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

Master of Ceremonies and Galaxy of Talent, topography of the land that allows for somewhat of a split-Scheduled for Auto Showrooms Speciacular! level treatment with more-than-

By Frank Giblin

Friday the 13th will introduce Rochester's newest automobile salesmooms 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 give added test to the testfully planned gala opening of his modern Oldsmobile dealership at 960 Ridge Road East, between Hudson and Portland Avenues. Thou sands are expected to visit the showrooms 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 rived Philanz Oldsmobile Inc. is dealer. Special prizes of boys and composed of Philip J. Lanzatella, girls bicycles, portable TV's, radios and other items will be president and treasurer, and awarded to fortunate visitors ev. Lucy M. Lanzatella, his wife, as ery day of the opening. Mr Lan-vice president and secretary. The quoit in St. Cecelia's parish. They zatella stated, as well as featured corporation owns the property. Grand Prizes of even more valu-412 acres of ground with 375 able merchandize in the form of feet of frontage on Ridge Road ranges refugerators and automatic washers. Public drawings 22 000 square feet under roof. East, and the new buildings with! will be made daily, it was emphasized and there is nothing to has also acquired a mortgage buy to be eligible nor need one that could age a less resourceful. To Enfer Le Moy ne young couple very fast. Festivities will continue all riext week on the same pattern, it was The impressive new buildings Mercy High School are entering ann ounced.

liners emceed by Homer Bliss, ways to the usual, aided by the ships. will include the teen-aged Dell Sisters, vocal duo and instrumentalists, Slim Michaels and his "Oldsmobile Rockets," Pat Torbev. western songstress, Red Timian and his "Rhythm Kings" and as an added attraction, Rosalle Michaels, Jubilee recording artist The acts will be televised by remote control direct from the showrooms at 7 pm. tonight (Friday) over WROCTV, Channei 5, according to press-time schedule.

#### Meteoric Rise

Only a short year and nine months ago, Philip Lanzatella was a high ranking automobile salesman for another local Genéral Motors Product agency, just one of many other members of an active staff. An opportunity showed itself and he grabbed on to it and held on relentlessly, operating under considerable hard. ship in temporary quarters until his Great Day, finally a

> and HEAR

**AFTERNOON** AND EVENING

The Dell Sisters Western NY.

popular

& vocal due

'Pat' Torpey Popular Westerm

Vocalist

"Red" Timian

"Rhythm Kings"

Michaels

"Oldsmobile Rockets Extra Added Attraction

Rosalie

Michaels Recording Artist lows for somewhat of a splitample black - topped parking

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 marrager. 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.

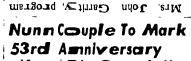
Mr. and Mrs. Lanzatella Live in a home they purchased five years ago at 160 Wisner Road, Irondehave two children. Anthony Philip, 13, attending Nazareth Hall, and John Francis, aged 234.

## Needless to say, the corporation Six Mercy Graduates

Six graduates of Our Lady of were roughly designed and their freshman year at Le Moyne The formal note will be car planned by the Oldsmobile deal College, Syracuse. They are Lina ned out through the presence of er himself and then drawn into Coaker. Jean Entress. Teresa six attractive young ladies, mem-blueprint form by Thomas Boyd Pace, Ann Steger, Carol-Vanderbers of the Bliss School of Dane Jr., local architect. The general wheel and Annette Young. The ing who will serve as official layout is thoroughly modern and Misses Coaker, Pace and Young hostesses. Entertainment head an interesting departure in many earned New York State Scholar, vities for the year will be an-

Mr. and Mrs. Philip J. Lanzatella, officers of Philans Oklamobile

Inc., will be presiding host and hostess at opening coremorales



Goodman St.

speak on Foreign Issues.

torist Father's talk.

A business session at which

the programm and committee acti-

nounced by Mrs. W. J. Powers, regent, will preceed the Redemp-

Mr. and Mrs. George L. Nunn of 479 Column St. will celebrate their 53rd Wedding Anniversary on Saturda , Sept. 14.



#### **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 CSS.R. recently returned to the Hart and Jack Burnett to pre-United States after spending 17 sent a skit and explain the Cathyears in Brazil will be guest olic Theatre. speaker at the meeting of Rochester Circle International Fed.

Miss Marion Boyle is meeting eration of Catholic Alumnae at chairman. Reservations are being the Chatter box Club, 25 North made with Miss Boyle, Butler 8 7582 or Mrs. Garriety, Hillside At the meeting, Sept. 18 at 7.30 p.m. Father Gaffey will

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\$2595 **'57 CHEV.** Station Wagon

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'56 BUICK '55 OLDS.

Choice of 7 from '55 BUICK · Choice of 3 from

'55 FORD Convertible Choice of 3 from

'55 RAMB. Station Wagon

Station Wagan

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environs is cordially invited to attend our gala

**'54 MERC.** Choice of 2 from '55 FORD Chaice of 3 from

**'54 PONT.** Choice of 2 from

'53 OLDS. Choice of 5 from **'53 PONT.** 

Choice of 2 from '53 FORD Choice of 2 from

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WITH YOUR OLD CAR AS DOWN PAYMENT!

most Opening Deals

SEE US ON TELEVISION! CHAINNEL WROCET

Grand Opening . . . . the Grandest Grand Opening of them all Here, beginning today, Friday the 13th you will find a continuing series of entertainment and an opportunity to gain exciting FREE MERCHANDISE! All this as an introduction to FABULOUS SAVINGS in 1957 Oldsmobiles and "hand-picked" used cars . . . come early, stay late! Every day and evening!

Philip J. Lanzafella

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