



West Plains Car Club

May 2019

NEWSLETTER

Next Meeting

The next regular meeting of the West Plains Car Club will be May 2nd 2019. The place for the meeting will be TJ's Hickory House on west Hwy 160, 2.5 miles past Walmart. Dinner will be at 6:00 P.M. with the meeting starting at 7:00 P.M.

Last Meeting

The April meeting of the West Plains Car Club was held at TJ's Hickory House on the 4th. We could really use more help on the car show committee and on the day of the show.

The winner of the drawing for the featured car on our website was Cindy Wilson, the winner of the \$10.00 door prize was Stacey Wilson and the name called for the progressive drawing was Bill Foster, he was not present so the amount goes up to \$20.00 at the May meeting.

The first monthly Cruise In will be on the 1st Friday night of each month at 5:00 P.M. This one will be on May 3rd at Dairy Queen on South Hwy 63.

The second monthly Cruise In will be on the 2nd Friday night of each month. This Cruise In will be at Autozone on Porter Waggoner Blvd on May 10th at 5: P.M.

The 3rd monthly Cruise In will be on the 3rd Friday of each month and will be at O'Reilly's South on South Hwy 160, next to Coltons on May 17th at 5:00 P.M..

Other Activities

On May 11th, the club will have our road cruise, and will meet at the Visitor's Center at 8:15 A.M. with departure at 8:30 A.M. We will be meeting the Ozark Trails Chapter of the Studebaker Drivers Club in Mansfield at the Laura Ingles Wilder Museum around 10:00 A.M. After touring the museum we will the go to Uncle Roosters in Seymour for lunch. It is on the right just after the second stop light in Seymour. Studebakers are not required to go on this cruise.

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

OLDSMOBILE
Two New Commercial Cars.



OLDSMOBILE
1914 Delivery Car
Price, \$2,000
This car is the most complete delivery car in the world. It is built on the Oldsmobile chassis, which is the most reliable and durable in the world. It has a large cargo capacity, a powerful engine, and a comfortable ride. It is the perfect car for the delivery business.



OLDSMOBILE
Heavy Delivery Car
Price, \$2,500
This car is the most complete heavy delivery car in the world. It is built on the Oldsmobile chassis, which is the most reliable and durable in the world. It has a large cargo capacity, a powerful engine, and a comfortable ride. It is the perfect car for the heavy delivery business.

OLDS MOTOR WORKS, 1000 Warren Ave., DETROIT, MICH.



May Birthdays

Margurite Tyger	5-1	Keith Riley	5-2
Joy Johnson	5-4	Buster Pylate	5-4
Carl Trantham	5-4	Jerry Earls	5-7
Jim Earls	5-7	Mitchell Gleason	5-7
Howard Cole	5-10	Susan Fritz	5-10
Trinity Parrish	5-10	Bob Tackitt	5-10
Dottie Garrison	5-16	Carol Cole	5-18
Michael O'Mara	5-19	Jean Hanson	5-21
John Feller	5-22	Bill Foster	5-26
Wendy Zigler	5-27	Johnny Cox	5-29

May Anniversaries

Danny & Stacey Wilson	5-5
Harold & Colleen Harbison	5-6

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.

West Plains Car Club
P.O.Box 991
West Plains, MO 65775



Dave Walters
Classic Chevy Club of Springfield
1390 North Rockingham Ave.
Nixa, MO. 65714



Schwegman's Office Products
502 W. Broadway
West Plains, MO 65775

Travis Dixon
Sales and Service

Phone (417) 256-4941
Toll Free (800) 541-4668

travisd@schweg.com



1017 West Broadway
West Plains, MO 65775
bwhisenant@color-vision.biz
www.color-vision.biz

Phone: 417.256.9582
Cell: 417.274.7414



BioMedical Services, LLC

George Reinholdt, CBET
Medical Equipment Specialist

4931 County Road 8920
West Plains, MO 65775

417-257-8293
Fax 417-256-0094
gbr@centurytel.net



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