



appendices covering pages 255-297), followed by an additional nine pages of definitions and terminology, then seventeen more pages of footnotes, a nine page bibliography, before finally arriving at the nine pages of index – is as interesting as the story it tells.

Proud as each and every Guildsman is of his participation (there are no Guildswomen because, a sign of the times, the competition and Guild was only open to young men), and in spite of 8.7 million youths being enrolled between 1930 and 1968, Jacobus faced a large challenge finding them and gathering material. At the point where Jacobus released his manuscript to the publisher – and in spite of how comprehensive the book actually is – he still has an extensive list (which is printed as part of the book) of questions and missing or undocumented information.

A young man might see an advertisement in Boys' Life or Popular Science, or perhaps his parents pointed the ad out to him in The Saturday Evening Post or Ladies' Home Journal. The ads invited young men to enroll in the Fisher Body Craftsman's Guild. Enrollment cost nothing, it merely asked for an interested young man to send his name and home address. In return he would receive (or could go to a local participating GM dealership and obtain) the plans for the Traveling or Napoleonic coach or, later, the rules for the independently designed cars, an official bronze Guild pin and a Guild membership card. His parents were sent a sixteen-page booklet, Your Boy and his Future, to engage and encourage their active support as well. There followed, by mail, quarterly publications and other information.

One of those gaps in documented information is the exact number of competitors or entries there were from the 8.7 million enrollees. Jacobus extrapolates from what he was able to find that around one percent of the total enrollment actually completed and submitted entries. And, of course, there were a number of young men who entered



SEATED AT HIS DRAWING BOARD, John F. Marsh 2nd, of Merwyn Street, Yalesville, holds a check for \$150 which he received from the Fisher Body Craftsman's Guild of Detroit, Mich. John won first prize in the junior division for his model of an automobile. At the right is a car which John designed last year, in which he took third prize in the competition. On the drawing board are plans for the car he expects to enter into the 1953 competition. (Record Photo)

### Yalesville Boy Wins \$150 For Model Auto

Fifteen-year-old John F. Marsh, II, son of Mr. and Mrs. John F. Marsh of Merwyn Street, Yalesville, was proclaimed first prize Connecticut award winner in the Junior Division of the Fisher Body Craftsman's Guild model car competition. As a prize, he received \$150.

Last year, young Marsh won third prize among Connecticut award winners.

Marsh, who is studying designing at the Wilcox Technical

ed out of a solid block of wood, he added.

In addition to the \$150, young Marsh received a golf craftsman ring.

Mr. Marsh said his son is trying for the scholarship offered in the national competition. Scholarships are awarded in both the junior and senior divisions. The competition is held every year.

Mr. and Mrs. Marsh have two other younger children, a boy and a girl.

GM's public relations people sent information and photos to winner's hometown newspapers. Our example (left) is from John Francis Marsh whose artwork on pages 5 and 102 helps to celebrate youthful participation in the automotive culture. John won awards in 1951 and '52 and shared his sketches from the '54 program.

GM's total scholarships and cash awards were \$889,000 in '53 and \$983,000 in 1954.

Randy Mytar (below) created models for the Craftsman's Guild in 1962, '63 and 1965. The photo was taken with his sister Melanie in 1962, two weeks before his 15th birthday. The models have been lost, but Randy was able to recreate them as sketches for us. And you can see more of his artwork on page 101.

