

# THE TALENT

The Newsletter of the Western New York Region of the Cadillac-LaSalle Club, Inc.

SPRING 2008

## BODY BY BRUNN OF BUFFALO

The passing of Harry O. Brunn, Jr., grandson of Henry Brunn of carriage and custom car body fame who died in Buffalo January 7, recalled the days of custom body automobiles in the early 1900s.

The automobile custom body era enjoyed its heyday from the mid-1920s to the mid-1930s and catered to the very wealthy and business enterprises that needed a special body for their particular line of work, such as the funeral home business. (No pun intended)

One of the leading builders of custom bodies was the Brunn Carriage Manufactory, right here in Buffalo. Founded by Henry Brunn in 1882 at 41-45 Eagle Street, it became a successful builder of carriages for the wealthy and a Brunn Carriage was used by President William McKinley at the Pan American Expo in 1901 where he was shot and later died.

As his business expanded, Henry moved his company to Main and Summer Streets.

His grandson Harry said as automobiles started replacing the horse and fancy carriages his grandfather adapted to the new carriage trade that now were purchasing the new fangled automobile and wanted individual and unique bodies commensurate with their status.

As autos began developing Henry believed the electric car was the way to go. He got into the business with an electric car, the Brunn Electric, developed with George Atterbury. "He also turned down a personal offer from Henry Ford

to buy half interest in the Ford Motor Company for \$28,000," Harry told me in an interview.

The company later dropped the Manufactory from its name and it became the Brunn Carriage Manufacturing Company and much later to Brunn Auto Services specializing in painting autos and body work. "My grandfather's brother had a son, Hermann who started his own shop, the Brunn Company, and they also designed and built bodies for the auto industry. This has been the source of much confusion," he told me.

Lincoln, Packard, Rolls-Royce and the Pierce-Arrow chassis' appear to have been used for custom bodies more than the Cadillac perhaps because Cadillac had the Fisher Brothers and the Fleetwood Company on the payroll and there was no need to go to an outside builder for special bodies. Harley Earl was also on the GM payroll.

Ironically, Henry's belief in the superiority of an electric auto was perhaps ahead of his time as electric powered autos are now in the forefront of the "green" automobile.

A bit of Buffalo auto history.



1931 CADILLAC STATIONWAGON



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The Talefin is the official publication of the Western New York Region of the Cadillac-LaSalle Club, Inc. Opinions and editorials in The Talefin are not necessarily the policy of the club.

Mailing labels are updated to reflect region membership at the time of each issue. They are provided by Roger Libby, with assistance from our membership director, Dick Walther.

# PRESIDENT'S MESSAGE

Greeting friends and fellow club members,

Here we are on the verge of another springtime and classic car season. It will soon be time to awaken our sleeping beauties and begin the process of primping and priming them for another round of show and go.

I hope we are all aware of the upcoming Spring Brunch, May 4, at the Grand Island Holiday Inn. If you haven't yet sent in your reservation, be sure to contact Bob Morris at 694-9830. You can also pay at the door.

We will be holding our annual Keyser show on June 1st. Please see the notice enclosed in this issue of "The Talefin" for details on entering.

We do not yet have a date for our show in Rochester at Valley Cadillac, but we will make certain that it does not conflict with the Grand National which is held at Cherry Hill, New Jersey August 12-16. I know this is some distance in the future, but I hope to be there and hope many of you can also make the short trip.

We will be holding a monthly meeting at Sunny's restaurant in Batavia on Saturday, April 5. Subsequent meeting will be at the Brunch on May 4, the Keyser show June 1, and the August show (date to be determined) at Valley Cadillac. We will then resume our normal monthly meeting schedule of the first monthly Saturday on September 6.

Please try to attend the various events and the meetings. There are a number of hard working members who try to keep the club alive, interesting and enjoyable to all.

Hope to see you soon at a meeting or a club event.

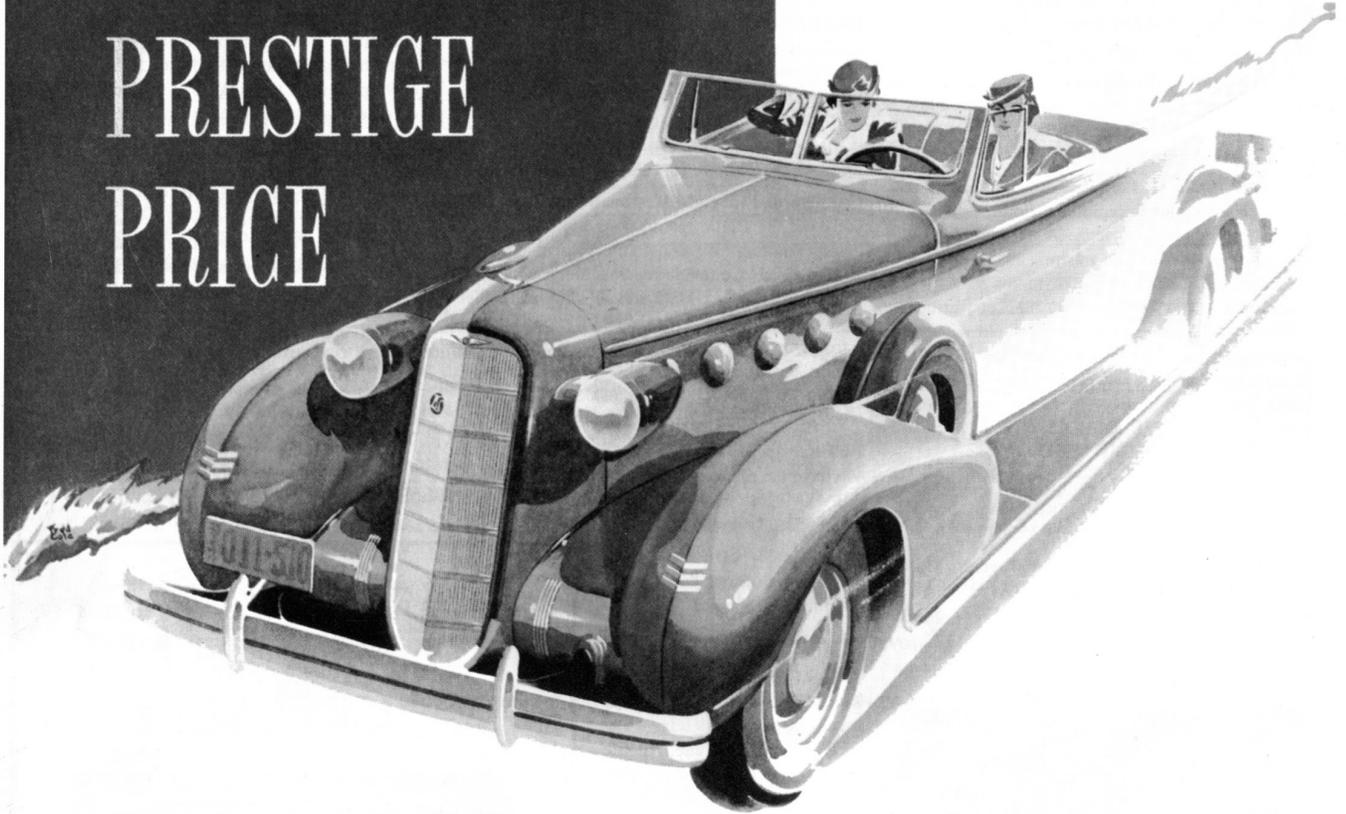
Peter Arnold  
President

# CLASSIC LOGO



1920

PERFORMANCE  
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PRICE



*Three important advantages offered by*  
**THE NEW LA SALLE**

**TO DRIVE** the new La Salle is sheer delight. Its performance is so fresh and eager that the car seems actually inspired. It glides through traffic with alert and resourceful ease. It meets the challenge of the open road with hour after hour of swift, unlabored speed. It takes the longest hills in flashing, effortless stride.

**TO OWN** the new La Salle is to enjoy a deep, new feeling of pride. For the new

La Salle is smarter in styling than the style-setting La Salle of last year. Its new Fisher Bodies are the latest in design . . . with the safety of solid steel Turret-Top construction. Its interiors are trimly tailored in fabrics of character. It is built throughout to quality standards . . . a tribute to fine car ideals.

**AND TO BUY** the new La Salle is a pleasant proceeding. For La Salle has taken

its place in a new and lower-price field . . . and to that field has brought a vast new measure of quality. Then, too, the new La Salle is available on convenient G.M.A.C. terms . . . a true advantage to those who desire to purchase out of income.

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\$1225

and up, list price at the Cadillac factory, Detroit, Mich. Offered in four models. Model illustrated, the Convertible Coupe, list price, \$1325. Special equipment extra. \* \* \* A product of General Motors.

DESIGNED AND BUILT BY CADILLAC

# A STROLL DOWN MEMORY LANE

By Peter Arnold

Recently I began sorting through some of the piles of "stuff" I have gathered over the years, hoping to save my children a good deal of unpleasant work at the time of my eventual passing from this earthly scene (which I hope is deferred until far in the future!). As I looked over many of the auto brochures, pictures, magazine articles, etc., my mind began to meander down the corridors of times gone by, and I recalled sights and sounds of bygone days.

I remember fifty years ago seeing a gorgeous black Eldorado convertible pulling into a filling station. Both doors swung open and from the driver's side emerged a man whose garb and demeanor cried out "Mafioso!", and from the passenger's side exited a lady (?) whose flashy dress and lavish makeup could only mark her as his "moll". But what a car! With both doors wide open the black and white leather upholstery dazzled the eyes of this awestruck and impressionable young man.

I worked for a time in an office on Ferry and Bailey, and I remember an incredibly beautiful dark green 1958 Fleetwood 60 Special driven by a chauffeur in full chauffeur's livery, cap and all. In the rear seat resided an elegant elderly lady, coiffed and coutured in the fashions of the day, and I would watch in silent admiration as this magnificent land yacht would glide in stately splendor around the corner and on to its destination. Motordom's Masterpiece indeed.

I remember a stunning dark green 1962 Cadillac convertible at a car lot on the corner of main and Delavan. How many times I stopped to gaze at this beauty, knowing full well I could never afford it, yet hoping somehow the Gods would smile upon me and make it mine. It never happened.

I remember many times coming home from the night shift at Bethlehem Steel, and making a detour on Main Street

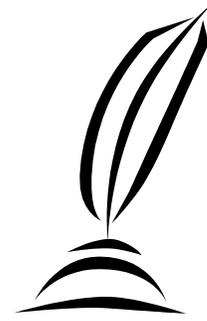
to stop at the Tinney Cadillac lot, and wandering through the lot alone and undisturbed, lusting after all the sensuous, seductive shapes and curves.

I remember walking past a fenced lot on Leroy Ave. and seeing a man detailing a baby blue 1957 Eldorado convertible, a car that would certainly be a first prize winner in any show. The man working noticed my rapt attention and asked me how I liked the car. He told me that it belonged to one of the Tinneys (Tinney Cadillac) and that I could be for sale. "Why don't you talk to Mr. Tinney," he asked, "He'll work something out with you." I nodded weakly, knowing full well that my pocketbook did not have nearly the depth required to own such an icon.

I remember riding with my son as we went to look at a 1976 Eldorado convertible that was advertised for sale. As we rounded the corner of the street where the car was located, I saw a beautiful dark green convertible, top down, evening sun gleaming on waxed paint and chrome. "Peter" I said "if the man will talk at all, that car is mine." Well, we talked and the car is mine, and every time I go to the garage to get the snow blower, that car smiles at me and asks, "Is it time to get out in the sunshine?" "No, my beauty," I reply "no nasty salt or winter grime will ever besmirch your pristine underpinnings!"

Well, enough of the old times. Strange how the human memory works. Most of the events that we found so vexatious in the past are either glossed over or forgotten entirely, and we remember only those happy, halcyon days of yore.

Thanks for your company on my reverie in the past, and I hope our trip has evoked some pleasant memories of your own.



## WE'D LOVE TO HEAR FROM YOU

As a club, it is important for members to share their experiences that would be interesting to those who love old automobiles especially Cadillac's and LaSalle's. Here are some ideas to get you thinking about your article for our newsletter:

1. How did you find your car?  
Is there a story that we all can relate to.
2. Interesting experiences with your antique car.
3. Restoration - What to Do and What Not to Do.
4. Trip Suggestions.
5. Experiences at car shows
6. Your views on the hobby, cars, judging, club, etc.
7. Garages, yours or a garage you saw that we would all love to have.
8. Why I like my model Cadillac, LaSalle.

Send your article to the editor who will be most appreciative as will the readership. Addresses are:

E-mail: brayjd@dyc.edu

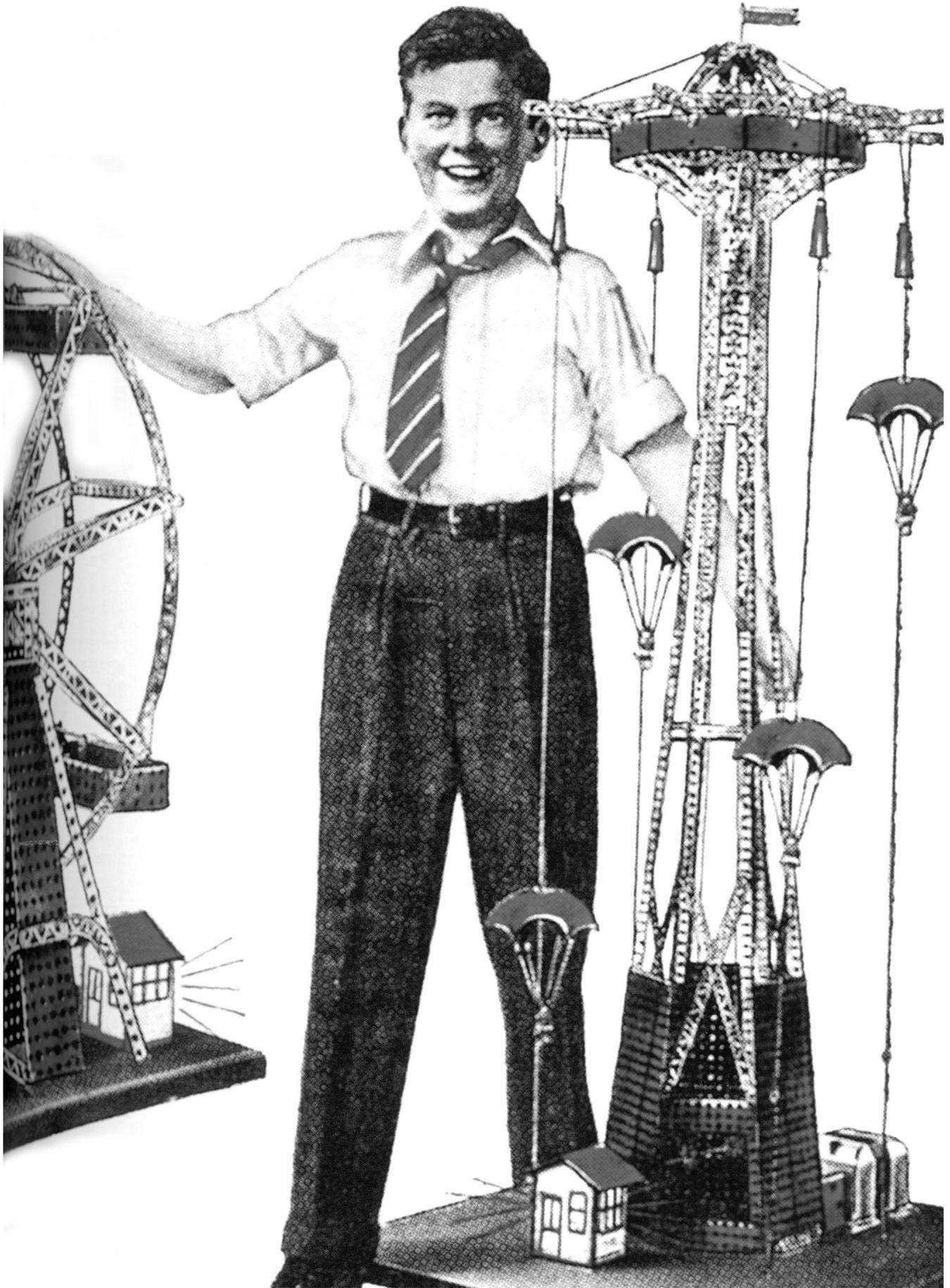
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Buffalo N.Y. 14201

Or call me to discuss your ideas.



**19th ANNUAL WESTERN N.Y. REGION  
CADILLAC-LASALLE CLUB  
INTERNATIONAL CAR SHOW  
SUNDAY, JUNE 1, 2008**

**11:00 A.M. TO 3:00 P.M.**

**HOSTED AND SPONSORED BY KEYSER CADILLAC**

THE SHOW WILL BE HELD AT KEYSER CADILLAC  
4130 SHERIDAN DRIVE, WILLIAMSVILLE, N.Y.  
(TAKE THE SHERIDAN DRIVE EXIT FROM THE  
I290 AND GO 1 BLOCK EAST)  
DASH PLAQUES TO THE FIRST 75 CARS  
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SPECIAL PLAQUES WILL BE AWARDED FOR  
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CLASSES AND ONE BEST OF SHOW AWARD



CLASS 1 1903-1955  
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DAY OF SHOW \$10.00 PER CAR  
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**MAKE (CADILLAC OR LASALLE) AND YEAR OF CAR** \_\_\_\_\_

**CHECKS PAYABLE TO WNY-CLC**

**MAIL TO: DICK WALTHER 141 SHALE DRIVE ROCHESTER, N.Y. 14615**

## CLASSIFIED ADS

Classified ads will run for two issues and are free for paid up region members. All ads must include price of item(s) being advertised and **MUST** be Cadillac/LaSalle related. Business card size ads are \$50 for members and \$60 for non-members for one year (about 5 issues).

## NEW GRADE FUEL HOSE

An article by John Cullinan writing in the Dagmar, the newsletter of the Rocky Mount Region CLC, says to use the enhanced 3OR9 fuel hose as the new gasolines degrade the traditional SAE3OR fuel lines.

He recommends the Goodyear SAE3OR9 at \$5 per foot. "The new Goodyear 3OR9 is compatible with a variety of fuels, including gas, diesel and ethanol," he writes. It has a special blue liner that adds to resistance to new fuels and makes it very easy to slide over the fittings.

NAPA carries the Gates 3OR9 at \$8 per foot.

## NEXT MEETING

The next Club meeting is Saturday, April 5 at Sunny's Restaurant on Main St. in Batavia at 1 p.m.



## CLASSIC QUOTE

*"They looked like chrome plated barges."*

**Raymond Loewy**  
on automobiles of the 1950s



*Cadillac's 1940 thru 1976 Our Specialty*

Pre 1960's Buying Old Cadillac Parts, Stashes, N.O.S. & Used

**LAURICELLA'S CARS OF THE PAST**

12469 Roosevelt Hwy. Lyndonville, NY 14098

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## BOOK LIST

Automobile magazine came out with a recommended list of books for the auto guy and gal. The list included:

- The Dream Machine: The Golden Age of American Automobiles 1946-1965
- The Decline and Fall of the American Auto Industry
- Car: A Drama of the American Workplace
- A Century of Automotive Style
- Ford: The Dust and the Glory - A Racing History
- Rivethead - Tales from the Assembly Line
- Where the Suckers Moon

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