



Inside the Fisher Body Craftsman's Guild: Contestants Recall the Great General Motors Talent Search

John L. Jacobus

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From 1930 to 1968, General Motors sponsored a national model craftsmanship and auto design competition for youth--the famous Fisher Body Craftsman's Guild. Each year, thousands of young people from across America competed for scholarships by designing and submitting scale models of their "dream car," many dedicating hundreds of hours to their designs. A public relations bonanza for GM, the program also helped to identify and nurture a generation of future automotive design executives. These essays by 29 Guildsmen chronicle their experiences in the competition, revealing their model car design techniques, tricks, and secrets and highlighting the technical expertise and dedication required of those who sought the ultimate prize--a GM university trust fund.

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