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'\$1000 Find' Is Philanz Top Conversation Piece

By FRANK J. GIBLIN
According to Philip Lanzatella, president of Philanz Oldsmobile Inc. on Ridge Road East, his firm's decision to give away One Thousand Dollar Government bonds at intervals during their new and used car June sales campaign, has proved to be the greatest 'conversation piece' they have yet introduced.



"Everybody seems to be talking about it," the young auto dealer executive declared yesterday, "and that's good for Philanz."
To date there have been two \$1000 bonds found by fortunate ones who followed radio clues heard over WRVM (680) and continued with 'bonus' clues obtained only at the dealership at 960 Ridge Road East. Bonus clues are distributed only between the hours of 1:30 and 6:30 every weekday Monday through Friday.

In case you are interested in finding a thousand dollar bond that can be yours with no strings attached whatsoever, it appears that the bonus clues received at Philanz are the CLINCHERS.

This explains the line-up of treasure seekers every weekday afternoon. They obtain their clues and they're off! At the last finding, around fifteen or twenty cars were parked in the vicinity of a stone wall while their owners and friends were scouring about in jubilant search. They were joined by two young married women who had paired off for the hunt.

The young women found it (the bond) in a simple little cache that many others had passed over without a bit of probing.

The first \$1000 bond was discovered by two men friends who also paired up for the search. The third bond may be found any minute before this paper goes to press.

But there will be a FOURTH according to Phil Lanzatella. "IT'S ONE GRAND MONTH AT PHILANZ" throughout June. Good Luck!

PHYSICIAN TO SPEAK AT ST. SALOME MEETING
Dr. Anthony J. Saell will speak after the St. Salome Mission Society meeting, Wednesday evening, June 11, Mrs. Elmer Ernst will preside.
Films provided by the Cancer Society will be shown. All parish women are invited.

Wegman's Presents 'New Market Look'

The "new look" in supermarkets was unveiled to area residents this week with the opening of the new Wegman market at the corner of Fairport Road and Marsh Road in East Rochester.

The 25,000-square-foot market is designed to combine beauty and customer convenience, according to Robert E. Wegman, president of the food stores.

One of the highlights of the market is the "Starlight Roof" bakery above, with fresh breads and pastries displayed in colorful surroundings under recessed spotlights in the ceiling.

John B. Taylor, store manager, cites Wegman's photorized parcel pickup system as the ultimate in customer convenience. As shoppers check out, their purchases travel on a conveyor track underneath the floor and up again outside the store. There an attendant loads the orders into the customers' cars as they approach the pickup station.

Dominating the interior of the store is the meat counter at the rear, with the latest automatic meat packaging machinery operating in the background for shoppers to watch. Frozen food cases occupy 130 feet in the store.

The interior will be unusually colorful, with a Caribbean blue-marbled tile floor, aqua meat cases, a sunshine yellow produce section, and garden green frozen food counters. Exterior color accents will be provided by porcelain-glazed bricks in deep blue, gold and Chinese red.

Seton Groups In Action

39TH BRANCH of Seton Workers of St. Mary's Hospital was entertained by Mrs. Frank Eaton of Beach Ave. at a luncheon, Tuesday, June 3.

52ND BRANCH will meet at the home of Mrs. Bernard E. Tofany of Titus Ave., Wednesday, June 18, 8:30 p. m.

40TH BRANCH will meet at the home of Mrs. George T. White Jr. of 1453 Chili Ave., Tuesday, June 10.

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RETARDED CHILDREN AID PLANNED BY ASSOCIATION

MONROE County Chapter of the Association for the Help of Retarded Children will meet at the Party House, 677 Benham Road, on Monday evening, June 16.

A meeting session, following a dinner at 6:30 p. m., will include a review of the local program and plans for future activities on behalf of retarded persons living in the area.

ANDY CHENEY, Realtor
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ROCHESTER Savings Bank

New Church Tower At St. Anne's

Framework for tower of new St. Anne's Church, Rochester, was put in place this week. Construction on the colonial style church is scheduled to be completed by end of this year.

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'53 MERCURY Monterey Hardtop \$596	'56 FORD 2 Door Victoria \$1496	'53 STUDEBAKER 2 Door \$296	'55 PLYMOUTH 2 Door \$896
'53 WILLYS 2 Door Hardtop \$496	'58 FORD Fairlane Convertible \$2896	'52 CADILLAC '62" 4 Door \$696	'57 CHEVROLET 'Bel Air' 4 Door \$1796

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