



West Plains Car Club

December 2019

NEWSLETTER

Next Meeting

The next regular meeting of the West Plains Car Club will be the Christmas Dinner on Thursday, December 5th 2019 and will be held at Rubydoo's Event Center, about 2 miles out ZZ highway. The actual address is 9240 County Rd 9190. Dinner will be at 6:00 P.M. We will be having a gift exchange at the party, so bring a gift for each person that wants to participate. The gifts should be for either men or women and cost at least \$10.00.

Last Meeting

The last meeting of the West Plains Car Club was held on Thursday, November 7th 2019 at The Ranch House Bar & Grill. The name called for the Feature Car was James Henson.

The winner of the \$10.00 door prize was Ted Hoverson.

the name called for the progressive \$20.00 was Jean Hanson, she was not present so the amount goes up to \$30.00 at the February meeting.

There will not be a January meeting, so check the February Newsletter for the location of the meeting. The monthly Cruise Ins are now over for the year. We hope you enjoyed them. The Cruise Ins will start up in the Spring.

Other Events

The West Plains Christmas Parade will be on December 14th at 4:00 P.M. and the theme is "Christmas in the Movies" Members of the West Plains Car Club interested in participating will need to meet at Tilman's parking lot at 3:00P.M. The Club will then go to Line up as a group. The registration fee has been paid by the club, so if you line up with the rest of the club you don't have to pay a fee.

The Bakersfield Christmas Parade will be held on Decenmber 7th at 11:00 A.M. Line up is at the Bakersfield School. If you come early, there is a free breakfast for participants at the school before the parade.

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 technostucture.

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

OLDSMOBILE

Two New Commercial Cars.



OLDSMOBILE
10-50 H. Delivery Car
Price, \$1,000

The design of this car is the crown of its Oldsmobile Commercial line. The car has built for a complete variety of commercial work, including delivery, express, and light trucking. It is built on a standard Oldsmobile 10-50 chassis, with a body that is built to order. The car is built to order, and is built to order. The car is built to order, and is built to order.



OLDSMOBILE
Heavy Delivery Car
Price, \$2,000

This car is built upon the standard Oldsmobile chassis, and is built to order. The car is built to order, and is built to order. The car is built to order, and is built to order.

OLDS MOTOR WORKS, 1300 Jefferson Ave., DETROIT, MICH.

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December Birthdays

Don Tyger	12-6	Ron Eagleman	12-14
Mary Goolsby	12-20	John Grisham	12-21
Mary Goolsby	12-22	Lisa Croney	12-23
Ron Franks	12-25	Robert Trozzo	12-29
Elias Anderson	12-30		

December Anniversaries

Jerry & Betty Earls	12-3
Tom & Betty Lewallen	12-17
Dean & Maria Smith	12-22

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