



West Plains Car Club

January 2019

NEWSLETTER

Next Meeting

There will be no January meeting. The next regular meeting will be February 7th 2019. The place for the meeting will be TJ's Hickory House on east Hwy 160. Dinner will be at 6:00 P.M. with the meeting starting at 7:00 P.M.

Other Activities

On January 1st 2019 we will be having a cruise to the truck stop located just before the turn off of Hwy 63 to Cabool. Meet at the Welcome Center at 10:00 A.M. and depart at 10:30 A.M.

February is when we start having the Car Show committee meetings. We can use all the help and advice we can get, so please show up to help. This is your opportunity to have some input on the car show.

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 the 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



January Birthdays

Colleen Harbison	1-1	Kyler Whittington	1-2
Delbert Jones	1-10	Calva Jones	1-11
JoAnn Eagleman	1-15	Stacey Silva	1-22
Gene Stanley	1-23	Jim Trozzo	1-31

January Anniversaries

Charles & Carolyn Vonalmen	1-23
John & Bev Feller	1-26

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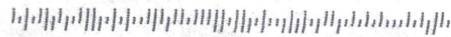
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