

PLEASE REMEMBER TO BRING A FOOD STUFF FOR THE PANTRY



# MODEL CAR BRIEFS

*Meeting's theme: Customs  
e.g., Halloween goodies*

**Newsletter Stuff:**

Bill Murray  
(516) 293-6378  
murfam7@yahoo.com

**Club Stuff:**

Rich Argus  
(516) 579-3379  
r.argus@juno.com

*Rich "Charlie" Manson captured entering his/ours last NNL EAST (#33) on April 27, 2019*



**Dr .V cannot explain why "Charlie" has his hand covering his heart...perhaps realization that he is about to revive his feelings for this great passion that he shares with us all – LOVE OF MODEL CARS!**

***The LIARS BOARD HAS CANCELLED THE 2021 LIARS MODEL CAR CHALLENGE***

*This month we start our 31<sup>st</sup> year as a Club; let's hope that we all stay healthy during this COVID-19 ...crisis and that we can all attain some measure of prosperity. Then perhaps we can build a new Club display...*

*MCB Contributors: Bernard Barty, Steve Blake, Lenny "The Rev" Cromwell & Pat Vecchio*

*LIARS Web Page <http://www.liarsmodelcarbuilders.com/>*

**The LONG ISLAND AUTO REPLICAS SOCIETY (L.I.A.R.S.) Model Car Briefs is dedicated to bringing you the best and most up to date information about our great hobby of model building**

*Keep Building, Keep Improving, Push the Envelop (in memory of Skip, Charlie & ...)*

***LIARS Unofficial Official*****HOT STUFF****Old & New*****LIARS Unofficial Official*****HOT STUFF****Old & New****Hello Everyone**

Some of you may have already heard the very sad and shocking news - Rich "Charlie" Manson passed away (on Fri) Oct.1<sup>st</sup>. He was a very good friend and awesome builder. He will be missed.

Jill Manson's address if anyone wants to send a sympathy card:

**JILL MANSON****19 ROLLING ROCK ROAD****CRANBERRY TWP., PA 16066**

At this time I don't have any further details. That's it for now. Remember the food pantry. See you at the meeting. Rich - [r.argus@juno.com](mailto:r.argus@juno.com)

*As this MCB was being developed, numerous friends of "Charlie" routed some of their memories. Dr.V attached a small set of samples...*

*"Sad news for sure - I will miss being picked out by Rich for a big "Hello" every year at the NNL East, he would always catch me as I was frantically setting up in the morning. I would see him at all the model shows in the northeastern area many years ago, before I started vending pretty regularly. Back then I used to travel to shows with late LIARS member Dave Dickash to find and purchase our model/slot car treasures. I'm sure we'll all miss Rich's contributions to the LIARS club newsletter, Model Car Briefs.*

*My sympathies to Rich's family and closest friends, we've lost another brother in the hobby." – Ernie Dr.V - There are 37 pictures hosted on LIARS website of "Charlie's" Works of Art...*

<https://www.liarsmodelcarbuilders.com/rich-manson>

*Dr. V thought you might reflect on just one email...*

*On Sep 27, 2015, at 8:35 PM, Rich Manson wrote:*

*So I went to a model show/Contest today in a town called Castle Shannon, PA (in Pittsburgh). The show is run by a club called The Three Rivers Automodelers. My 1940 Ford Convertible Street Rod won First Place Street Rod and Best Interior. My 1951 Chevrolet Fleetline Custom won First Place Custom and..... Best In Show...!!! You could have knocked me over with a feather...!!! Back in March at a different show/contest by a club called The South Hills Modelers Assoc., my 1949 Mercury Convertible Custom won First Place Custom, Best Interior, and..... Best In Show...!!!*

*I guess I'm somewhat "on a roll" here. I know my models have a good chance of "placing" or winning some sort of award at these shows, but I never in my wildest dreams ever expect to win Best In Show awards..... not when there are several hundred other models entered in the show.*

*To say that I am elated is an understatement..!! Now I have to keep up this level... not an easy task. Pictures of the cars are attached with the awards. Thanks for looking. Stay well everyone. Rich*



*Please remember the needy and bring can goods to the monthly meetings*

***Such sad news, for sure...***

**Back in 1998, my grandfather moved from Franklin Square to Bayshore, on the corner of Thompson Drive and Babe Ruth Street. Rich lived on Babe Ruth just a few doors down. A few times after visiting with my grandfather I stopped by to visit with Rich. There was only a short overlap that the two lived so close together. And then Rich moved to PA.**

**I will definitely miss Rich and his pleasant conversations at NNL East. I always looked for him.**

**Rest in peace my friend. Till we meet again in model car Heaven. [superbird440@juno.com](mailto:superbird440@juno.com)**

Our condolences to all Rich's family and friends.

***Some Words from the Editor At Large***



I would like to start with the 6<sup>th</sup> Annual NNL EAST Road Trip, when Dr. V observed the LIARS (1<sup>st</sup>) Road Trip (3/28/92) attendees.

Since then as Mickey (AKA Superbird) notes above, the LIARS membership in the "model car Heaven" continues to grow!

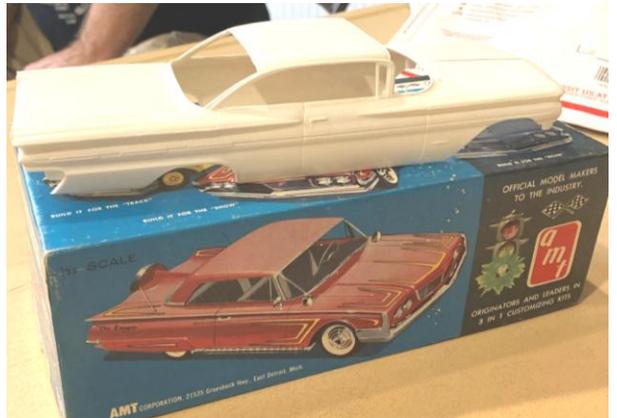
Dr. V apologizes because he cannot find a record of when he was honored to meet "Charlie". It might have been in Dave Dickash's driveway (well Dick lived near Dr. V before being a model car Heaven resident)) or @ a LIARS meeting. Dr.V notes that he did find the 1<sup>st</sup> MCB "Charlie" input #30 (3/84)

Thanks to "Big John" (model car Heaven resident), "Slammer", & "Metal Floss" John Buzzario; Dr. V now has either a hard copy of MCBs; when combined with his electronic MCB editor's stewardship has a complete set!!

Now to some interesting models from our Sept. meeting...Starting with the Rev's latest...



**Then their was Pat's 60 Pontiac**



**Now to our next generation developments...**



What is this – is the LIARS photographer capturing Hammer's



kit rendition...



Thanks Hammer for the pictures

*Please remember the needy and bring can goods to the monthly meetings*



## First Impressions

POWER. STYLE. BEAUTY. GRACE  
CELEBRATING THE DISTINCTIVE HERITAGE OF THE AUTOMOBILE.

*Since it is time to escape reality, let's proceed to your reading room...*

- One item on the 2021 agenda is to consider continuing the 1<sup>st</sup> Thursday Virtual mtg. each month...over to the membership to decide – due to NO input, we missed the 9/21 session.
- Although Dr. V's LIMTC car club offered to allow us LIARS to participate @ their monthly (2<sup>nd</sup> Thursday) mtg. room NO ONE ELECTED TO PARTICIPATE! IS THIS THE NEW LIARS position?

## Model Car Muse link

Ted P provided a link to Doug Whyte's YouTube stuff-  
<https://www.youtube.com/modelcarmuse>

## Moving on...

### The Devil's in the Details Pt 10

By Steve "Big Daddy" Blake

Well, this one is going to be a little short. This past summer has been a busy one. Home improvement projects and my kids coming out to visit took up most of my time. On top of that, I have done the one thing I said I would not do, I've taken on 2 commissions. So my projects are on hold.

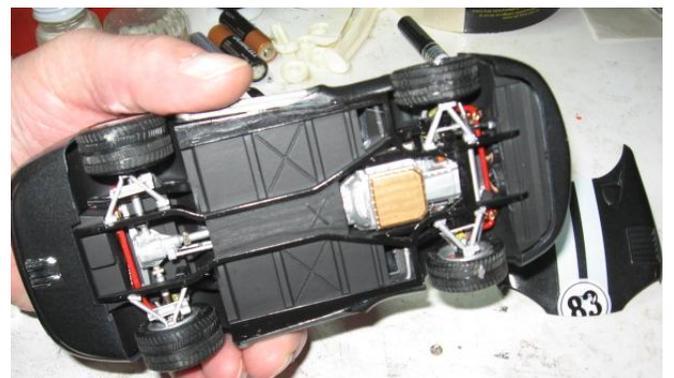
I can't say these are unpleasant, because, they are for my kids. The first came about when Andrew, who I haven't seen in 15 years (since he went into the Marines) visited for an extended weekend back in July. As I showed him my "museum" and we talked of old times he said his favorite car was the Viper GTS. So, for his birthday (which is Oct.21) I started on the AMT kit.



I tried to keep it simple. The engine got the "treatment", ignition wires, and dipstick and throttle cables.



The interior was treated to grey carpet flocking, instrument face decals but the seatbelts had to be decals 'cause I didn't have enough seat belt parts. "Come on e-Bay". Special decaling of the body and basic paint detailing of the chassis round it out.



P.S. doing the "sandwich" style chassis assy is a BITCH.

The next was when my daughter Michelle stopped in for almost a week on her way the visit friends in Ill. In a town ironically named "Normal" Mikie's B'day is in Dec. I promised a replica of her first car That copper colored Mazda MX5 Miata I used to have.

*Please remember the needy and bring can goods to the monthly meetings*



So that is all I have for now.

Remember, “ Don’t catch The Stupids”“Big Daddy”

## MODEL STUFF

By Lenny Cromwell

So where have all the people gone? We’ve been having meetings for a few months now and we’re averaging about fourteen members per meeting. There has to be a reason why half of the membership isn’t showing up. If it’s fear of the pandemic, I can understand (although Long Island’s positivity rate is way down and most of us are vaccinated and some choose to wear a mask), but if it’s apathy, I hope you will reconsider and show up. We’ve cancelled our auction because we don’t think there will be enough of us there to bid on anything. These are exciting times in our hobby with Round 2 reissuing many classic kits with improvements in tires, decals, and newly tooled parts. Atlantis is becoming a major player with long sought after Revell and Monogram kits. They’ve reissued the Revell 1/16 Vega funny car with new decals and newly tooled vinyl tires to replace the original rubber ones, and Moebius is putting out all kinds of cool stuff.

A number of years ago we had a member who had the idea to take a kit and give the

subassemblies to different members to build their own way (engine, chassis, body, interior) and then those subassemblies would be united into a finished model as a sort of fun project. That member was Kevin Argus, our unofficial official’s brother. I don’t know if that project was ever finished. I think that the stumbling blocks were that it was a difficult kit (Lindberg’s Little Red Wagon) and motivating the folks that volunteered to actually do their part. We could revisit Kevin’s dream with a few refinements. First, it would have to be a kit that goes together without any fit issues. Secondly, it would have to be box stock so that all the subassemblies would agree with each other. Lastly, and here’s the kicker, you have to commit to doing your part in one month, and one month only. You get your subassembly one meeting and you bring it back the next meeting. No exceptions, if you don’t then you let the whole team down. When the subassemblies are returned, they’ll be built into a finished model and auctioned off at the following meeting. Start to finish in the span of two meetings! How hard can this be if we pick a kit, for example, like AMT’s 1964 Cutlass? If you volunteered to build the chassis you would only have to deal with one part. One! Surely that could be done in a month. If we did the Cutlass, we could break it down this way:

- Body, hood, bumpers, tail light panel, and tail lights - 7 parts, 8 if you build both hoods.
- Chassis - 1 part.
- Interior - 7 parts.
- Wheels - Tires, wheel backs, hubcaps (two options), 12 parts.
- Engine - About 10 parts.
- Final assembly - Putting it all together.

What do you think? Could we find six members willing to commit to building as little as one part in a month? We are, after all, supposed to be a model car club. *The Rev*

## Back to Our Roots

By Pat Vecchio

I do hope you are all doing well. I will be showing pictures of a tribute model of a 1963 Chevy Impala that I built some years ago. I called it a tribute in honor of my Uncle Angelo.

*Please remember the needy and bring can goods to the monthly meetings*



He purchased this car back in 1963. It was his first brand new car. I tried to match the color the best that I could at the time. Well with that being said, permit me to go on with my story.

His son is Angelo Jr. He and I are the same age. He has one sister who is 4 years his junior. I being the only child and he having no brothers, needless to say we were pretty close.

He was more on the wild side, being bold and open regardless of the consequences that would happen when his parents discovered his actions, I on the other hand was more diplomatic in my behavior.

Not saying that I was perfect, but as they say. I knew how to play the system. LOL.

Well fast forward to 1964. He and I got our license to drive. Oh brother here we go. I just purchased my 1961 Chevy Impala convertible. My friend's brother was going into the Army and

wanted to sell his car. He was asking \$1400.00 for the car.

I really wanted it but only could come up with \$1300.00. He liked me and said that would be fine. Hot dog. I finally had my independence. Angelo was saving to purchase his own set of wheels.

We had a blast cruising around picking up the girls. Even though she had a 283 with power glide, she was a looker. If you ever saw the movie Goodfellas, the Impala that Tommy drove resembled my car.

Well one night I had a date. so Angelo and I could not go out cruising around. With that being said, he asked his father if he could borrow the family car. Uncle Angelo was a jovial fellow and laughed at most everything.

He loved his family and loved people. You go to his home and you ate yourself sick. I loved going there because he was a really fun man, He was a rotund man and was an armature wrestler in his younger days.

Later on he became a teamster member. Sorry I seem to have gotten off track here.

Well anyway Angelo took the car out and met some of his friends. Well he being Angelo , was playing around with the car. As the story was presented to me, it seems that he lost control and decided to move a nearby tree that was just standing there minding its own business.

After the police arrived and contacted his parents, Angelo was in deep dodo. LOL.

The car was towed to a body shop that his father knew the owner of. Needless to say that Uncle Angelo was not laughing at this occurrence. My cousin was no longer permitted to drive that car. It was repaired and it came out looking like new.

He finally purchased his own set of wheels. Not too long after that we both graduated High School and went into the service. He and I still stay in touch. He is living in Florida. Uncle Angelo is up in Heaven with the rest of our family members.

Those were good times and I will always cherish the memories of the times that we shared together.

As a little foot note this tribute model won 3rd place in our clubs model show back in 2015, The theme for the show was Impalas.

I recently saw a 1961 Impala convertible for sale on the internet. It pretty much resembled the car that I had back in 1964, the asking price was \$81000.00, whoa what the heck happened?

I do hope you enjoyed this little story of how this car got wrecked and the pictures pretty well described how the car looked after it tried to move that tree.

Be well and God bless America. Please do not forget the meeting Thursday, Oct 21<sup>st</sup> at 7 pm. Thank you for reading this article and God bless America. **Pat Vecchio**

### 2021 AACA Fall Meet at Hershey, PA

<https://www.hemmings.com/stories/gallery/2021-aaca-fall-meet-at-hershey-pennsylvania>



Hemmings posted their assessment on line.

<https://www.hemmings.com/stories/gallery/2021-aaca-fall-meet-at-hershey-pennsylvania>

What is interesting is that you can view 156 show pictures...

The cancellation of the Eastern Division AACA National Fall Meet (aka "Hershey" in the casual parlance) in 2020 was unprecedented. Swap meets have given up some ground to internet trading in recent years, sure, but nothing can compare with the opportunity to view, in person, millions of used, NOS, and reproduction parts that can't be found anywhere else. Would this year's Hershey be overflowing from pent-up demand? Or would it be empty because buyers and sellers found new ways to do business?

### Dr.V assessment:

- Travel – left home @4AM arrived 7AM included box truck flipped over delay. Return trip, req'd 90 min. just to travel 3 mi. due to another truck flipping over!
- Hershey Park now charges \$20. To park, last time was \$15, year before that was \$12.
- Delayed attending until Friday...half the spots were already empty...informed large # of vendors left Thursday; with remaining started to leave at noon!
- Next year, set up day moves to Monday to accommodate Car Show moving to Friday – since Hershey Park wants to open on Saturday!
- Previous year's evolving trends, e.g., parking more & more modern day vehicles on show fields, less old car parts to chose between, reduction in automobile book vendor/selections (e.g., use to enjoy finding back issues of Automobile Quarterly & Collectible Automobiles - did not find one Want List issue) Same for model car vendors. Vendors are opening later - not until after 830AM!
- On the positive, this almost 76 years old was able to walk through 95% (OK I cheated occasionally when e.g. 1/2 the row I was walking down was empty...so I moved to the next row...) in one day! Show Memories are great!
- Enjoyed viewing old cars on display around the perimeter... meet fellow LIMTC members, weather was great - no need for the normal coat & hat! NO RAIN (I can remember the HERSHEY MUD streak up the back of my pants/shirt!)
- I did purchase 3 handmade (balsa/plastic model firetrucks that to me are priceless!



*Please remember the needy and bring can goods to the monthly meetings*



**Recommendation: Future Meets attend NLT Wednesday!**  
 While walking around, came across this ECTO-1 model



Upon arriving home found out model is listed as 1/6<sup>th</sup>, as well as, 1/8<sup>th</sup>



## INCREDIBLE MODEL

Packed with authentic details inside and out, this 1:8 scale model is the collector's item that Ghostbusters fans have been waiting for.

**Discover the Model - click through the model to see all the amazing features your build-up will come with.**



31.5 IN

### Ghostbusters Vehicle 1/6 ECTO-1 1959 Cadillac 116 cm

Who ya gonna call? Finally, Blitzway is officially unveiling the other hero ECTO-1 of Ghostbusters. They spent quite a lot of time to develop an immortal masterpiece that no one has ever seen before.

Accurate dimension, shape and structure evidenced to 1959 Cadillac. Precisely and exquisitely designed details of exterior and interior, along with realistic structures and props of ECTO-1. High-end of fantastic lighting system and rotating light bar. Embedded with Digital Audio Player with siren!

#### Features:

- Product Size: 116 x 45 x 50 cm (Scale 1/6)
- Material: ABS/PVC/Metal
- Highly Detailed likeness of the 1959 Cadillac Miller-Meteor Ambulance
- Accurate roof rack and exterior structures
- Precise and detailed engine and underside
- Realistically designed structures and props
- 45 LED Light-up functions on the exterior & interior
- Rotating light bars with 2 motors
- Effect of Siren sound
- Features audio play with USB & micro SD plug-in
- Fully openable of 5 doors and bonnet
- Interlocking of front wheels and steering wheel
- Turnable 4 Wheels
- 1 Movable Stretcher
- Possible to riding 4 Blitzway Ghostbusters Figures (sold separately)

Batteries not included (8x AAA)

Check <https://www.ebay.com/itm/274665406432>  
 you can buy one for \$4,190.00 plus \$350 to ship

Other goodies to consider on our 31<sup>st</sup> Anniversary

When was the last time you saw?



Then there was this diorama and it was only \$400.

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Noticed this Craftsman's Guild entry...



<https://fisherguild.com/>

The Fisher Body Craftsman's Guild was a national auto design competition sponsored by the

*Please remember the needy and bring can goods to the monthly meetings*

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.

Among those designers and design executives who participated in the Guild are Virgil M. Exner, Jr., Charles M. Jordan, Robert W. Henderson etc.

## BOOK OVERVIEW

### THE FISHER BODY CRAFTSMAN 'S GUILD -- AN ILLUSTRATED HISTORY

<https://fisherguild.com/fbcg>

#### Background

This book describes the history, memorabilia and people of the Fisher Body Craftsman's Guild (1930-1968) which consisted, initially, of contestants constructing miniature model Napoleonic Coaches (1/18 scale) from 1930 to 1948, and then 1/12 scale, futuristic model "dream cars" from 1937 to 1968. The top scoring models won university scholarship trust funds for their creators, namely - teenage boys and college age young men. Initially introduced in the U.S., in 1932 the Canadians joined the coach competition through GM Canada Ltd.

It was begun by the Fisher family as a philanthropic project during the Great Depression, but evolved into a successful talent search and recruiting tool for General Motors Corporation. In the mid to late 50's and internal study by Fisher Body Division of the Craftsman's Guild's accomplishments concluded that, other than the 206 Guild graduates working at Fisher Body Central engineering, the youth scholarship program was an important source of design talent for GM Styling with 35% of GM Stylists being Guild graduates in 1957. A July 22, 1960 head-count showed at least 47 Guildsmen being employed by GM Styling with an average age of 30 years. By 1985, 25 former Guildsmen would still be working at GM Design Staff, and today, only a few remain at the GM Design Center.

It started as a foundation and became an educational "movement" and successful design education program for youth as well as a highly successful public relations and advertising program which generated considerable public "good will" and huge corporate exposure. Although the relationship between youth and future GM

customers was recognized, the overall purpose of the Guild program was to generate public "good will" and because the youth contestant's styling ideas were relatively amateurish in nature, the contest did not stock GM's inventory of new styling ideas. So successful and institutionalized were the tenets, values and virtues of the program that it continued for 34 years with the exception of World War II.

Beginning in 1965, the idea of the U.S. Craftsman's Guild program was exported. GM Overseas Operations Division got involved and Craftsman's Guild competitions were born at Vauxhall (UK), GM Suisse (Switzerland), Adam-Opel (West Germany) and at GM Holden (Australia). Although these were mostly short lived experiments, the Opel Modellbauer Gilde in West Germany, a co-educational program, was conducted from 1965-1979. A few girls finished among the top 40 model-makers in the Vauxhall Motors Ltd. and Adam Opel contests. On the average some 1,697 models were entered annually in the Opel Moldellbauer Gilde competition compared to an average of about 3,133 model entries in the U.S. Craftsman's Guild competition.

The educational "movement" that the Fisher Brothers had envisioned had become an international education program and talent search forum. It helped young people find their way in the world - perhaps an advocacy became a vocation or industry design career. Maybe their vocational callings switched from auto design to product design to architectural design or from mechanical engineering to engineering architecture, but the Guild got them thinking about their futures and where they fit in. Some became career automobile designers working at GM, Ford, Chrysler, AMC, Nissan, Subaru and Volvo reaching, in a few cases, the Director of Design level. Others became top product designers in interior and exterior architectural design, home and office furniture and major appliances. Some guildsmen were so talented as artists, engineers, craftsmen, and/or designers, that without benefit of formal education, they became independent and successfully self-employed.

In 1968 all of this came to an end in the U.S. when the corporate Executives at West Grand Boulevard concluded that benefits of the Guild did not exceed the costs. Because the number of new GM customers, or the number of cars sold or the amount of "good will" couldn't be measured or

quantified, the benefits side of the equation could never be determined. Perhaps because it was co-educational and formulated for the first phase of women's liberation, the Opel Modellbauer Gilde continued to flourish until 1979. This is consistent with education institutions which over the years shifted to co-education in order to survive.

As a tribute to the legacy of the Fisher Body Craftsman's Guild, Automobile Quarterly magazine sponsored three Car Styling Contests (rendering/drawing contests), at various times in the late 80's and early 90's, for aspiring student and adult auto designers with the results being judged by leading industry design executives. In inaugurating their design competition, in which there were hundreds of entries, Automobile Quarterly magazine stated the following:

"From 1930 to 1968, the Fisher Body Craftsman's Guild sought to harness and nurture the visions of American youth. Among its goals, of course, was corporate visibility, but the Guild also produced generations of designers, many of whom by dint of persistent creativity, rose to the top ranks of industrial design and today shape products for that more perfect world. We honor their energy and enthusiasm with a design contest that encourages the visionaries of today to share their dreams of tomorrow." (Automobile Quarterly, 1987, Vol. 25, No.2)

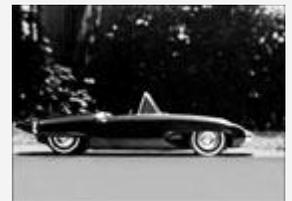
The book 'The Fisher Body Craftsman's Guild -- An Illustrated History', by John L. Jacobus contains 171 period-vintage photographic images of which 41 are color images.

<https://fisherguild.com/photo-gallery/index.php>

E. ARTHUR RUSSELL, 1957



ALLEN T. WEIDEMAN, 1957



RONALD J. WILL, 1961



*Please remember the needy and bring can goods to the monthly meetings*

RICHARD PIETRUSKA, 1963



MICHAEL A. PIETRUSKA, 1965



JOHN M. MELLBERG, 1966



RONALD E. PIETRUSKA, 1967

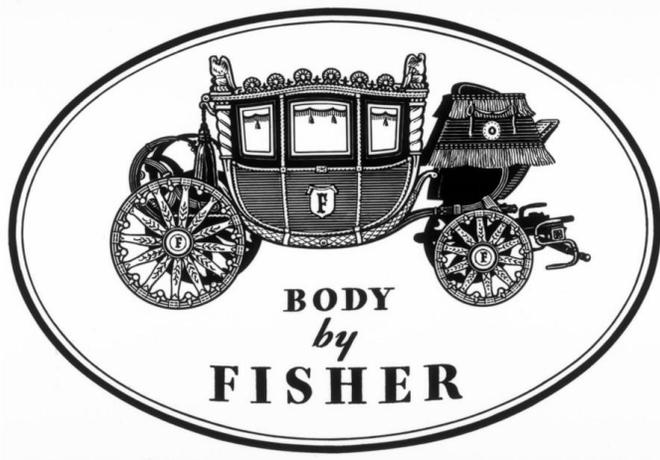


*Body By Fisher Logo, 1930s*

The Napoleonic coach that had served as Fisher Body's logo since 1922 became the cornerstone for the Fisher Body Craftsman's Guild (1930-1968) that was established by the successful Detroit automotive industrialists as a philanthropic project during the Great Depression. The competition invited boys and teenagers ages 11 to 20 from across the country to build miniature model Napoleonic Coaches (1930-1948) in 1/18 scale from plans provided by the Guild. In addition, from 1937 to 1968, winners from that competition and other contestants were asked to design and submit models of their futuristic "dream" car in 1/12 scale. Thousands of dollars in scholarships were awarded to three winners. In 1934, the top prize was a \$5,000 college scholarship, a very valuable prize at the time.



**Remembering the Fisher Body Craftsman's Guild**



THOUSANDS of boys all over America are completing miniature model Napoleonic coaches in the first year's activity of the Fisher Body Craftsman's Guild. These models they will shortly submit in a nationwide competition for four university scholarships of four years each, 98 trips to Detroit, and 882 other valuable awards.



The Fisher Body Corporation sponsored this inspiring movement, believing that this exercise of creative talent, this quickening of the hand of youth, are essential steps toward the development of high ideals—that only by training the coming generation can fine craftsmanship be perpetuated and superior coachcraft be assured.

CADILLAC > LA SALLE > BUICK > OAKLAND > OLDSMOBILE > PONTIAC > CHEVROLET

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*Fisher Body Craftsman's Guild ad, 1931*

By the 1920s, most of the major automakers had established design studios employing hundreds of draftsmen, artists, modelers, craftsmen and engineers. The General Motors – Fisher Body youth contest soon became a highly recognized design educational program for boys, as well as a successful public relations and advertising program that generated huge public exposure and corporate "good will." This Fisher youth contest was advertised in dozens of publications and magazines throughout the United States and Canada, inviting millions of teenagers to take part in the coach competition -- and millions did!

industry introducing new models at record pace in the 1950s and 60s, competition was fierce, and the industry was looking to hire some of those 32,800 Guild entries that earned their designer/makers awards.

**National Scholarship winners for 1947**



Chuck Jordan 1<sup>st</sup> Senior Award James Mariol 1<sup>st</sup> Junior Award Philip J. Karvin 2<sup>nd</sup> Junior Award DON STUMPF 2<sup>nd</sup> Senior Award

*The 1947 contest winners with their models*

By the 1950s, many young men understood that winning the competition could lead to a career opportunity with a major auto design studio. In the late 50s, the Fisher Body Division employed over 200 Guild graduates working in their engineering department; at GM Styling, 35 percent of the stylists were Guild graduates. Ford Motor Company, Chrysler Corporation, independent design studios, and contract body builders like Budd and Murray in Detroit also employed Guild graduates. With World War II in the rear view mirror and the American auto

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POPULAR MECHANICS ADVERTISING SECTION 118

**PLASTIC WOOD**  
HELPED HIM WIN  
**\$5,000 Coach Modeling CONTEST**

**RAYMOND DOERR says:**  
"Only **PLASTIC WOOD**  
Meets the High Standard  
set by  
the Master Craftsman"

**Without doubt, Plastic Wood is one of the most amazing scientific discoveries ever made.** Though it handles like soft putty—then making it easy to use—Plastic Wood quickly hardens into wood... **Wood** you can shape, paint, burn in a lathe with knives. It holds nails and screws better even than most natural woods and it neither warps nor splits.

In repairing a finished and set thing around the house—or with it in building models and in all sorts of emergency—Plastic Wood does a multitude of jobs expertly. There is nothing better for fixing cracks, making mistakes, setting stacks and repairing signs of wear and tear. Try it. You can buy Plastic Wood—in 3 sizes—at any paint, hardware or department store.

**Book of Use Sent Free**  
A 48 page, professional illustrated book, containing full of instructions, will be sent you free. Just fill in and mail this coupon—today.

**MAIL FOR FREE BOOK**  
THE A. S. BOTTLE CO., Dept. FWB, Cincinnati, Ohio.  
Send me—free—Big Book of Use for Plastic Wood.

Name: \_\_\_\_\_  
Street & No. \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Very truly yours,  
Signed RAYMOND S. DOERR

Please write to advertiser please mention Popular Mechanics

[https://www.motorcities.org/images/SOTW\\_9-21-2021/Fisher Body Craftsman's Guild ad Ferens Collection 4.jpg](https://www.motorcities.org/images/SOTW_9-21-2021/Fisher Body Craftsman's Guild ad Ferens Collection 4.jpg)

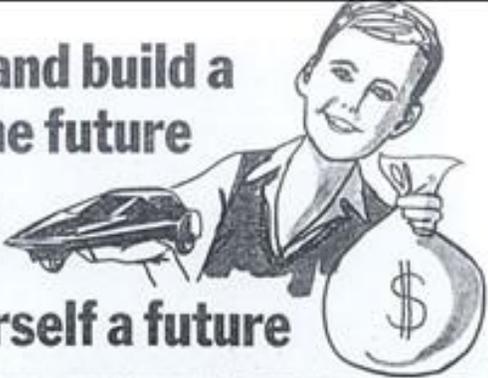
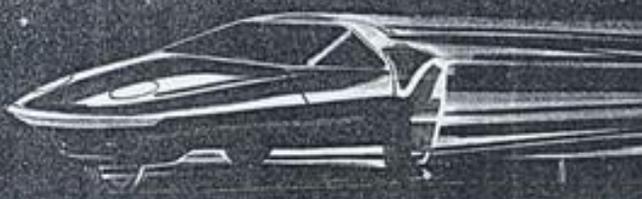
*Fisher Body Craftsman's Guild ad*

In 1965, the success of the Guild program in the U.S. led GM to establish similar programs in their overseas operations that included Vauxhall (UK), Adam-Opel (West Germany), GM Suisse (Switzerland) and at GM Holden (Australia). The Opel Modellbauer Gilde in West Germany was the most successful and lasted from 1965 to 1979 as a co-educational program.

**Design and build a car of the future**

**AND**

**win yourself a future**

**Enter 1966 Fisher Body Craftsman's Guild Competition. More than 1,000 Awards! First prizes—\$5,000 scholarships! Could be the start of a big career!**

Show your imagination into high and go-go. Design and craft your own car of tomorrow. It's a kick, one that's both challenging and rewarding. Your model car could take you right through a college education, maybe into a solid career. Many past winners are today's top men in the field of design. Remember — more than 1,000 chances to be a winner. And you compete only with boys in your own age group.

So rev up and get this coupon in the mail tonight. We'll send all info, car-building instructions and free regular editions of the Guild newspaper, jam-packed with tips on how to build a winning model. Pen ready? Away you go.

**BOY SCOUTS TAKE NOTICE:** Your model car, constructed in accordance with Craftsman's Guild rules, earns you the Model Building Merit Badge. Check with your Merit Badge Counselor for all details.

**THIS COUPON MAY BE WORTH A COLLEGE EDUCATION — SEND IT TODAY!**

Fisher Body Craftsman's Guild, Dept. BC, Warren, Michigan 48090

Please send me the free instruction booklet: "Designing and Building a Model Car." And enroll me in your Model Car Competition.

**IMPORTANT:** Only book here in the following years are eligible. Check the year you work here below.

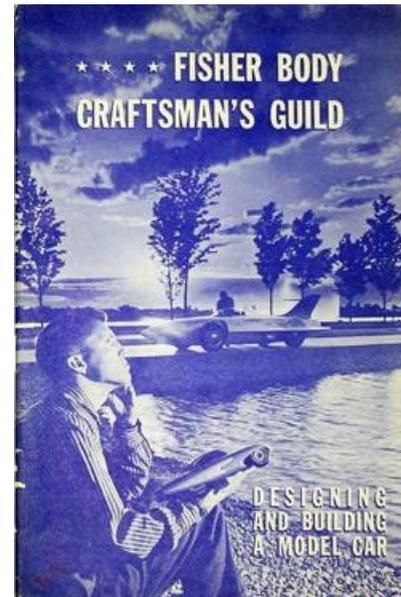
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(Print) LAST NAME FIRST NAME MIDDLE INITIAL LAST NAME	1965 <input type="checkbox"/> 1966 <input type="checkbox"/>	1966 <input type="checkbox"/> 1967 <input type="checkbox"/>
ADDRESS	1967 <input type="checkbox"/> 1968 <input type="checkbox"/>	1968 <input type="checkbox"/> 1969 <input type="checkbox"/>
CITY, STATE & ZIP CODE	1969 <input type="checkbox"/> 1970 <input type="checkbox"/>	

**1,078 AWARDS TOTALING \$117,000**

- 2—\$5,000 Scholarships
- 2—\$4,000 Scholarships
- 2—\$3,000 Scholarships
- 2—\$2,000 Scholarships
- 10—\$1,000 Scholarships
- 1,060 Regional and State Awards Totaling \$79,000

A Fisher Body Craftsman's Guild ad with contest coupon

1968 was the final year of the competition in the U.S. GM's corporate executives concluded the Guild's benefits may not have exceeded the cost of the program -- or the model making contest just became outdated. Regardless, the automobile industry and the Fisher Body Craftsman's Guild program gave many teenagers a direction in finding their way to a vocation or an industrial design career. We will never know just how many aspiring students and young "dreamers" became automobile or industrial designers, artists, craftsmen or engineers after filling out that competition coupon in a magazine.



Guild booklet with contest instructions

**NATIONAL AWARD WINNERS**



*First Senior National Award, \$5,000 Scholarship*



*First Junior National Award, \$5,000 Scholarship*

**FISHER BODY CRAFTSMAN'S GUILD**  
Sponsored by Fisher Body Division of General Motors  
Detroit 2, Michigan

Guild booklet photo of contest winners

#### Bibliography:

- Schreiber, Ron. "The Truth About Cars news blog." 2012.
- "Fisher Body Craftsman." General Motors, 1983.
- Jacobus, John L. "Fisher Body Craftsman Guild."
- <https://www.motorcities.org/story-of-the-week/>

#### ARTICLES

*Please remember the needy and bring can goods to the monthly meetings*

### Fisher Body Craftsman's Guild - dream car competition

By John Prinz

In the fifties and early sixties, car designs were perhaps at their most



dramatic, with acres of chrome and fins that went on forever. So dramatic were the styles, and futuristic were the car concepts that in America in particular, even kids were excited about the new car designs. Under the direction of Harley Earl, the Fisher Body Craftsman's Guild, subsidized by General Motors, was a national competition to help focus that energy and give teenagers an outlet for their car designing enthusiasm. The competition flourished in the fifties and sixties by offering scholarships for building scale model dream cars. Created for high school seniors to challenge their imaginations, Fisher Body helped these young engineers and designers shape the look of the future. The Craftsman's Guild aimed to shape young candidates into fine craftsmen, mature and stable, the well-mannered "Fisher Boys"

would stand as pillars of the community.

#### The Male Technical Domain

The legacy of the



Fisher Body Craftsman's Guild is one of stimulating, enabling and rewarding creativity and craftsmanship. The Guild strove to mold high school seniors into strong, bold and creative engineers and designers with their sights on a future as General Motors employees. Young adults embraced the challenge and rewards set forth by the Guild during the post-war period, exemplified by the fact that during the fifties, only the Boy Scouts of America had a larger membership. As noble an

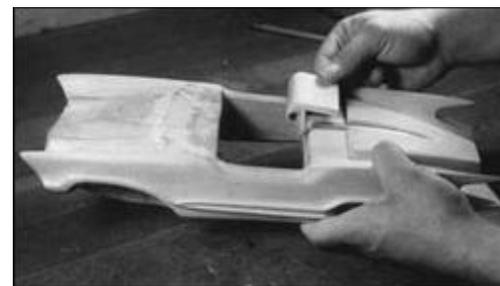
accomplishment as this may seem, it is also true that there was no place in the Guild for the female designer or craftsperson. When one looks back at the promotional material General Motors and the Fisher Body Craftsman's Guild used to attract members, it is a sad reminder of why women are a scarce minority in engineering and other technological fields today. The attitude of the Fisher Body Craftsman's Guild's toward women eventually evolved, if only in it's experimental European program, with the co-educational Opel Modellbauer Gilde in West Germany remaining active from 1965 to 1976.

#### How to Build a Model Car

Initially, as the Fisher Body Club developed, auto



mockups were crudely sculpted or carved in wood or clay, often with simple details. Starting with a set of wheels mounted on axles, to which they would apply a large wad of modeling clay, young designers were left up to their own creative devices to fashion their scale model dream cars. Those who had some experience with crafting models, perhaps referring to drawings they had created, managed to sculpt inspired designs that exhibited a high degree of craftsmanship. In depth building instructions were not available and assistance of former contestants was not available. GM reasoned that given little to go on, contestants would have to dredge up solutions by themselves, as a form of creative stimulation.



#### The End of the Line - The Guild Receives the Axe.

By the mid sixties, designs were more futuristic, clean, and exhibited the highest level of craftsmanship. These young designers were

*Please remember the needy and bring can goods to the monthly meetings*

producing professional quality mockups using the same techniques as actual automotive designers. By 1968, the Fisher Body Craftsman's Guild ended its scholarship program and competition for financial reasons. The US Craftsman's Guild held a reunion in 2004, with many of the attending adult members currently working in the field of automotive engineering and design.

**The Guild's Influence on the Future Until teenage boys**



discovered the Fisher Body Craftsman's Guild, many only had the fleeting satisfaction of making their futuristic sketches in school notebooks, or in the margins of text books. The Fisher Body Craftsman's Guild served as an enabler, mentor, and bridge to the future for youth inspired by automotive design. Today, powerful technological tools including the computer, the Internet, and 3-D imaging software enable anyone with an interest in engineering or design to create and show their concepts to millions of other enthusiasts, and potential employers. Anyone old enough to hold a mouse or operate a Wacom Tablet can stand on the shoulders of the Fisher Boys and begin to design their own futures.

**Dr.V uncovered an interesting site: Rocketfin Hobbies. Plastic Model Car Kits, Model Aircraft, model ships, and figures. Located @ <http://rocketfin.com/>**

**Bernard Barty is working on 2 models ...**



**Miss you Charlie**

**What follows are top level links...(well pictures of). Simply select item of interest to access – wealth of information. Neither the LIARS nor Dr.V received any Rocketfin compensation ...**



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Welcome to Rocketfin! Your web site for the modelling hobby. Aircraft models, car models, ship models, scifi models, truck models, modeling books and reference, it's all here. Scale plastic model kits have been around for hobbyists for nearly 60-70 years. Allowing builders to create small replicas of just about anything, from aircraft to ships, from trucks to spaceships.

Make no doubt, these are not toys. Assembling a static model kit is deep desire to replicate every detail down to the smallest nut or bolt. To create complicated paint schemes on a 6 inch object that would rival something done on a full scale subject. Scale model kits allow us to explore and present our ambition and creatively in an interesting way. Many times, in cases such as diorama models, to show a small slice of history and tell a story so everyone can capture the moment. Our hope here at Rocketfin Hobbies that we fuel your passion, and that you enjoy the millions of possibilities with a model kit. But most of all, just have fun !

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 Kits  
 coming soon  
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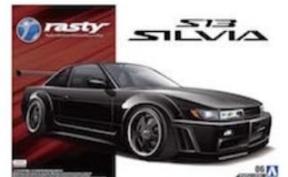
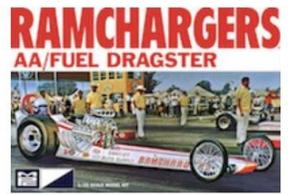
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*Please remember the needy and bring can goods to the monthly meetings*

For model car kits, you can't beat the large selection of automobiles and trucks. Older companies like Revell and AMT, including MPC models, are still cranking out nostalgic models, and have tooled up all new releases within recent years. The model building hobby is at one of the best times ever for the selection and diversity of autos and car kits. New companies like MENG, Trumpeter, IMC, Moebius, and others, are all dipping their toes in the water, and have found success at producing model car kits. While in the past they excelled at Science Fiction model kits, or Military Model kits, they've moved into issuing car subjects, and so far, they've done well. At Rocketfin Hobbies, we carry model kits of just about anything in one form or another. Military Jeeps or trucks kits, also 1/25 scale semi truck kits (which are very popular). Aircraft model kits of all kinds, from civilian planes, to military fighter jets. Ship models of the sea, especially naval models in the popular 1/350 scale.

Scifi model kits are as good as ever. If a new movie comes out, chances are, there will be a few new model kits out soon (if there are any spaceships in it!). From the old AMT Star Trek Enterprise, to the all new Bandai Star Wars kits, there are plenty of new models to choose from. Moebius comes out with new kits all year long it seems. And of course, Polar lights, and now MPC, are going strong. Soon we will have an all new Space 1999 Eagle model kit, at around 22 inches long.

Keep watching for new model kits, from the Super Hero lines (Dragon Marvel models, and Moebius' Batman series) as more figures hit the streets. Horror model kits? Monster model kits? Still popular as ever. Plastic, resin, even vinyl models are becoming mainstream, and modelers are becoming comfortable in building kits in those mediums. It's the best time to hook up with a new model project.

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- [Scifi & Space Model Links](#)
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OK, who has deep pockets to purchase this collection?

# Lifetime Promo Collection for Sale

MASSIVE BASEMENT FULL OF PRISTINE 1950S PROMO MODELS IN NEW JERSEY.

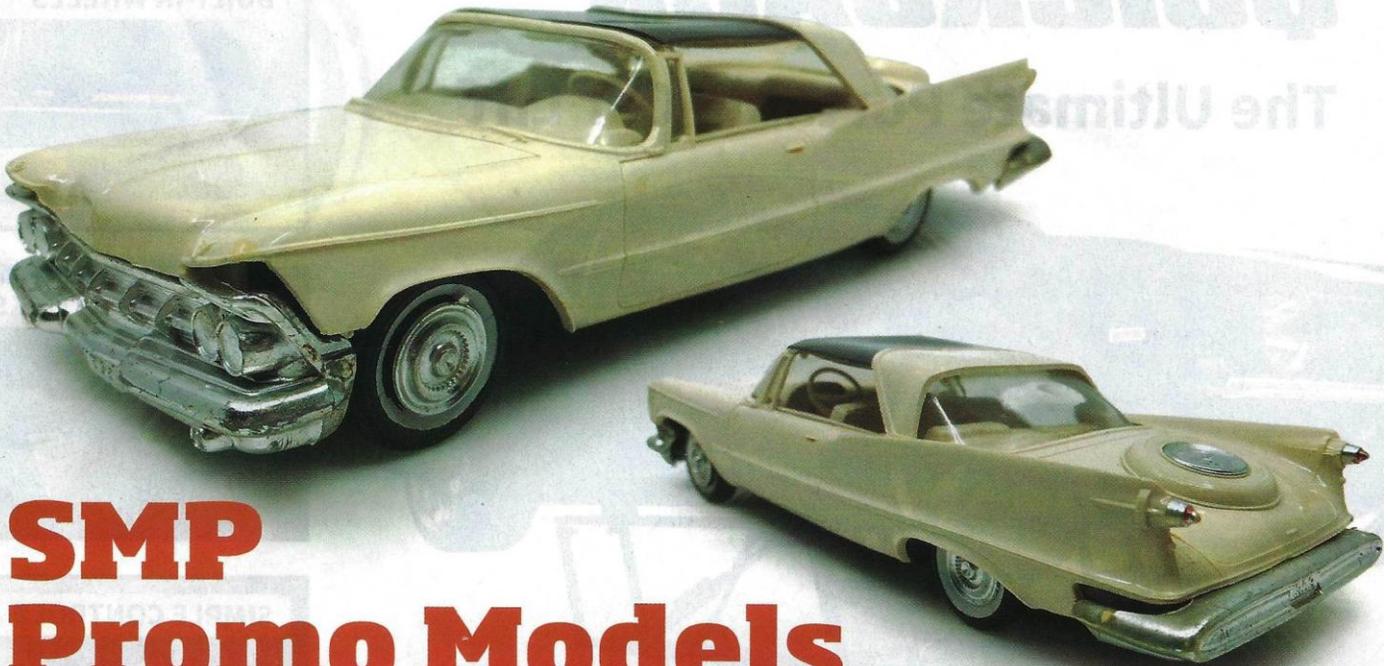


*The entire basement of a large home is neatly packed with literally far more promos and models than we can count!*

**Please contact John in New Jersey at [PromosLimitedNJ@gmail.com](mailto:PromosLimitedNJ@gmail.com)**

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## ►SWAP MEET FINDS



# SMP Promo Models

This dealer's selling tool doubled as a toy for youngsters

WORDS AND PHOTOGRAPHY BY MATTHEW LITWIN

**A**utomobile dealership promotional models have been a staple of the vintage vehicle memorabilia scene for decades. Their purpose was simple: to show potential buyers the finer points of the latest models in various colors, especially when actual inventory was low. Kids then had their turn driving the latest desktop versions around showrooms. Initial promos were cast metal — often doubling as piggy banks — but by the '50s, plastic was the preferred material, worked into finer detail and presented to customers in 1:25 scale. Some companies even made promos with friction drive, such as SMP.

Scale Model Products was founded by Erik Erikson in 1956 and operated out of Mt. Clemens, Michigan. It was a subsidiary of Detroit Plastic Products and made its first batch of promos for GM Photographic, which then managed distribution within its car dealer network. It was similar to the arrangement AMT (Aluminum Model Toys, in Troy, Michigan) had with Ford Motor Company.

SMP's models were molded in acetate plastic in 1:25 scale. Side trim was replicated in body-color plastic, while bumpers, wheel covers, and assorted small bits such as taillamps featured a chrome-like finish. Clear plastic replicated front and rear windshields, and often, side "glass" wasn't installed, providing a clear view of the plastic interior, while further enhancing the clear, crisp lines of the latest hardtops.

A year after creating the first likenesses of select Chevys, SMP began making the same models as assembly required kits. These were essentially unassembled promos, with few if any extra pieces, tucked in a promo-size box designed to fit in a display rack. According to some information, these early kits focused on Chevy — and some Pontiac — hardtops and convertibles, excluding the Corvette.

SMP also entered a contract with Chrysler Corporation to produce a select number of model cars in the ensuing years, such as the

1959 Imperial Crown two-door hardtop on this page. One of SMP's features was the metal "friction" chassis, which the body and interior were secured to. A simple two-gear arrangement, one of which was attached to the front axle, permitted youngsters to "rev up" the model and release it; the generated friction would provide a moment of self-propelled motion.

By the end of the decade, SMP and AMT were widely recognized as the premier manufacturers of promo models for automakers and dealers. However, this is where company history gets a little fuzzy. By the start of the '60s, it appeared as though SMP and AMT were working in unison on several scale-model projects. Lore has it that SMP's wholesale network was rather weak, while AMT had a greater distribution system. The two companies reportedly shared at least one patent design and before long, SMP kits were being sold through AMT.

What is definitively known is that, effective July 18, 1961, SMP was sold to AMT. According to a 1980 statement by Erik Erikson (then the Director of Operations for Lesney AMT Corporation) the sale price of \$225,000 — which equates to \$1.96 million today — included the trademark and all tooling.

At that point, kits for the 1962 model year, known as annuals in the industry, were beginning to go to production. Though SMP's production of labeled kits was thought to have ceased, a handful were distributed, particularly the Imperial convertible and Plymouth Valiant — the latter of which may be slightly more common.

Early plastic promo models, depending on the manufacturer, have a tendency to warp over time, particularly when exposed to warmer temperatures. Their condition, along with rarity and body color, understandably affects values. We found this SMP Imperial Crown at a local estate auction for \$5, though examples in similar condition have recently sold online for as much as \$60. It's not unusual to find near-mint examples selling for \$100 or more. 🚗

*Please remember the needy and bring can goods to the monthly meetings*



**www.Atlantis-Models.com**

**435 BROOK AVENUE UNIT-16  
DEER PARK, NY 11729**

**\*\* PRESS RELEASE \*\***

Contact: President: Peter Vetri FOR IMMEDIATE RELEASE  
Tel. (631) 486-9533  
Email: info@atlantis-models.com

### **Atlantis Models**

## **"Preserving the Past while Building the Future"**

Long Island, NY, August 13th 2021 – **ATTENTION MODEL CAR FANS!** Atlantis Toy and Hobby Inc., manufacturer of plastic model kits and toys, has just signed a multi-year Licensing Agreement with Jim Keeler, a model kit designer who began developing model car kits for Revell in 1961. Jim is joining Atlantis as a consultant and model kit designer effective July, 2021. Keeler, of Hurricane Utah, will be with Atlantis at the 2021 International Plastic Modelers Society 2021 convention in Las Vegas to display and announce the release of "Keeler's Kustoms" a series of 1/25 scale highly detailed vintage model car kits. The kits will be utilizing tooling he designed 60 years ago with some new tooling and custom parts added in. Each kit will come with extra engines and parts for customizing. The first 2 models will be a Fiat coupe inspired dragster called Yellow Fever and a vintage sixties all American 23 "T" Roadster. He will be working with Atlantis on future model cars and other kits. Each kit will have new exciting box art by Gene Chambers showing the cars at famous drag strips across the country. 2022 is going to be an exciting year for model car builders! Look for the Keeler Kustoms Logo on the Boxes.

Peter Vetri, President of Atlantis, states We are so proud and honored to be working with Jim on producing a new Line of kits based on the old 1/25 Custom Car Parts. Look for many exciting kits to come from Atlantis!

Rick DelFavero, VP of Atlantis, states So excited to be working with Jim Keeler who has been such an influence in car modeling over the years! My Uncle had many of the Custom Car Parts sets and they always fascinated me. I was amazed at the many combinations and how you could arrive at your own original creation. I can't wait to see where we can take the series under the Atlantis name.

Look for these kits to go into production late in the 1st Quarter of 2022.

**About Atlantis Models** Atlantis Toy and Hobby was founded in 2009 by Peter Vetri and Rick DelFavero with some guidance from former Aurora Project Manager Andrew P. Yanchus. With a combined 60 years of hobby experience, not only are we lifelong hobbyists, we know what it takes to run a successful hobby manufacturing business. Atlantis Toy and Hobby has sold thousands of products all over the world since 2009. Atlantis offers World Class Knowledge and Service in the Hobby Industry.

Gary provided

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