

West Plains Car Club

October 2020

NEWSLETTER

Next Meeting

The next regular meeting of the West Plains Car Club will be held on Thursday, October 1st. It will be held at the Snyders Family Restaurant on Porter Wagoner Blvd. You may come for dining at 6:00 P.M and the meeting will Start at 7:00 P.M.

Dues were also due in June, and a few members still have not renewed yet. You may pay your dues at the October meeting or mail them in to P.O. Box 991 West Plains, MO 65775.

Last Meeting

Last months meeting was held at the Snyders Family Restaurant on Porter Wagoner Blvd. The name drawn for the Feature Car was Jimmy Durham. Katie Hoverson was chosen for the \$10.00 Door Prize. The name drawn for the progressive drawing was John Woodward . He was not present so the amount for the October meeting will be \$90.00.

Other Events

The car show with the Cabool Car Club that was to be held on October 3rd at Willow Springs has been cancelled. The West Plains Car Club End of Year Super Cruise In has been cancelled.

The Car Parts Swap meet at the Fairgrounds will be on October 3rd.

The 2020 Bakersfest has been moved from September 19th to Saturday, October 3rd.

Our Over the Road Criuse will go to Ash Flat and Hardy, Arkansas on October 17th. Meet at the Visitors Center at 8:30 A.M. and leave at 9:00 A.M.

There will be a Car Show on October 5th at The American Legion in Salem, AR.

Our Cruise Ins for October are: Autozone on the 2nd and 4th Fridays. The Cruise Ins for the 1st and 3rd Fridays are to be at Steak and Shake. They have their lobby open, with overflow parking in the Holiday Inn back parking lot.

September Birthdays

Rodney Dykes	9-3	Betty Lewallen	9-6
Paul Wicker	9-6	Barbara Reinholdt	9-15
Tammy Fleck	9-17	Edward Gleason	9-20
Janet McClure	9-21	Perry Wickham	9-22
Dianna Feller	9-23	Rayburn Morrison	9-25
Danny Brown	9-26		

September Anniversaries

George & Barbara Reinholdt	9-1
Roger & Aemi Thompson	9-1
Ron & Wendy Dixon	9-2
John & Ric Burgdorf	9-9
jim & Tyra Chapman	9-12
Earnie & Ann Owen	9-26
Tilman & Elaine Durham	9-28

Dixon Dental Lab, Inc.

6874 US Hiway 160 E.

West Plains, MO 65775

255-1040

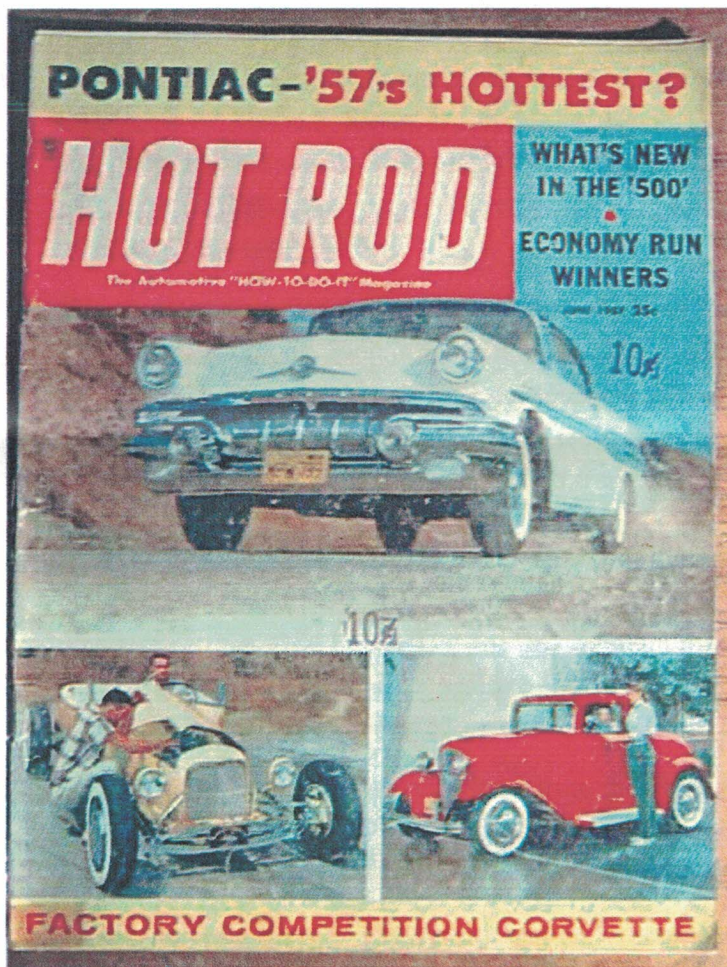
Toll Free 877-220-2627

Ron Dixon

Ron Dixon, Jr.

March 2, 1966

The “working man’s Thunderbird” made its automotive debut on April 17, 1964, at the World’s Fair in Flushing Meadows, New York. Less than two years later, the one millionth Mustang—a white convertible—rolled off the Ford assembly line in Dearborn, Michigan. With an average price tag of \$2,300, the now iconic Mustang was as sporty as it was affordable. Roughly 500 Mustang clubs had already been formed by 1967. And while the Mustang has appeared in hundreds of American feature films, the first was in the James Bond movie, *Goldfinger* in September 1964.



March 8, 1950

After the War in 1944, the Wolfsburg Volkswagen factory where the VW Beetles were made had no means of internal transport. So the people who worked in the experimental department came up with the idea of a flatbed truck utilizing parts from another vehicle—the Kübelwagen. Dutch Volkswagen importer Ben Pon is credited with the “bus” concept after impressing engineers with a sketch of the vehicle showing the cab moved forward and the flatbed covered over.

October Birthdays

Colton Hanson	10-1	Karen Harbison	10-2
Cathy Lee	10-6	Bill Garrison	10-7
Paul Robinette	10-13	Stacey Wilson	10-14
Hazel Gleason	10-19	Brian Trozzo	10-20
Barbara Robinette	10-25	Charles Shahan	10-27
William Stanley	10-31		

October Anniversaries

Greg & Diane Hensen	10-5
AJ & Amanda Cotton	10-11
John & Cindy Wilson	10-15
Ted & Katie Hoverson	10-16
Gene & Toy Stanley	10-17
Bill & Dottie Garrison	10-24

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GM Introduces 'Planned Obsolescence'

Market saturation coincided with technological stagnation: In both product and production technology, innovation was becoming incremental rather than dramatic. The basic differences that distinguish post-World War II models from the Model T were in place by the late 1920s—the self-starter, the closed all-steel body, the high-compression engine, hydraulic brakes, synchromesh transmission and low-pressure balloon tires.

The remaining innovations—the automatic transmission and drop-frame construction—came in the 1930s. Moreover, with some exceptions, cars were made much the same way in the early 1950s as they had been in the 1920s.

To meet the challenges of market saturation and technological stagnation, General Motors under the leadership of Alfred P. Sloan, Jr., in the 1920s and 1930s innovated planned obsolescence of product and put a new emphasis on styling, exemplified in the largely cosmetic annual model change—a planned triennial major restyling to coincide with the economics of die life and with annual minor face-liftings in between.

The goal was to make consumers dissatisfied enough to trade in and presumably up to a more expensive new model long before the useful life of their present cars had ended. Sloan's philosophy was that "the primary object of the corporation ... was to make money, not just to make motorcars." He believed that it was necessary only that GM's cars be "equal in design to the best of our competitors ... it was not necessary to lead in design or to run the risk of untried experiments."

Thus engineering was subordinated to the dictates of stylists and cost-cutting accountants. General Motors became the archetype of a rational corporation run by a technostructure.

As Sloanism replaced Fordism as the predominant market strategy in the industry, Ford lost the sales lead in the lucrative low-priced field to Chevrolet in 1927 and 1928. By 1936 GM claimed 43 percent of the U.S. market; Ford with 22 percent had fallen to third place behind Chrysler with 25 percent.

Although automobile sales collapsed during the Great Depression, Sloan could boast of GM that “in no year did the corporation fail to earn a profit.” (GM retained industry leadership until 1986 when Ford surpassed it in profits.)

A Point In Auto History – an excerpt from a writeup on history.com/topics/automobiles

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