



CRUISIN' THE WURLITZER 2023



EVERY MONDAY NIGHT
MAY 1 – SEPT 25, 2023 5P-9P



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Food and Drink by
Platters Chocolate Factory
Fathey Beer Company
Local Community Organizations



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Raffles



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Cruisin at the Wurlitzer



Each and every week here at Cruisin the Wurlitzer we

HONOR OUR COUNTRY..OUR FLAG ..AND OUR VETERANS

For more information on joining Pist'N Broke Cruisers or you would like to Sponsor WNY's Largest Weekly Car Cruise
Call or text Joe 716-308-1015 or Don 716-909-9889
email: pistnbrokecruisers@gmail.com

SPECIAL EVENT NIGHTS

MAY 1 - OPENING NIGHT

MAY 15 - LAW ENFORCEMENT NIGHT

MAY 29 - MEMORIAL DAY - ALL VETERANS HONORED - BUDDY'S SECOND CHANCE RESCUE

JUNE 12 - FIRE TRUCK - MERCEDES BENZ CLUB OF BUFFALO - ELECTRIC BIKE RAFFLE

JUNE 19 - THIS IS THE NIGHT OF OPEN WHEEL, GASSERS AND RACE CARS

JUNE 26 - WEST HERR - INTERESTING CARS FROM WEST HERR AND A SPECIAL RAFFLE DRAWING

JULY 10 - 70TH ANNIVERSARY OF THE CORVETTE FEATURING

CORVETTES OF BUFFALO CAR CLUB - BUDDY'S SECOND CHANCE RESCUE

JULY 17 - BUFFALO WRANGLER CLUB FEATURING ALL JEEPS AND 4x4's - BUDDY'S SECOND CHANCE RESCUE

JULY 24 - BRITISH CAR CLUB FEATURING MG's, TRIUMPH'S AND MORE

JULY 31 - AMC, NASH, RAMBLER AND HUDSON NIGHT

AUGUST 7 - "THE GREAT GATSBY" - THANK YOU TO JIM AND MARY ANN SANDORO FOR FEATURING CARS FROM THE
BUFFALO TRANSPORTATION-PIERCE ARROW MUSEUM AND OTHER INVITED OWNERS OF CARS OF THE 30'S
AND 40'S. TAKE PICTURES OF THOSE DRESSED IN PERIOD CLOTHING WITH THESE GREAT CARS!! -
BUDDY'S SECOND CHANCE RESCUE

AUGUST 14 - FIRE TRUCKS - OLD AND NEW!! BUDDY'S SECOND CHANCE RESCUE

AUGUST 21 - VINTAGE BIKE NIGHT - FEATURING PRE-1990 MOTORCYCLES, MINIBIKES AND MORE.

SEPTEMBER 4 - LABOR DAY - BUDDY'S SECOND CHANCE RESCUE

SEPTEMBER 25 - A VERY SPECIAL LAST NIGHT OF CRUISIN THE WURLITZER 2023 - BUDDY'S SECOND CHANCE RESCUE

OCTOBER 21 - TRUNK OR TREAT 2PM-4PM - BUDDY'S SECOND CHANCE RESCUE

CHECK OUR WWW.CRUISINTHEWURLITZER.COM FOR MORE INFORMATION

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Our students are proud to be a part of Cruisin' the Wurlitzer 2023, in many ways. From students singing the National Anthem, the marching band playing important roles in ceremonies, to engaging with the Veterans and visitors of the Cruise.

Our students, parents and staff, thank you for this opportunity!

Please visit: <https://www.msacademy.org>



Mount St. Mary Academy
3756 Delaware Ave.
Kenmore, NY 14217



CELEBRATING 85 YEARS OF HISTORY



Carl & Vera Platter launch Platter's Chocolates in the basement of their house at 134 E. Felton Street selling molded Easter chocolates door to door.

1938



Serial entrepreneur and Pharmacist, Roger Urban, purchased Platter's Chocolates with the intent to grow the business through wholesaling.

1974



Assets of Betty Dixon Candies in Jamestown is purchased to extend the inhouse confection making to include creams, jellies, caramels and a WNY favorite, sponge candy. **Rumor has it, Lucille Ball once worked for Betty Dixon and it's quite possible that's where the idea for the famous episode of Lucy and Ethel on the I Love Lucy show!

1992



Platter's Chocolates expands again opening an Ice Cream Shoppe to allow them to offer ice cream and chocolate throughout the summer months.

2001

Joe and Heidi Urban become majority shareholders of Platter's Chocolate Factory. As well as, the official mascot of PCF, Sammy Sponge, celebrates his 5th Birthday on July 16th.



2022



Having tremendous success Carl turns his part time business into a fulltime career. Buying the house next door for manufacturing in the basement and keeping 134's basement his storefront. He even built a tunnel under the driveway to move product between the two basements!

1950

1976

Platter's Chocolate moves to 954 Oliver St. to allow for expansion of production to include wholesale accounts.



Mike, Sherry, Bruce, and Joe Urban all become equal owners after the passing of their father, Roger Urban. Bruce and Joe join their sister Sherry in the business fulltime to carry on the legacy.

1993



A move to the Wurlitzer Building, allowed Platter's to expand the business with the introduction of our café that include inhouse pastries, coffee beverages and ice cream year-round. Platter's offers public viewing areas of our production facilities and can now call ourselves Platter's Chocolate Factory!

2016

2023

Platter's Chocolate Factory celebrates 85 Years in business. Thank you for making us the Sweetest Destination in WNY!



At the Wurlitzer Building

Platter's Chocolate Factory, located in the historic Wurlitzer building between Niagara Falls and Buffalo, New York, has been crafting specialty chocolates since 1938. A visit to our location will include multiple viewing areas where you can see our candy making processes; from whipping a batch of sponge candy to pouring molded novelties, and sea salt caramels running down our production lines. You can enjoy treats from our Coffee Café, Ice Cream Shoppe and Chocolate Store, while relaxing by our fireplace, factory viewing area or outdoor patio. We welcome guests from across the globe to share in a Western New York tradition.

908 Niagara Falls Blvd. North Tonawanda, NY 14120  www.platterschocolates.com

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Cruisers and guests..Help us thank our many sponsors by visiting their websites, retail shops, online stores, and consider them as you make decisions on products and services they offer. Please mention their ads from this Cruisin' the Wurlitzer 2023 Brochure.

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Events

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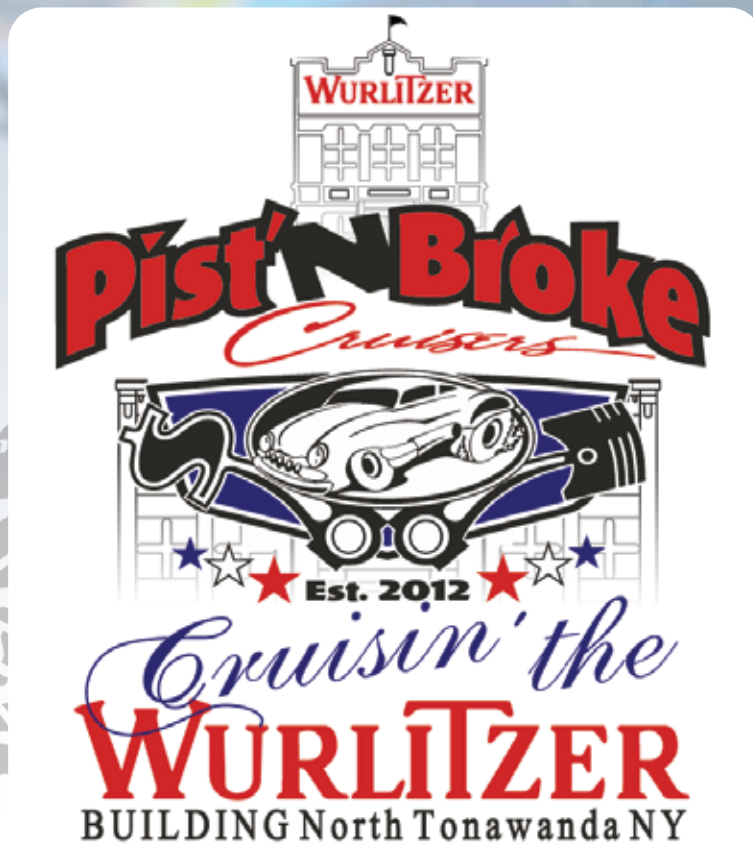
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July 10, 17
August 7, 14
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October 21*





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THURSDAY

CRUISE NIGHTS

5:30-8:30 * Main Street * Akron, NY

Russell Park - DJ, 50/50, Driver Prizes & Food Stand



- | | |
|-------------------------|---|
| June 1 st | Hot Rods, Rats & Customs Night |
| June 8 th | VW Night |
| June 15 th | Truck Night |
| June 22 nd | Classic, Vintage Cars or Truck Night |
| June 29 th | Ford Motors Night |
| July 6 th | TRACTOR NIGHT <i>(Special Bicentennial Event)</i> |
| July 13 th | Camaros VS Mustangs Night in memory of Bob Lucia |
| July 20 th | Bike Night |
| July 27 th | Corvette Night |
| August 3 rd | Mopar Night |
| August 10 th | Jeep Night |
| August 17 th | General Motors Night |
| August 24 th | Street, Strip & Gassers Night |
| August 31 st | Off Road & 4x4 Night |



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In addition to being a Certified Life Coach, Melody Nardone has an amazing voice. She is one of our National Anthem singers at Cruisin the Wurlitzer. Melody has wowed the Veterans, our cruisers and visitors with her captivating voice. Join us every week at Cruisin the Wurlitzer as we...

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CRUISIN' THE WURLITZER 2023

Unscramble these words to solve the puzzle!

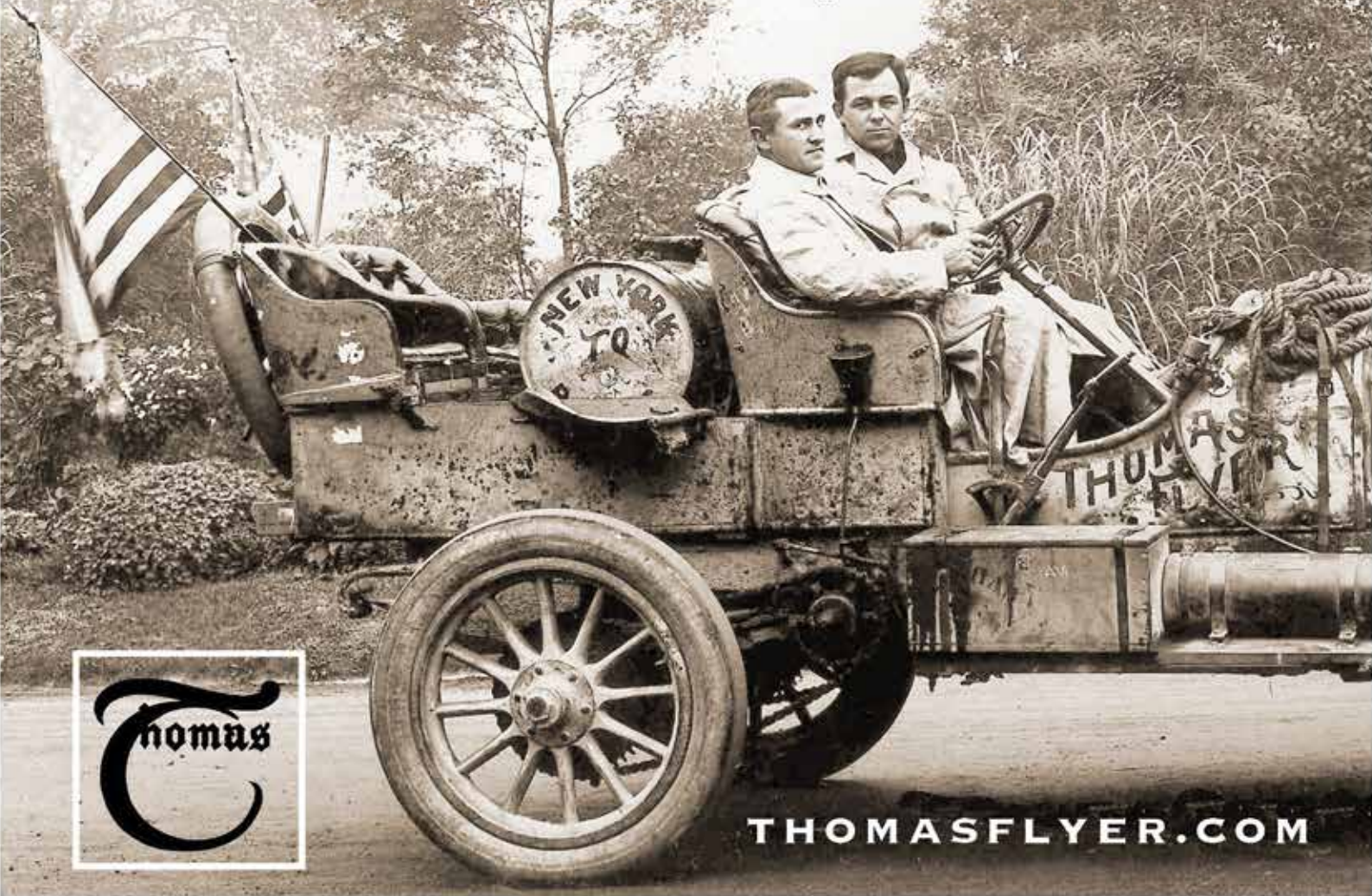
1. TOLANNAI EMTHAN
2. IEEPCR WRORA
3. CPOEU
4. TVEARSEN
5. JPEE SDIANL
6. SLPIECA NTVEE IHNGT
7. RRIWUZLTE EEVTSN
8. LNSBELIGR IMOTTOAEVU
9. ERTIFKRCO GTINH
10. ESLRTATP HCOEOLATC
11. SUDBDY OSEDNC ACENCH
12. AICNEAM LFAG
13. AIRGNAA FASLL UBEODARLV
14. SRFETO UMPG
15. LKYEWE RCA EISUCR
16. UGMORAL LSGIR
17. WERNRGAL
18. ORVTETCE
19. WHOS DFILE
20. TFATEY ERBE MPOYCAN
21. OSHW HMERCO
22. TGNGSERA STUIS
23. GANKPIR
24. SERIUC TGHIN
25. EETTRLHCOV
26. NTIPS OERKB RUSIRSEC
27. SARC NDAUSTCRK
28. EWST REHR WEN OYKR
29. SIUOEPNNS
30. WLA EFCNEROTNME IGHNT
31. RIR YSLPPU ECTESNR
32. REWPO LOOST DAN IABEVASAR
33. NASLDAH RVEEISC ERENTC
34. ELATDGIHSH
35. EPRUS ERRAHGC
36. NEWASEH FGOL CEOSRU
37. LLLESAA DACLLACI
38. TRPDHAO
39. IGB LOCBK
40. ESE UOY TEXN RYAE

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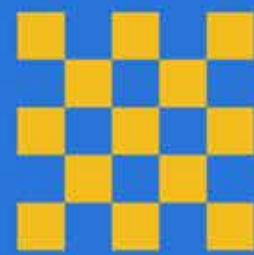
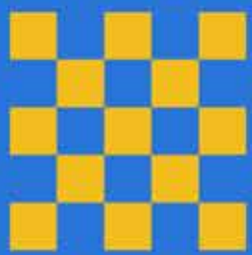
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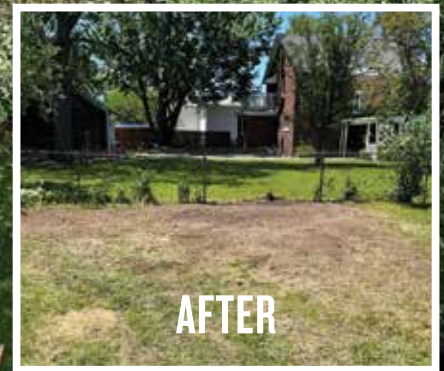
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Each and every week at Cruisin the Wurlitzer, we are honored to have many Veterans among the cruisers and visitors. Together we are proud to honor the men and women who have served and are still serving in the United States Military.

It is with great humbleness that we welcome all Veterans.

It is with respect for these many men and women that..

We Honor Our Country...Our Flag..and OUR Veterans





This photo taken at Irr Supply Conference Center during a Meet & Greet with our Veterans following the March 2023 monthly meeting of Pist'n Broke Cruisers

Back Row Standing - left to right

LaVern Zastrow age 99 WWII, Jan Reeves age 90 Korean War, Bill Irr age 92 Korean War, Dr. John Long age 96 WWII, Richard Remmlee age 90 Korean War, Bruno Pancini age 101 WWII

Front Row Seated - left to right

Edward Glaser age 91 Korean War, Don Seefeldt age 97 WWII, William Dibble age 101 WWII, Lou Trapasso age 97 WWII, Fran Lucca age 98 WWII, Richard Keil age 102 WWII, William Gosch age 99 WWII



Not in attendance during above photo
Casey Buchowski age 98 WWII



Remembering our good friends
who are no longer with us..

Elmer Wienclawski age 102 WWII
(above on right)

Richard Duerr age 97
WWII
(left)



Honoring Our Country and Our Flag during the
National Anthem



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Founded in 2017, Fathey Beer Company is a bottle shop, tap room and a craft community experience. Open daily from 12:00-10:30pm.

We are dog friendly, people friendly and feature a large selection of craft beer, wine, cider, seltzer, sodas, non-alcoholic drinks, snacks and a world famous chicken sandwich. Fathey Beer has an active Mug Club of beer enthusiasts, indoor seating, outdoor seating and beer delivery. Hope to see you soon!

Cheers, Fathey Beer

Mon - Sun 12pm - 10:30pm+
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Car Show - Mon 5pm
Trivia - Tues 7pm

Questions, reservations, events?
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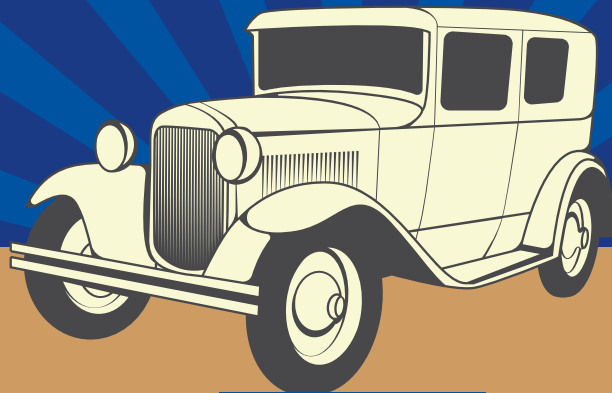
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Photos courtesy of Clemco Industries Corp.

CRUISIN' THE WURLITZER 2023

Unscramble these words to solve the puzzle!

1. TOLANNAI EMTHAN	NATIONAL ANTHEM
2. IEEPCR WRORA	PIERCE ARROW
3. CPOEU	COUPE
4. TVEARSEN	VETERANS
5. JPEE SDIANL	JEEP ISLAND
6. SLPIECA NTVEE IHNGT	SPECIAL EVENT NIGHT
7. RRIWUZLTE EEVTSN	WURLITZER EVENTS
8. LNSBELIGR IMOTTOAEVU	BELLRINGS AUTOMOTIVE
9. ERTIFKRCO GTINH	FIRETRUCK NIGHT
10. ESLRTATP HCOEOLATC	PLATTERS CHOCOLATE
11. SUDDDY OSEDNC ACENCH	BUDDYS SECOND CHANCE RESCUE
12. AICNEAM LFLAG	AMERICAN FLAG
13. AIRGNAA FASLL UBEODARLV	NIAGARA FALLS BOULEVARD
14. SRFETO UMPG	FOREST GUMP
15. LKYEWE RCA EISUCR	WEEKLY CAR CRUISE
16. UGMORAL LSGIR	GLAMOUR GIRLS
17. WERNRGAL	WRANGLER
18. ORVTETCE	CORVETTE
19. WHOS DFILE	SHOW FIELD
20. TFATEY ERBE MPOYCAN	FATTEY BEER COMPANY
21. OSHW HMERCO	SHOW CHROME
22. TGNGSERA STUIS	GANGSTER SUITS
23. GANKPIR	PARKING
24. SERIUC TGHIN	CRUISE NIGHT
25. EETTRLHCOV	CHEVROLET
26. NTIPS OERKB RUSIRSEC	PIST N BROKE CRUISERS
27. SARC NDA USTCRK	CARS AND TRUCKS
28. EWST REHR WEN OYKR	WEST HERR NEW YORK
29. SIUOEPNNSS	SUSPENSION
30. WLA EFCNEROTNME IGHNT	LAW ENFORCEMENT NIGHT
31. RIR YSLPPU ECTESNR	IRR SUPPLY CENTERS
32. REWPO LOOST DAN IABEVASAR	POWER TOOLS AND ABRASIVES
33. NASLDAH RVEEISC ERENTC	ASHLAND SERVICE CENTER
34. ELATDGIHSH	HEADLIGHTS
35. EPRUS ERRAHGC	SUPER CHARGER
36. NEWASEH FGOL CEOSRU	SHAWNEE GOLF COURSE
37. LLLESAA DACLLACI	LASALLE CADILLAC
38. TRPDHAO	HARDTOP
39. IGB LOCBK	BIG BLOCK
40. ESE UOY TEXN RYAE	SEE YOU NEXT YEAR

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THE WURLITZER BUILDING

NORTH TONAWANDA NEW YORK
BIRTHPLACE OF THE "MIGHTY WURLITZER" ORGAN

History tells us around 1893, The North Tonawanda Barrel Company was formed by a group of innovative and enthusiastic gentlemen in what was then part of Martinsville, New York (soon to be incorporated as North Tonawanda, New York). Here they began to manufacture band organs. Through much sadness over the next years with the illness and deaths among the founders, Rudolph Wurlitzer saw an opportunity. Franz Rudolph Wurlitzer (1831–1914), an immigrant from Schöneck, Saxony, founder the Wurlitzer Company in Cincinnati, OH in 1853, purchased the North Tonawanda Barrell Company.

In 1909, Wurlitzer bought the entire operation, and he moved all Wurlitzer manufacturing from Ohio to New York. In 1909, the company began making innovative automatic harps from 1924 to the 1930s. The "Mighty Wurlitzer" theatre organ was introduced in late 1910 and became Wurlitzer's most famous product. Wurlitzer theatre organs are installed around the world and one can be heard right here in North Tonawanda at the historic Riviera Theatre.

With the onset of World War I, imports from Germany became problematic, and Wurlitzer found it necessary to increase manufacturing in the US. In the early 1930s, Wurlitzer built a new, state-of-the-art manufacturing and marketing facility in North Tonawanda, complete with employee recreation areas, showers, and a cafeteria. It had two landscaped avenues which fanned out over the area in front of the factory, creating a park and parkway setting off Niagara Falls Boulevard. Some tree and lamp post installations, laid diagonal, remain to mark these roads.

Circa 1933, the Wurlitzer name gradually became more associated with jukeboxes than with musical instruments. In 1942, organ production at the North Tonawanda factory ceased and production was shifted to the manufacture of bomb proximity fuses for World War II. After the war, normal production efforts resumed but with more focus on radios, jukeboxes and small electronic organs for private homes.

Moving forward to 1973, as the production at Wurlitzer began to subside, Wurlitzer sold its jukebox brand to a German Company. From here the building began to decay. Needing vast repairs, this historic building was put up for auction by the City of North Tonawanda.

In 1978, along came William Irr, founder of Irr Supply Center and his son, William Irr. Having the dream to carry on the history of the building and the vision of the original owners, he negotiated a deal with the City. William Irr and his family now owned a very historic piece of property.

So the work began. Being an innovative and creative businessman, Irr pushed forward. Slowly restoring the building that was over 1/2 mile long, all while building his own company. Irr Supply Center warehouse and main offices are located on this now historic site.

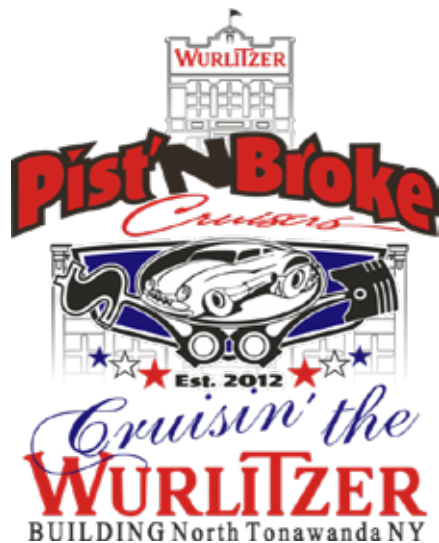
Seeing a likeness of himself in his son-in law, Tom Austen, Irr sold Austen the front half of the Wurlitzer Building, seen as the three-story section of the original building, Austen has carried on the vision of the Irr family and created what we see today.

Over the years since the purchase from his father-in-law, Austen captured tenants to fill open spaces. In 2016, Austen negotiated with Platters Chocolate Factory, a local family-owned business, to relocate their full operations to front corner of this historic building. Later he added Woodcock Brothers Brewery, opened the grand ballroom of the Wurlitzer Events Center and Fattey Beer Company.

In 2018, vroom, vroom here comes Pist'n Broke Cruisers. A simple call to Tom Austen asking him if he'd consider allowing Pist'n Broke Cruisers Weekly Car Cruise to move the cruise to this North Tonawanda Historic location. He said yes along with the Irr family and so...Cruisin the Wurlitzer began. The Cruise offers a weekly community event featuring cars from our history. A place for friends and family to gather, share stories and create memories.

At the cruise every week besides seeing all the real cool cars we get to sit with our Veterans, some as old as 102, hear their stories, share the laughs, and give them a place to be recognized. But most of all everyone in attendance gets to... Honor Our Country...Our Flag... and Our Veterans.

Thank you to all those, past and present, who have made the Wurlitzer Building what it is today.



Pist'n Broke Cruisers wishes to overwhelmingly thank our hosts Wurlitzer Industrial Park, Irr Supply, Platters Chocolate Factory and Fattey Beer Company, along with many great generous sponsors. There is no doubt our success is due to the participation of all the cruisers, visitors and vendors who attend each and every week to make Cruisin' the Wurlitzer - Western New York's Largest Car Cruise ***THANK YOU EVERYONE !!***



Please visit www.cruisinthewurlitzer.com for more information