


HISTORICAL ACHIEVEMENTS

James Luzern Custer

James L. Custer was born January 22, 1923, the son of Engineers Club member #104, L. Luzern Custer (see Valley of Giants story of December, 1992), and he has been a committed Club member ever since. As his father was always actively involved in Club activities, young Jim spent a lot of time

with the Club's dining room manager, who kept him busy with small chores and things to nibble on.

Jim attended Oakwood High School, Ohio Wesleyan, and a very brief time at Miami University. He entered World War II, and flew a B-26. He also did a short hitch in the Korean War, teaching paratroopers in the C-82 and C-119 aircraft.

Following World War II, Jim returned to Dayton to work for Monarch Marking Systems (where he had worked summers during his high school and college days). Within two years, he became a full-fledged salesman, covering territories in the West, from Northern California to the Mexican border and, after 17 years, returned to Monarch's Corporate Headquarters in Dayton.

Here, Harold W. Shaw (57-year Club member) was Vice

Valley of the Giants—

James Luzern Custer

President of Sales and, with Jim's help, organized a national sales organization; Jim continued this work for 18 years. Jim had become Vice President of Marketing prior to moving to England with his wife, Patricia (whom he had married in 1948), and established Monarch sales organizations throughout England, France, Belgium, Germany and Sweden. Jim and Pat experienced the best two years of their lives in this short time overseas, and returned to Dayton to retire after 37 years with Monarch.

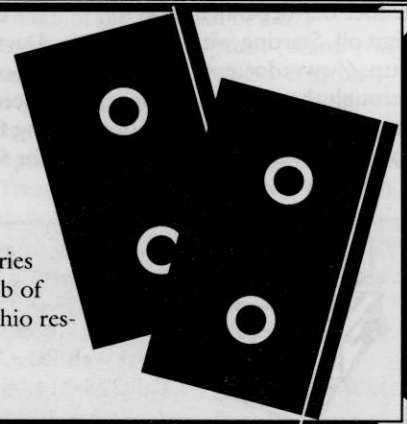
Shortly after retirement, Fred Gage, Dr. Edwin Simpson and Jim established a new company—the Delphi Group of Marketing Consultants, which kept Jim busy for 10 more years. He is now through with business, but has kept very busy with serving on the Boards of Engineers Club, County Historical Society, Wright "B" Flyer, Aviation Trails Inc., and with his church.

Jim Custer is an active member of the Club's Barn Gang, and he enjoys giving speeches, particularly the one on his well-known father (who, incidentally, earned a number of patents, one of which was the clutch still used in most cars today). This speech of Jim's is entitled "My Father, L.L."

James L. Custer has earned his place among the others, including his father, in our treasured VALLEY of the GIANTS!

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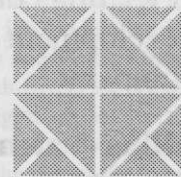
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