



West Plains Car Club

February 2020

NEWSLETTER

Next Meeting

The next regular meeting of the West Plains Car Club will be on Thursday, February 6th 2020 and will be held at Snyder's Family Restaurant on Porter Waggoner Blvd. Dinner will be at 6:00 P.M. with the meeting at 7:00 P.M.

Last Meeting

The last meeting of the West Plains Car Club was our Christmas dinner at The Rubydoo's Event Center. The food and fellowship were great.

Other Events

The monthly Cruise Ins will be starting up soon, watch your newsletter for times and locations. Also its time to start planning for the annual Car Show. A schedule of committee meetings will be in the next newsletter. The Car Club can use all the help we can get for the car show, so get involved and come to the committee meetings.

The road cruise to Cabool truck stop on New Years day was fun. The weather was splendid and a great day to be on the road.

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

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January Birthdays

Colleen Harbison	1-1	Tyra Chapman	1-2
Delbert Jones	1-10	Calva Jones	1-11
JoAnn Eagleman	1-15	Stacey Silva	1-22
Gene Stanley	1-23	Bonita Lowe	1-24
Diane Brown	1-29	Jim Trozzo	1-31

January Anniversaries

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

February Birthdays

Megan Saddoris	2-2	Jan Jamtgaard	2-6
Bill Harrill	2-11	Thomas Howerton	2-13
Don Johnson	2-14	Aggie Thompson	2-14
Katie Hoverson	2-26		

February Anniveraries

Ed & Hazel Gleason	2-13
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