SOUVENIR
of the
HOME
WORKSHOP
A Century of Progress
Chicago 1934
FOLLOW A HOBBY

The fashioning of things by hand dates back to prehistoric times. Primitive man fashioned things of use and beauty to serve his own needs and duties. Crude as they may have been, they found favor with him.

There is something intangible about the making of an article yourself, which, perform, enhances its value. No matter whether that object is a simple thing or a creation of complexity and beauty, it has a far greater value to the maker than an identical one purchased from store or manufacturer.

The home workshop you have seen in operation was planned and executed by those whose names appear upon the brochure. The sole purpose was to demonstrate how simple it is today to fashion almost anything from wood, metal, leather and other products utilized in the Arts and Crafts.

Today, the price range of electrically driven tools is within the monetary reach of all. You may purchase the units separately as you need them. Small hand tools, also, cost little, even for the finer grades. Why not start a shop of your own? You are bound to derive great pleasure in following a hobby—your hobby.

Do not worry about your technique; about your ability to handle tools. You'll acquire that quickly. Your next door neighbor may be a craftsman who will take pleasure and pride in helping you on any operation which seems doubtful or difficult.

Leading Craftsman Magazine

- POPULAR HOMECRAFT Magazine, with the cooperation of the manufacturers whose names appear on the reverse side of this sheet, was responsible for the creation, maintenance and operation of this Home Workshop at A Century of Progress, 1933, Chicago.

POPULAR HOMECRAFT is published every two months and is the Bible of the Craftsmen. It is a big 100-page magazine filled from cover to cover with good, practical, usable information on what to construct and how to proceed in construction. Every issue is a craftsman's encyclopedia. Very profusely illustrated with photographs and large scale working drawings; written so you can easily follow and build any article that pleases you. It is the largest and oldest magazine devoting its entire editorial to the craftsman. It covers the use and care of both electrically driven and hand tools. We know you will be delighted with POPULAR HOMECRAFT.

So that you may know this practical magazine, we offer to those of you who have been through the Home Workshop a trial subscription—Six months for only One Dollar. Print your name in the space below, pin a Dollar Bill on this slip, mail it to us, and we will do the rest. Your money cheerfully refunded if the magazine does not please you. Single copy 35c—U. S. stamps or coin.

POPULAR HOMECRAFT
737 North Michigan Avenue · · · CHICAGO, ILL.
FOLLOW A HOBBY

The making of things by hand dates back to prehistoric times. The primitive man fashioned things of wood and bone for his needs and desires. Crude as they may have been, they faced favor with like.

There is something intangible about the making of an article yourself, which makes you unique in the eyes of others. The inner satisfaction of knowing that you have made something by your own hands, is a simple thing or a creation of completely beauty. It has a far greater value to the maker than as a mere piece of workmanship, or manufacturer.

The home workshop you have seen in operation was planned and executed by those whose names appear upon the brochure. The sole purpose was to demonstrate how simple it is in today to follow anything from wood, metal, leather and other products utilized in the arts and crafts.

Today, where the price of electricity drives things at an exorbitant rate, you may purchase the arts separately if you need them. Small hand tools, also cost little, even for the finer grades. Why not start a hobby of your own? You are bound to derive great pleasure in following a hobby-your hobby.

Do not worry about your ability, but turn your attention to the things you are enjoying.

Leading Craftsman Magazine

Pamphlet POPULAR HOMECRAFT, with the cooperation of the manufacturer, whose names appear on the reverse side of this sheet. This pamphlet will be issued without charge, nor any obligation on your part to purchase.

Pamphlet POPULAR HOMECRAFT is published every two months and is the Bible of the Craftsmen. It is a top-notch magazine filled with the latest in progress with good, practical, useful, information on all forms of home construction, repair, and maintenance. In every number there are new articles on the latest in the field of the maker's encyclopedia. Very proudly illustrated with photographs and large color plates by famous artists. You catalog as soon as you can, as the magazine is one of the largest and oldest magazines dealing in articles to entire satisfaction to the craftsmen of the world. In charge of the editor and care of all electrical designs and work tool.

We know you will be satisfied with POPULAR HOMECRAFT. So that you know this practical magazine, we offer to those of you who have been through the Home Workshop a trial subscription. And, in addition, we will give you this binder with a 50c on this and all subsequent issues, and we will do the next year full subscription at a most favorable price if the magazine does not please you.

Single copy 35c. 5 stamps or 25c.

Pamphlet POPULAR HOMECRAFT

107 North Michigan Avenue

CHICAGO, ILL.
Have a Hobby • Become a Craftsman

The purpose and aim of the workshop you have just seen is to demonstrate to you the thousands of visitors to A Century of Progress the machinery, tools, and apparatus that may be used by the home craftman. You may be surprised to learn that all these apparatus is properly prepared with the artistic manner in which we have presented this working shop to you. Here are a few pertinent facts concerning the exhibit.

The entire booth was constructed with the aid of the tools and machines displayed and operated. The wood is the nationally known Sheild Pine, finished with a special aging stain furnished by the Colonial Stain Company. Many interesting living rooms, libraries and fine dwellings have been finished with these products.

The floor is Mission Pecos, and we believe you will agree that it is artistic and pleasing. We know that it is durable.

It is our hope that your visit to this workshop, where tools and machinery are admirably demonstrated, will inspire you to join the ranks of the large army of craftmen who are devoting their new hours of leisure in the pursuit of their hobbies. The expense for equipment is not large, and results are enjoyment and profit.

We invite you to write POPULAR HOMECRAFT for information on tools, machines and equipment. Also feel free to ask our advice on any craft where the details of construction or procedure may be obscure to you. It will be our pleasure to serve you.
Have a Hobby • Become a Craftsman

- The purpose and aim of the workshop you have just seen is to demonstrate to you and the thousands of visitors to A Century of Progress the machinery, tools, equipment and accessories that may be used by the home craftsman. You may be impressed with the artistic manner in which we have presented this working shop to you. Here are a few pertinent facts concerning the exhibit.

The entire booth was constructed with the aid of the tools and machines displayed and operated. The wood is the nationally known Shevlin Pine, finished with a special ageing stain furnished by the Colonial Stain Company. Many interesting living rooms, libraries and fine dwellings have been finished with these products. The floor is Masonite Preswood, and we believe you will agree that it is artistic and pleasing. We know that it is durable.

It is our hope that your visit to this workshop, where tools and machinery are ably demonstrated, will result in your joining the ranks of the large army of craftsmen who are devoting their new hours of leisure in the pursuit of their hobbies. The expense for equipment is not large; the end results are enjoyment and profit.

We invite you to write POPULAR HOMECRAFT magazine for information on tools, machines and equipment. Also feel free to ask our advice on any craft where the details of construction or procedure may be obscure to you. It will be our genuine pleasure to serve you.