

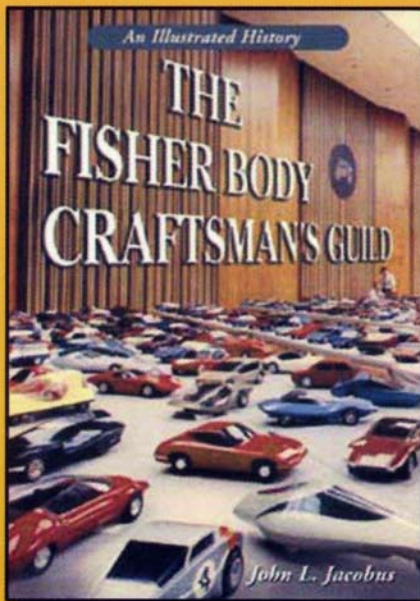
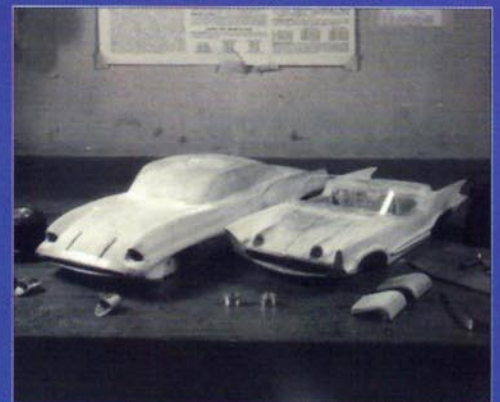
The Fisher Body Craftsman's Guild was a national competition sponsored by the Fisher Body Division of General Motors. In the beginning, teenagers competed for college scholarships by building Napoleonic coach models and evolved to scale model "dream cars". This program identified and nurtured a whole generation of designers and design executives. This richly illustrated book presents the history of the Fisher Body Craftsman's



Guild, initially a philanthropic project during the Great Depression, to its expansion overseas, and finally to its end in 1968. Sixty former participants in this famous model car design and building competition share their memories and photographs of their models, some of which are startlingly inventive even when viewed today.

E. Arthur Russell • 1957 • 1st Nat. Sr. Div.

Many of the top scholarship recipients became a generation and a half of America's top industrial designers specializing in automotive and automobile styling/design, consumer products, graphics/packaging as well as interior and exterior architectural design. After formal education and training, the Guild graduates influenced our aesthetic world for nearly 40 years while leaving their mark in automotive history. More than 600 people are discussed or mentioned either being directly or indirectly related to the Craftsman's Guild history. This is the first history that's been written about this incredible public relations and youth education program. 90% of the photographs in this publication have never been seen publicly.



The Fisher Body Craftsman's Guild ♦ *An Illustrated History* by John L. Jacobus



Wm. A. Moore • 1956 • 1st Nat. Sr. Div.

A 1950s nostalgia, "Baby Boomer" book which includes the miniature model Napoleonic Coach building era; the scratch-build, model "dream car" era; Guild memorabilia; 60 autobiographical/biographic essays written by scholarship-winning Guildsmen and participants, bibliography, appendices, indices, charts, tables and graphs. Covers the history, memorabilia and people of General Motors' Fisher Body Craftsman's Guild (1930-1968). The scale model "dream car" era (1937-1968) is packed with lots of period-vintage photographs, photo-enhanced "how-to" descriptions, and recently prepared, unedited autobiographies written by some of Detroit's top auto designers, design chiefs and executives who got their start as teenagers in the Fisher Body Craftman's Guild. A few of the many contributors are: Charles M. Jordan, Virgil M. Exner, Jr., Harvey E. Whitman, Ronald C. Hill, Charles W. Pelly, Galen Wickersham, Elia 'Russ' Russinoff, Gale P. Morris, the family of Robert A. Cadaret, Edward F. Taylor, George R. Chartier, Gary Graham, James Lee Garner, the family of Robert F. McDonnell, the family of Robert H. Henderson, Charles A. Gibilterra, William A. Moore, E. Arthur Russell, William F. Marks, Terry R. Henline, Paul Tatseos, Ken J. Dowd, William R. Molzon, Allen T. Weideman, Stuart Shuster, Ronald C. Pellman, Ronald J. Will, Patrick B. Saturday, Harry E. Schoepf, Robert E. Davids, Richard Ray, David P. Onopa, Rowland Kanner, Michael Pietruska, Theodore A. Becker, John M. Mellberg and John L. Jacobus.



Ronald J. Will • 1961 • 1st Nat. Sr. Div.

The Napoleonic Coach Competition

The author treats the miniature model Napoleonic Coach Competition (1930-1968), technical coach-building and coach-builders extensively, consulting with Mr. Skip Gear, the nation's top expert on the subject. The coach chapter is a major achievement and has taken many years to complete.



Stanley Knochel • 1933 • 1st Nat. Jr. Div.

About the Author • John L. Jacobus

John L. Jacobus recently retired from the U.S. Department of Transportation in Washington, DC. Previously he worked as a Design Engineer for the Fisher Body Division, General Motors Corporation in Warren, Michigan. John studied Industrial Design at the Art Center College of Design in California and at Wayne State University in Detroit. As a youth, he participated in the Craftsman's Guild from 1961 to 1966. His hobby and passion for the past 40 years has been automobiles, automotive history and automotive design history. During the past 20 years, John has focussed on auto stylists and designers and the collecting of Fisher Body Craftsman's Guild memorabilia. He was also instrumental in a Craftsman's Guild exhibit and collection at the Smithsonian Institution's National Museum of American History. His writing credits include *Automobile Quarterly* and with co-author Skip Gear he was published in the *SAH Automotive History Review*.

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John M. Mellberg • 1966 • 2nd Nat. Sr. Div.

FBCG Friends and Associates is a cyber network of former Guildsmen who joined together to write a book about the history, memorabilia and people of a youth industrial education program sponsored by General Motors Corporation. The Guild's purpose, among other things, was to identify those youths (ages 12-20) exhibiting extraordinary skills, abilities and talents in automotive engineering and design. This is a non-profit educational endeavor designed to preserve the history of GM's Craftsman's Guild. Since the vast majority of the contributors are graduates of the Art Center College of Design, the proceeds from the sale of this book (after expenses) will be donated to that prestigious institution in Pasadena, California. Naturally, the publishing house will profit from its investment.

ORDER THIS IMPORTANT HISTORICAL TREASURE

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