

# A PROGRAM FOR AMERICAN CRAFTSMEN



THE AMERICAN CRAFTSMEN'S EDUCATIONAL COUNCIL, INC.

THE AMERICAN CRAFTSMEN'S COOPERATIVE COUNCIL, INC.

485 MADISON AVENUE, NEW YORK 22, N. Y.

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## FOREWORD

**T**HE HAND ARTS of the United States suffered an almost total eclipse following the great industrial expansion of the late 19th Century. Within the past twenty years, through the efforts of far seeing individuals and organized groups, craftsmanship has slowly begun to find its way back to the forefront of American life.

The problems involved in a successful revival of craftsmanship are many. They include an understanding of marketing and its component parts; design and adaptation of materials to modern use; finer techniques; the building of a closer understanding between the artist, the craftsman, the designer, and the public. Above all else they demand a reanalysis of the role of the hand arts in the modern world. It goes without saying that the handmade object cannot compete with the machine made one. The Hand Arts must therefore develop a special niche of their own in the field of merchandising. If the Hand Arts can be brought to the point where they can supply the growing demand for custom fabrication of accessories for personal and household use, their position in the economic scheme will be assured. Craftsmanship will then again flourish in America and bring joy and employment to many. An additional result will be a wider artistic appreciation of all art by many people.

The enumeration of these problems brings into high relief their diversity and at the same time their dependence on one another. They fall, however, into three broad, component parts — education, production, and marketing. The goal of all those interested in craftsmanship must be to bring about the integration of all three divi-

sions with each other and into the modern scene. The desire to help accomplish this task has guided the actions of the Directors of the American Craftsmen's Educational Council, Inc. and the American Craftsmen's Cooperative Council, Inc., and will continue to guide them in planning for a further organization to promote production which is now under way.

## AMERICAN CRAFTSMEN'S COOPERATIVE COUNCIL, Inc.

### *Directors*

MRS. VANDERBILT WEBB.....	<i>President</i>
MR. HORACE H. F. JAYNE.....	<i>First Vice-President</i>
MISS ANNE MORGAN.....	<i>Second Vice-President</i>
MISS MARY VAIL ADDRESS.....	<i>Secretary</i>
MR. WILLIAM J. BARRETT.....	<i>Treasurer</i>
MR. RICHARD F. BACH	MRS. R. G. WILLIAMS
MR. DAVID R. CAMPBELL	MRS. DOROTHY LIEBES
MRS. DOROTHY DRAPER	MRS. FRANCES MILLER
MR. ALLEN EATON	MISS DOROTHY SHAVER
MRS. L. C. EICHNER	MRS. OWEN D. YOUNG

THE AMERICAN CRAFTSMEN'S COOPERATIVE COUNCIL, INC. was the first group to be organized and this was done in 1939. All those activities of the program which are directly concerned with business come under its jurisdiction. It is a cooperative non-profit organization, incorporated under the laws of the State of New York. Starting with seven groups in 1939, by 1945 there were twenty five groups, representing in the neighborhood of 6,500 craftsmen affiliated with the Council. About 350 individual craftsmen, not already members of an affiliated group, have joined the Handcraft League Craftsmen and so enjoy the benefits derived through association with the Council.

These benefits divide into two categories. The first offers marketing opportunities through AMERICA HOUSE: The second brings members

certain free educational services from the Educational Council.

AMERICA HOUSE at 485 Madison Avenue, New York City is already widely known to a large public. It is a nation wide center where handmade articles of a high standard of excellence, from all over the United States, may be found. There the various needs of the connoisseur, the general public and the store buyer are gratified by individual pieces of the highest merit as well as those handmade objects which can be successfully repeated in quantity. The only criterion is fine craftsmanship, whether it be applied to work from a mountain farm, a city studio, or a cooperative group. Sales are made for the craftsmen both at retail and wholesale. America House aims to be a self-supporting business venture, asking for no outside aid. Any profit which may result from operations is divided among the affiliated groups on a pro-rata basis of the amount of merchandise sold for them during the preceding year.

The Cooperative Council also publishes a magazine, CRAFT HORIZONS, which appears four times a year, the subscription price being \$1.00 a year.

Groups affiliated with the American Craftsmen's Cooperative Council, Inc. are —

ASSOCIATED HANDWEAVERS

CATSKILL ARTS & CRAFTS LEAGUE

COLUMBIA COUNTY LEAGUE FOR ARTS AND HANDICRAFTS

SOCIETY OF DESIGNER-CRAFTSMEN

GREENWICH HOUSE POTTERS

HAMPSHIRE HILLS HANDICRAFT ASS'N.

MAINE CRAFT GUILD

MIDDLE TENNESSEE CRAFT GUILD

MINUTE MAN CRAFTS

NEW YORK SOCIETY OF CRAFTSMEN

LEAGUE OF NEW HAMPSHIRE ARTS & CRAFTS

HANDCRAFT LEAGUE CRAFTSMEN  
 OPPORTUNITY, INC.  
 OREGON CRAFTSMEN  
 PUTNAM COUNTY PRODUCTS INC.  
 SOUTHERN HIGHLANDS HANDICRAFT GUILD  
 SOUTHERN HIGHLANDERS, INC.  
 SARANAC LAKE STUDY & CRAFT GUILD  
 VERMONT ARTS & CRAFTS SERVICE  
 VERMONT CRAFTSMEN  
 VERMONT GUILD  
 VILLA HANDCRAFTS  
 ROWANTREES KILN  
 WOODSTOCK GUILD OF CRAFTSMEN  
 AGRICULTURAL EXTENSION SERVICE, UNIVERSITY OF  
 PUERTO RICO

## AMERICAN CRAFTSMEN'S EDUCATIONAL COUNCIL, Inc.

### *Trustees*

MR. HORACE H. F. JAYNE.....*President*  
 MRS. VANDERBILT WEBB

### *Vice-President and Treasurer*

MISS MARY VAIL ANDRESS.....*Secretary*

MR. WILLIAM J. BARRETT	MR. R. D'HARNONCOURT
MR. KENNETH CHORLEY	MR. GEORGE W. EGGERS
MRS. DOROTHY DRAPER	MISS ANNE MORGAN

After several years of developing a marketing program the need for a separate educational group became so overwhelmingly apparent that a Charter was requested from the Regents of the State of New York and in May 1943 the AMERICAN CRAFTSMEN'S EDUCATIONAL COUNCIL, INC. was organized. The underlying purpose of this Council is not to impose its ideas on individuals or groups, but rather, through educational experimentation to develop a new fundamentally sound approach to the many problems involved. In March 1944 contributions to, or memberships in, the Educational Council became tax exempt through a ruling from the

Treasury Department. This is emphasized here to make it clear that the Educational Council is in no wise a business, but is supported through voluntary memberships and contributions from the general public.

The activities of the Council are numerous and are carried on from headquarters in the gallery of America House. Here a small lending library of books of interest to craftsmen is maintained for the use of members, countless inquiries are answered, and exhibitions held. Three committees conduct the special activities of the Council under the overall guidance of the Trustees, a Design Committee, an Exhibitions Committee, and the Division for Group Education.

The Design Committee, under the chairmanship of Mrs. Dorothy Draper, acts in an advisory capacity on all matters which will lead to a closer relationship between the designer, the artist, and the craftsman. A sub-committee, of which Mr. George William Eggers is the leading spirit is preparing a Design Portfolio which will demonstrate visually, through photographs, plates and color, the basic principles of design, relating them especially to the Hand Arts. The initial material will be followed by subsequent periodic supplements which will serve to keep the work fresh and up to date. These Portfolios will be sent as a free educational service to the affiliated groups of the Cooperative Council. All such group members are also sent CRAFT HORIZONS by the Educational Council.

The Exhibitions Committee keeps constantly before the public varying phases of craftsmanship through small exhibitions which cover a wide range of subjects. This phase of the work is considered of real value in publicizing the intrinsic artistic merits to be found in the Hand Arts and thus brings about a greater understanding of their worth.

To the Division for Group Education of which Mr. William J. Barrett is chairman was given the task of planning some form of rehabilitation for returning veterans. After much thought and discussion a most far reaching, constructive plan has been arrived at, one which is open not only to Veterans but to all who wish to have an education in craftsmanship with the objective of finding employment when fully trained. Through this program new principles of teaching and production in the Hand Arts are established. If widely accepted this should help bring unlimited opportunities to the craftsmen of America. Slowly a new race of craftsmen will develop, from the master craftsman creating his own designs, to the technical craftsman, fabricating the designs of others according to the level of his skills. This program is of such importance that we give it a brief section of its own. Further information will gladly be given on request.

## School For American Craftsmen

### New England Division

The New England Division of the School for American Craftsmen is under the joint sponsorship of the American Craftsmen Educational Council, Inc. and the Dartmouth College Student Workshop. Its activities are directed by an Administrative Committee representing both sponsors.

#### *Administrative Committee*

<i>Co-Chairmen</i>	<i>Executive Officers</i>
PRESIDENT E. M. HOPKINS	MR. VIRGIL POLING
MR. HORACE H. F. JAYNE	MRS. V. WEBB

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MR. WILLIAM J. BARRETT  
DEAN EARL GORDON BILL D.C.L.  
MR. LOU BLOCK  
MR. KENNETH CHORLEY  
DR. ARTHUR HILER RUGGLES, D.Sc.

In addition the following serve as an Advisory Committee:

DR. DEAN A. CLARK

Chief Medical Officer, Federal Security Agency,  
Office of Vocational Rehabilitation

DR. ROYAL B. FARNUM

Executive Vice President, Rhode Island School  
of Design

MR. CARL GRAY

Author of the Gray Plan; Chairman of the  
Reemployment Commission, Connecticut

MR. DUDLEY HARMON

Executive Vice President, New England  
Council

LIEUTENANT GENERAL WILLIAM S. KNUDSEN,  
A. U. S.,

Director of Production, War Department

MR. J. FREDERICK LARSON, Architect

THOMAS A. C. RENNIE, M. D.,

Associate Professor of Psychiatry, New York  
Hospital

MRS. OWEN D. YOUNG

Van Hornesville Community Weavers

The School for American Craftsmen believes that craftsmen, their skills and products must be entirely representative of the cultural, social, and economic patterns of their times. Upon this basic idea a structure for training has been established. This structure applies to modern craftsmanship a combination of the old apprenticeship system and present day production methods. If craftsmen are to establish a place for themselves in the economic life of our times, they must develop new employment objectives. These can be achieved through training for Manual Industry geared to sound production principles which will offer gainful employment in three possible categories . . .

- as independent producers
- as members of a Producing Group
- employment in industries requiring fine skills

A two year course is contemplated by the School for American Craftsmen in either ceramics, wood, metal, or textiles. Training, however, will be kept completely flexible and adapted to the individual needs of the student. Through a contract with the Veterans Administration, discharged Veterans are referred to the School, and the first students enrolled in December 1944. The maximum enrollment at any one time will be three hundred with one faculty member for every ten to fifteen students. Tuition of \$40.00 a month is asked. Thus with extremely flexible planning, supervised by practical teaching foremanship, and inspired by design experts, the progress of students will move steadily from apprenticeship to the status of producing craftsmen. Each phase of training and work experience will contribute to the student's understanding of why he is acquiring craft skills, what their place is in our time, and how to employ those skills in gainful occupations.

Each Training Center of the School for American Craftsmen is planned not only as a training unit, but as an active producing group. These first groups will become the nucleus of a far reaching production plan being developed as this pamphlet is written in March 1945. When they are in operation the full pattern of an ideal craft program for American craftsmen will be achieved through the work of the Educational Council, the Production Groups, and the marketing operations of the Cooperative Council.

## THE FUTURE

What of the future? What must still be done to establish the Hand Arts once more firmly in

the lives of the American public? What means must be employed? Fair questions which must be asked if public support is to be had. The Directors of the Cooperative and Educational Councils offer the following program as their answer.

First and foremost all existing Council activities will be continued with increasing efficiency as understanding of the problems involved becomes greater, and the end of the war relaxes personnel difficulties and the flow of materials and supplies become normal. CRAFT HORIZONS will be enlarged and become a greater educational force. New America House units will be opened in key cities of the United States and so increase the marketing opportunities of craftsmen and the knowledge of American Hand Arts on the part of the public. Exhibitions will be continued at a high level. A national exhibition of the Hand Arts of America to be held at the Metropolitan Museum of Art is planned for shortly after the war. The potentialities of the School for American Craftsmen and the Production Groups will be carefully developed.

An open mind will be the keynote of policy so that the changing conditions which the future will bring may be met with wisdom and foresight.

The Councils ask for the support of the public on their past record and present policies. They ask them to join through membership and contributions to the Educational Council and in active participation in a program through which the Hand Arts will attain their rightful lasting place in the World of Tomorrow.

## AMERICAN CRAFTSMEN'S EDUCATIONAL COUNCIL, Inc.

### *Memberships*

Annual .....	\$ 5.00	Associates .....	\$25.00
Sustaining .....	10.00	Patrons .....	