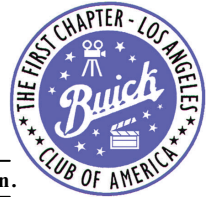




# BOMBSIGHT

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

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



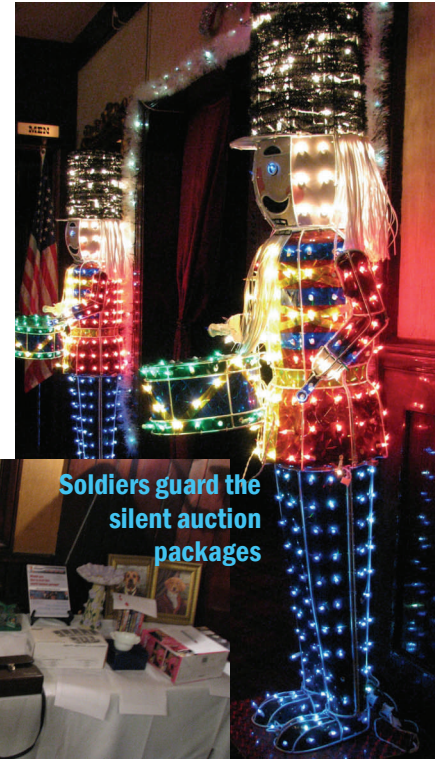
Dedicated to the preservation and restoration of the automobiles built by The Buick Motor Division.

## Steve's Corner



On the 18th of December we had a very successful and fun-filled holiday party. The Smoke House in Toluca Lake provided a room and menu in their finest tradition. Although the room was not equipped with a microphone, when Erik Unthank calls for attention, there is no problem hearing what he has to say. Some guys are born master of ceremonies. The parties of the two years prior, organized by the pros, Joel Rothman and Richard Konigsberg, were a hard act to follow, but I think we met the challenge. The festivities began with hors d' oeuvres on skewers which were almost a meal in itself, followed by a choice of chicken or beef entrée. The occasion was further enhanced by an open bar and Smoke House garlic toast. There were games and prizes. Two tables of silent auction goodies donated by our members yielded a few hundred dollars for the chapter. Jay Leno, always a friend of the LA chapter, contributed the grand prize through his Big Dog Garage leader, Bernard Juchli. The prize was two tickets to the Tonight Show and a visit for two to Jay's Big Dog Garage. Aline and Erik ran an and exciting game of Buick (better known as Bingo) to determine the winners of three terrific prizes. The assorted wines prize was won by Burt Kaminsky, the food prize was won by Chuck Shubb and the coffee package was won by Themis Glatman. Three weeks later many of us are still carrying around the same happy smile as Burt Kaminsky has in the party pictures. See insert page. All of you have a Happy New Year!!!

*Steve Rothman*

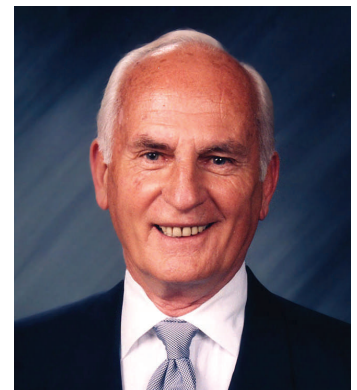


# CHUCK JORDAN 1927-2010



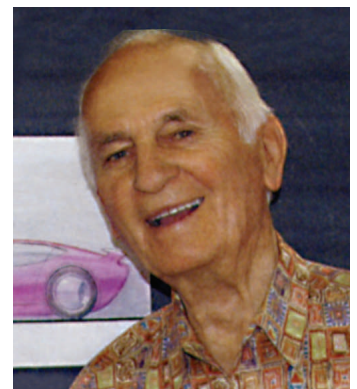
Jordan shared the same disdain of brand management and focus groups as did Harley Earl, but was always willing to bring his designing talent to help each division manager reach his market share goal. He often said, "If everybody agrees on a car design, it is probably too old."

In 1977 Chuck was named Vice President of Design for all of General Motors. Busy as he was, he still found time to arrange for us to be sent the art work that has resulted in the LA Chapter Bombsight logo used previously on the cover and now at the top left of this page.



When Jordan became head of the Cadillac Studio, he said that every new automobile design should have a "wow factor." He never revealed to anyone outside GM what he was working on. But when the 1959 Cadillac emerged, everyone knew where the "wow factor" came from.

Before he retired in 1992 GM sent Chuck to their joint venture facilities in Japan and India. So impressed by Chuck's design philosophy, Mr. Suzuki, the small car and motorcycle manufacturer, carried a recorder and taped every word that Jordan uttered regarding design.





*1956 Centurion / designed by Chuck Jordan*



*1959 Cadillac Eldorado Convertible / designed by Chuck Jordan*

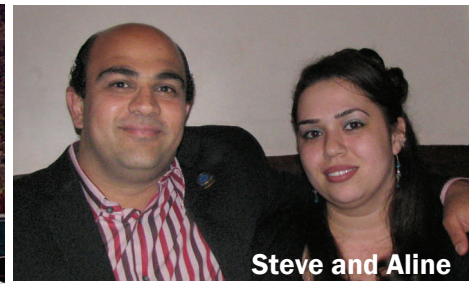


**Chrissy and Erik**

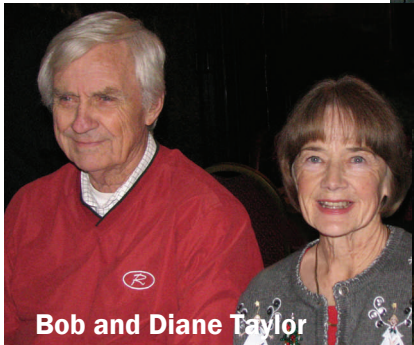


# 2010 CHRISTMAS PARTY

Our director & assistant director  
Steve Rostam and Erik Unthank  
invited us all for a super  
Christmas Party at  
The SMOKE HOUSE



**Steve and Aline**



**Bob and Diane Taylor**



**Ed Fallin and Paula Paul Mochel**



**Jackie and Clair Schutte**



**Bruce and Themis Glatman**

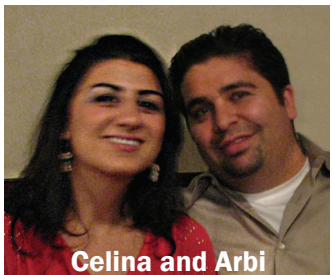


**Bruce and Danielle Lisa Levitt**



**Joel and Phyllis Rothman**

*All photos by Paula Mochel*



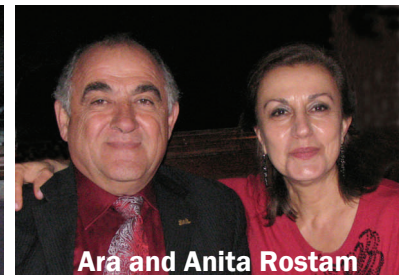
**Celina and Arbi**



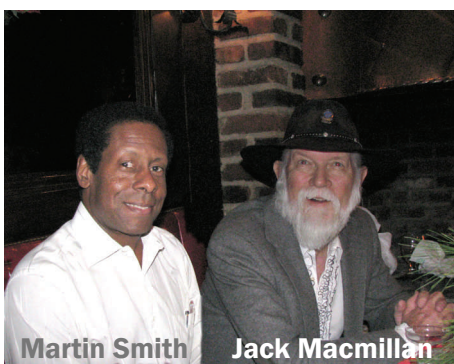
**Gideon and Isidora Fridman**



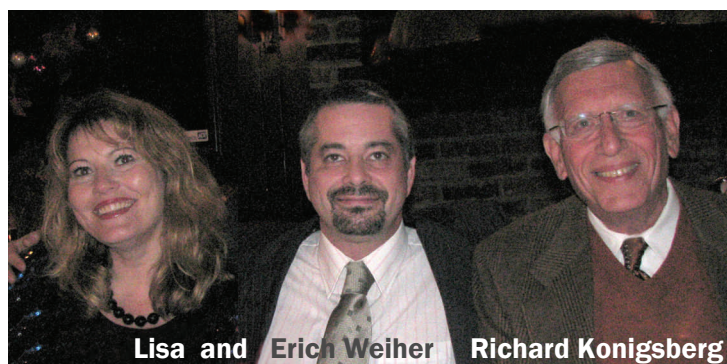
**Dennis and Ginger Lloyd**



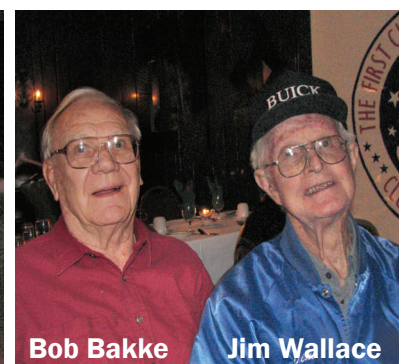
**Ara and Anita Rostam**



**Martin Smith Jack Macmillan**



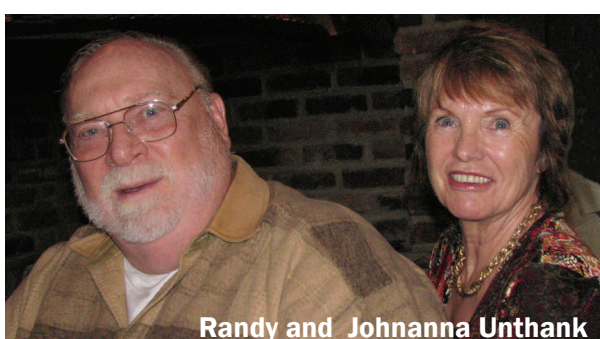
**Lisa and Erich Weiher Richard Konigsberg**



**Bob Bakke Jim Wallace**



**Judy and Chuck Shubb**



**Randy and Johnanna Unthank**



**Kathy and Burt Kaminsky**

# OLD CARS - NEW MUSEUM

The Natural History Museum of Los Angeles County is offering once-a-month tours of its Gardena storage facility, which houses a collection of 63 historic cars and motorcycles, many of which were made or designed in Southern California. Previously, these vehicles, which date from 1900 to 1984, were on display at the Petersen Automotive Museum. Notable cars include a 1908 Pierce Great Arrow, a Duesenberg, a 1953 Cadillac Eldorado, and a 1957 BMW 507 Coupe. Tours are held on the first Friday of the month. Call 213-763-3218 for reservations and location details.

The museum has collected a surprisingly complete history on most of the cars. We hope to bring you in subsequent issues of the Bombsight a picture and the history on each car.



## SEEN AT SEMA

Howard Branner is always amazed at what he sees at SEMA. This time he was speechless!!! Although he did say the white Riviera was gorgeous.



Gorgeous  
1964 Riviera



Outrageous  
Pirelli tires & wheels



Pirelli tires  
not so outrageous

# NORTH AMERICAN INTERNATIONAL AUTO SHOW



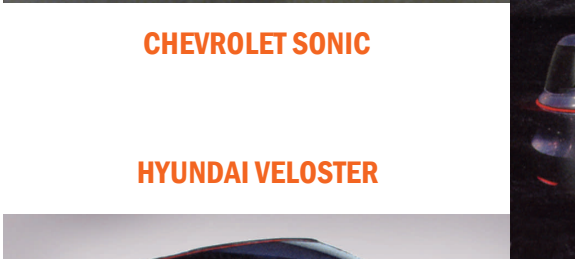
CHEVROLET SONIC

Automotive News featured these 2012 cars and concept automobiles in their January 3rd issue.

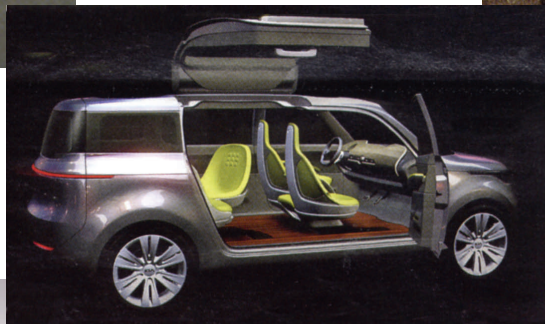
The North American International Auto show opens to the public on January 15, 2011 in Detroit.



JEEP COMPASS

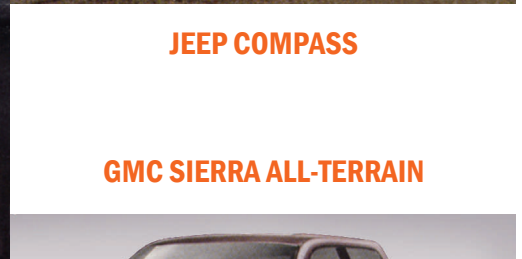


HYUNDAI VELOSTER



KIA KV7

Be there  
with the  
**BOMBSIGHT!**



GMC SIERRA ALL-TERRAIN

