**Convention Banquet Attendees (New)**

**Number of Guests \* in Attendance by Year, Fisher Body Craftsman’s Guild Convention Awards Banquet, 1948 to 1965, Detroit, Michigan**

**YEAR COUNTS**

1948 256

1949 234

1950 231

1951 248

1952 205

1953 220

1954 332

1955 790

1956 790

1957 790

1958 790

1959 796

1960 783

1961 820

1962 815

1963 805

1964 800

1965 801

1966 800 estimated

1967 800 estimated

1968 800 estimated

SOURCE: Data from Gilmore-Guild Retrospective 1930s to 1968

\*Discussion

The award of the Guild college scholarships, was a very formal, black-tie affair. GM Executives and Guildsmen generally wore tuxedos with white jackets. The guest list included : top GM Executives & Managers, key members of the Detroit Press Corp including local radio and TV personalities, Detroit School System officials, Guild Advisory Board members, members of the Guild Alumni Association, Fisher Body Executives and Managers, GM Styling (& Design) Executives and Managers, selected GM Designers, selected Detroit Industrial Arts teachers, high profile TV personalities to act as Emcees (e.g., Robert Young, Lowell Thomas and Walter Cronkite), and well-known entertainers and performers (orchestras/bands, popular artists/vocal groups, etc.)