PRIZE MONEY BY YEAR (Rev 1)

ADVERTISED CASH AND SCHOLARSHIP AWARDS USED TO POMOTE THE FISHER BODY CRAFTSMAN’S GUILD (1930-1968).

1931 - $75,000

1932 - $75,000 (called an International Craftsman’s Guild with Canadian youths 1932-1934)

1933 - ($75,000)

1934 - $51,000 (12 Senior and 12 Junior Scholarship Winners including Canadians in every category)

1935 - ($50,000)

1936 - $50,000

1937 - ($50,000) Coaches and Model Cars

1938 - 1945 Guild Discontinued WWII

1946 - ($50,000) Coaches and Model Cars

1947 - ($50,000) Coaches and Model Cars

1948 - $65,000 Model Cars only continuing through 1968

1949 - $65,000

1950 - $65,000

1951 - $65,000

1952 - ($65,000)

1953 - ($65,000)

1954 - $90,000

1955 - $90,000

1956 - $115,000 (National Scholarship Awards were increased by $1,000 increments + 10 National Styling Scholarships worth $1,000 each were added to the program.

1957 - $115,000

1958 - $115,000

1959 - $115,000 (Statehood for Alaska and Hawaii in 1959)

1960 - $117,000 (50 States with Alaska and Hawaii added to Regions in 1960)

1961 - ($117,000)

1962 - ($117,000)

1963 - ($117,000)

1964 - ($117,000)

1965 - ($117,000)

1966 - $117,000 (probably included $30,000 for 40 Detroit travel packages in the 1960’s.)

1967 - ($117,000)

1968 - ($117,000) Program discontinued

Note 1. All figures in parentheses are estimates. All other figures are based on references/ sources such as period-vintage newspaper articles, magazine ads or Guild publications such as the *Guildsman* Newsletter mailed to all contestants 4 times per year.

Note 2. The Craftsman’s Guild awarded a 4-day, all-expenses paid Detroit trips, to 40 regional winners, for the Guild Convention and Awards Ceremony. This was advertised in 1966 as being worth $750 or $30,000 (40 X $750) total in 1966 economics. It is not clear if the Guild counted this Detroit travel package as prize money in their advertising figures shown above or if it was included at all.

**How the Guilds Awards Program Worked**

The announced Guild prize money included national scholarships, styling scholarships and cash awards for competitors in each State and DC.

As an example, for the 1966 model car competition, a total 1,078 awards and $117,000 in prize money was announced: $48,000 was for 18 university scholarships (4 Senior Division ($2,000 to $5,000) and 4 Junior Division ($2,000 to $5,000) plus 10 Styling Scholarships ($1,000 each). Guildsmen were eligible for a Styling Scholarship regardless of age division or regional residence.

The Junior Division age bracket was 12-15 years and the Senior Division age bracket was 16-19 years. (These age groups were expanded slightly during the 1959-60 period to be ages 11-15 and ages 16-20, respectively.) In 1966, they had 670 Regional and State awards. The 20 Senior Regional and 20 Junior Regional Award winners earned a 4-day all-expenses paid trip to Detroit (worth about $750 in 1960 economics) to the Guild Convention and Awards Banquet. The Convention trips cost about $30,200.

Junior and Senior State Cash Awards were made for 1st, 2nd and 3rd place ($150, $100 and $50 cash, respectively) as well as 3, 4 or 5 Honorable Mention awards (Tool Kits or $25 cash) depending on the competition year. First State Junior and First state Senior award winners were pooled into 20 Regions from which both Junior and Senior Regional winners were selected. These represented the top 40 models in the Nation for any given competition year.

The overall strategy was for a Guildsman to work their way up the “awards ladder” as they gained more design/craftsmanship experience year-by-year (e.g., State award, Regional award or Styling Scholarship and finally national award. A Regional Award was the key to success with an opportunity for Guildsmen to meet other participants, compare notes and see the perfection exhibited in the other Regional Award models.

Rules and regulations allowed only one national scholarship award per customer and only one Styling Scholarship per customer. Styling Scholarship winners could try again for a National Scholarship award. Only the Guildsman won scholarships were considered to be “Guild Alumni.” Other rules included Duplicate Awards if a GM employee’s son, dealer’s son, dealer employee’s son or GMI student. A few times models were “tied” and duplicate awards were made in that case as well.

Unaccounted for Cost/Expenses: Some publications suggest the figure of $2.5 Million to describe the Craftsman’s Guild awards. We know this included college scholarships, State cash awards and 40 Regional Awards (All-Expenses paid trips) to the National Guild Convention in Detroit. There may have been other extra-ordinary Guild expenses (e.g., banquets, banquet entertainment, Master of Ceremony fees, transportation, etc.).