Mrs. Garriety, Hillside 5 2346 R.

At the meeting, Sept. 18 at 7:30 p. m. Father Gaffey will speak on Foreign Issues. A business session at which the program and committee activities for the year will be announced by Mrs. W. J. Powers, regent, will precede the Redemptorist Father's talk. Mrs. John Gaffey, program.

### Nunn Couple To Mark 53rd Anniversary

Mr. and Mrs. George L. Nunn of 419 Colwin St. will celebrate their 53rd Wedding Anniversary on Saturday, Sept. 14.

**OLD GOLD**  
Old and Broken Watch Cases, Rings and Jewelry etc., Are Worth Cash  
If it looks like gold let us check it without charge.  
Estimates free on mail shipments. Honesty is the best policy. "Honesty is our Policy."  
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48 NORTH ST.  
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DISTILLERS AND IMPORTERS OF FINE WINES AND LIQUORS FOR OVER 100 YEARS  
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PARK & TILFORD DISTILLERS CORPORATION, NEW YORK

960 RIDGE RD. EAST  
**PHILANZ**  
OLDSMOBILE  
**GRAND OPENING USED CAR SALE!**  
The TRADE-IN SALE of 1957!  
Compare these Prices! Act Fast! Hurry!

'57 CHEV. CORVETTE	\$3395	'54 MERC. Choice of 2 from	\$1295
'54 CADDY "62"	\$2595	'55 FORD Choice of 3 from	\$1095
'57 CHEV. Station Wagon	\$2595	'54 PONT. Choice of 2 from	\$995
'56 OLDS. Choice of 5 from	\$2395	'53 OLDS. Choice of 5 from	\$795
'56 BUICK Choice of 2 from	\$2295	'53 PONT. Choice of 2 from	\$795
'55 OLDS. Choice of 7 from	\$1795	'53 FORD Choice of 2 from	\$695
'55 BUICK Choice of 3 from	\$1695	'53 CHEV. Choice of 4 from	\$695
'55 FORD Convertible Choice of 3 from	\$1695	'52 CHRYS. "IMPERIAL"	\$595
'55 RAMB. Station Wagon	\$1395	'52 OLDS. Choice of 2 from	\$495
'55 PLYM. Station Wagon	\$1295	'52 CHEV. Choice of 2 from	\$295

ALL CARS SAFETY CHECKED  
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On The Mighty OLDSMOBILE!

# NEVER BEFORE SUCH FABULOUS DEALS!

The GRANDEST of GRAND OPENINGS!  
beginning TODAY, FRIDAY the 13th thru Sat. 21st

This can be YOUR LUCKY WEEK!  
Your YEAR-END DEAL

# NOW

WITH YOUR OLD CAR AS DOWN PAYMENT!!  
in most Opening Deals

SEE US ON TELEVISION!  
CHANNEL 5 TIME Fri. 7:30 P.M.  
WROC-TV  
Remote from Showrooms To Your Living Room!

FREE REFRESHMENTS

FREE! VALUABLE PRIZES! Free!  
NOTHING TO BEY—just let us know you're here.  
FOR ATTENDANCE ONLY DRAWINGS DAILY!  
You need not be present at drawings to win.

Philip J. Lanzatella

FREE ENTERTAINMENT DAILY

SEE and HEAR  
FRI & SAT. AFTERNOON AND EVENING  
The Dell Sisters Western N.Y.'s popular instrumental & vocal duo  
"Pat" Torpey Popular Western Vocalist  
"Red" Timian and his "Rhythm Kings"  
"Slim" Michaels and his "Oldsmobile Rockets"  
Extra Added Attraction Rosalie Michaels Jubilee Recording Artist

PHILANZ OLDSMOBILE 960 Ridge Rd.