



# The Fisher Body Craftsman's Guild: An Illustrated History

*John L. Jacobus*

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The Fisher Body Craftsman's Guild was a national auto design competition sponsored by the Fisher Body Division of General Motors. This competition was for teenagers to compete for college scholarships by designing and building scale model "dream" cars. Held from the 1930s through the 1960s, it helped identify and nurture a whole generation of designers and design executives. This richly illustrated book presents the history of the Fisher Body Craftsman's Guild, from its inception as a philanthropic project by the Fisher family during the Great Depression, to its expansion overseas, and finally to its end in 1968. Many former participants in this famous model building and design competition share their memories and photographs of their models, some of which are startlingly inventive even when viewed today. Virgil M. Exner, Jr., Charles M. Jordan, Robert W. Henderson, Robert A. Cadaret, Richard Arbib, Elia 'Russ' Russinoff, Galen Wickersham, Ronald C. Hill, Edward F. Taylor, George R. Chartier, Charles W. Pelly, Gary Graham, Charles A. Gibilterra, E. Arthur Russell, William A. Moore, Terry R. Henline, Paul Tatseos, Allen T. Weideman, Kenneth J. Dowd, Stuart Shuster, John M. Mellberg, Harry E. Schoepf, and Ronald J. Will, are among those designers and design executives who participated in the Guild. The book also describes many aspects of the miniature model Napoleonic Coach and other scale model cars the students designed.

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