



BOMBSIGHT

The Bombsight is published by the
Los Angeles Chapter of The Buick Club of America.

Dedicated to the preservation and restoration of the automobiles built by The Buick Motor Division.

The Los Angeles Chapter Logo
reflects who we are and what we do.
Our members' cars are used
in motion picture and TV productions.



Steve's Corner

I hope the Los Angeles Chapter members had a Happy Holiday and I wish you all a very Happy New Year in 2010. Last year's activities culminated in a gala party at the Odyssey Restaurant. Joel Rothman and Richard Konigsberg spent hours and hours preparing for this posh Holiday Happening. Please join me in thanking the members and their friends, who helped us present one of our most successful All GM Car Shows in June last year. The event could not have run as smoothly without Preston Meyer and his wife Diane, who provided windshield cards and a computer printout of all the cars entered, including the names of their owners. Also, on any list of appreciation is Burt Kaminsky and his small crew, who sold a bundle of raffle tickets for prizes that were well worth the cost of the tickets. And who can forget Bill Burleigh, whose booming voice called out the names of the car owners receiving their well-earned trophies.

The members have enjoyed a year of interesting tours, trips and speakers that have made 2009 worthwhile and exciting. It is Dennis Erickson and his wife Barbara, who gave us a view of the old roads of Southern California as well as a couple of "Poker Runs" that brought our *Steve Roth* gambling blood to the fore.

DETROIT LEARNS FROM SEMA

Now SEMA has become an exciting show where the members of this emerging car-culture can talk to the manufacturer who produces the add-on items that make their car look better or outperform the production car of the same year or model, as shown here. The SEMA exhibitor's add-on products began to be designed for better and more dependable performance. The addition of paint variations, chrome plating, slanted-back grilles and windshields rivaled the production model for that eye-catching **look**. The **look** was further enhanced by the introduction of chrome-plated, steel wheels.



These chromed wheels on the Riviera to the left were thought to be a prerequisite for the custom car. However, the steel wheels were soon replaced by cast aluminum



wheels. The cast wheels, because of their almost unlimited design possibilities, became the favored accessory item for custom cars. General Motors, Ford and Chrysler soon became aware of this cadre of custom car builders, who were acquiring the **look** by adding a few SEMA-purchased parts. Seeing the growing popularity of SEMA, Detroit's big three quickly bought large exhibit spaces.

WHAT IS SEMA?

In previous issues of the Bombsight we have seen a pictorial story on the burgeoning activity in Las Vegas called the SEMA show. The name stands for Specialty Equipment Market Association and is held at the Las Vegas Convention Center each year in November. Initially, it was a place where exhibitors could show their seat covers, floor mats, tire gauges, and a few high performance items of dubious value. In time, the manufacturers improved their add-on performance items, such as, intake manifolds and exhaust headers. These items, when added to a 350 cu. in. Chevrolet engine and installed in a 1932 Ford, as shown here, became a pretty quick vehicle. In fact, so quick that hydraulic brakes were sorely needed.



And who supplied them? SEMA. Some of these hot rods, as they were called, reached speeds of just under 200 mph. And that is quick for Fords that became unruly when driven at speeds over 70 miles an hour.

NOW YOU CAN BUILD YOUR OWN

Later in the mid-sixties, the muscle cars came on the scene. With emphasis placed on spectacular acceleration, and top speed, the Buick Division built the Gran Sport Series, shown to the right, that produced 0 to 60 figures in the six second range and were great looking automobiles. This horsepower proliferation resulted in a lot of new 200 to 500 horsepower engines supplied by the domestic auto makers. They came in wood crates and could be installed by the do-it-yourselfer. Where did the big three go to show and sell their new line of engines? They went to their newfound giant supermarket, SEMA. Now the custom builders could get **brand new engines**. And SEMA is the place to go to get every thing that is needed for the custom builders to create their very own **look**. The side and rear view of the car at the right was seen at the Horseless Carriage Club Show on Sunday, December 27. It is notable that there are no visible parts that could have come from any other car in the world. All of the accessories, new engine, body, frame, suspension and drive-line parts are available at SEMA.



Paul Mochel

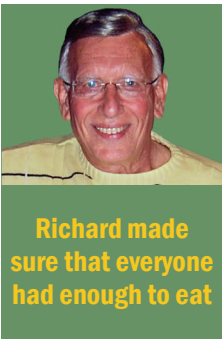


2010 Buick Regal GS Show Car / 255 horsepower, six-speed manual transmission

Photo from the internet



Model T Ford Truck at the Horseless Carriage Club Tour / V-8 engine and an automatic transmission



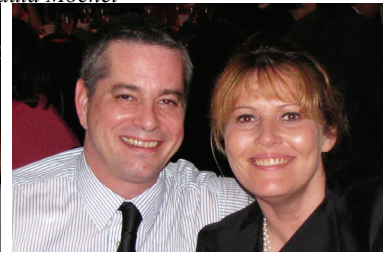
Richard made sure that everyone had enough to eat



Joel made sure that everyone was well entertained



Photos by Paula Mochel





The Horseless Carriage Club

Jay Leno brought one of his fine cars to this increasingly popular event. It is a White steamer, beautifully restored in red.



The Horseless Carriage Club has upped the age limit for this event from 1916 to 1932, which now includes these three Buicks.



Photos by Carl Pevey and Paul Mochel

