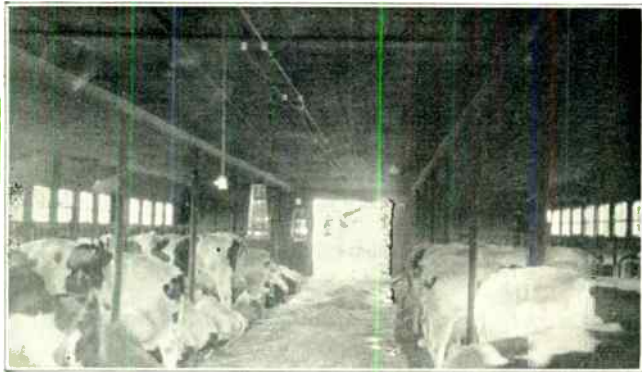




# Be a Farm Electrification Expert

FIGURE-FACTS  
REGARDING A NEW  
DEVELOPMENT  
IN THE FIELD OF  
ELECTRICITY

ISSUED by the COYNE ELECTRICAL SCHOOL



Electric Lights Replacing Lanterns

## Be A Farm Electrification Expert



**A**N ELECTRICALLY trained man need not go to the city to cash in on his training. There's a tremendous need right now for his services in small rural communities and on the farm.

There are houses and barns to be wired—motors, lighting and refrigerating plants, radio sets, equipment of all kinds to be installed and serviced—automobile lighting and ignition systems to be repaired.

Small town garages, electrical and radio stores, power plants, telephone companies offer steady and lucrative employment to the skilled electrician. Manufacturers of lighting plants and electric ice machines are ever on the lookout for competent men to install and service the equipment they sell.

### Battery Service Stations Needed

Automotive and tractor electricity offers a big field in itself right now. While farmers may make minor repairs on their cars and tractors, electrical troubles stop them dead. Repairing the starting motor or generator, timing the spark, adjusting the distributor, tracing shorts, remedying a dead light are tasks beyond their powers.

Opening up a battery service station with automotive electrical repair work on the side offers a farmer either a full or part time opportunity. Such a shop can be opened up in town or on his farm, provided it is well located.

Battery service stations are veritable gold mines. The owner makes money in charging batteries, radio as well as auto, in repairing them and selling them. When something goes wrong with the electrical systems on their cars, tractors, or any electrical equipment they may have, the owner of the battery service station is the man to whom they turn. Invariably he becomes the radio "doctor" of his community, repairing, adjusting and even building radio sets.

A graduate of the Coyne Electrical School can make \$75 to \$100 a week in his own community as well as in some far away city. He can make that amount working for others—or more in opening up his own shop and establishing himself as a **Farm Electrification Expert**.

There are money-making opportunities awaiting the electrical expert in every community.

[Three!]

### \$495 In One Month

Take the case of Theodore Scarborough. After being graduated from Coyne, he returned to Corrigo, Texas. His friends thought him crazy to return. "The only place to make money in electricity," they said, "is in the city."

Scarcely had he arrived home when Delco Light Company offered him a job. Mr. Scarborough is now a Service Man installing Delco Lighting Systems and Frigidaires. His commissions for June were \$495—and they are increasing.

### Earns \$75 a Day

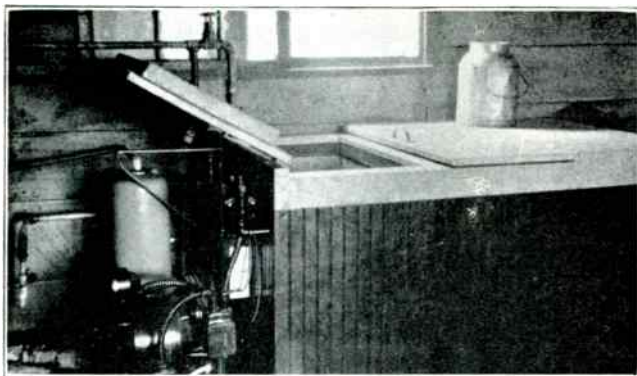
Clarence Ackland, another Coyne graduate, returned to W. Brooklyn, Ill., where he and his father farmed 400 acres of land. By electrifying the farm, he was able to have time enough to open up an electrical business in town.

"As a side line," he writes, "I sell radio equipment and make automotive, radio and electrical repairs. Often I make \$75 in a single day."

Remember, that's in addition to farming 400 acres. Henry Ford says that with modern equipment all the work on a wheat farm can be done in 14 days. Progressive farmers realize that farming need not occupy all their time. They know by combining farming with some other activity they can prosper. The case of Graduate Ackland is proof. One can be both a farmer and an electrical expert.



## Opportunities Galore



With the increasing use of electricity in small towns and on farms, there has been a "back-to-the-farm" movement among electricians. Well there might be. The number of electrified farms increased over 700% during the last two years.

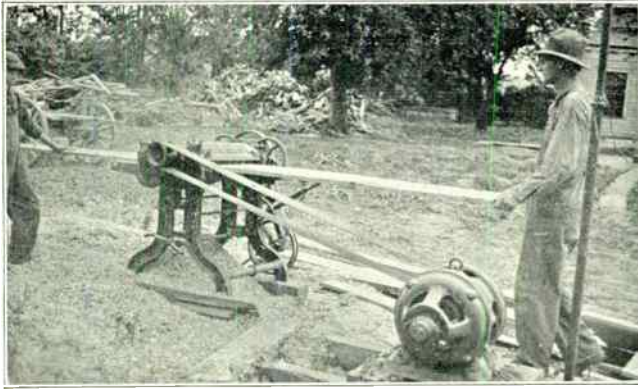
Coyne graduates are finding small towns and farms to be gold

mines. Fay H. Wood, Wichita, Kansas, went back home and found a splendid position caring for the electrical equipment of a large local dairy.

Harold Bailey, Defiance, Ohio, a Farm Electrification Expert who received his training at Coyne, recently won a big name for himself in the construction of the electrically operated Essex Farms Hatchery.

Splendid as are the money-making opportunities now, they will be even greater in the future for the man who prepares himself at Coyne to be a **Farm Electrification Expert** and establishes himself in some farming district.

His position will be enviable. Business will be his in ever increasing volume.



## Farms Must Be Electrified



**T**O UNDERSTAND why the profession of **Farm Electrification Expert** will be so profitable, one must understand the changing conditions of agriculture.

The average farmer today is only earning a bare living—if that.

His only chance to meet changing conditions is to **CUT HIS COSTS** of raising a bushel of grain, producing a gallon of milk or a dozen eggs.

The only way in which a farmer can **cut costs** is to **reduce the number of working hours** needed to produce a bushel of wheat, a ton of hay, a gallon of milk, a dozen eggs.

In 1850, it took 56 hours of man power to raise an acre of corn. In 1920, thanks to the introduction of labor-saving machinery, it only takes 17 hours. But that's too long. It must be reduced if a farmer is to make money.

Aided by electricity and the proper machinery, an acre of corn only requires 10 hours of man power.

It is noteworthy that while farming conditions as a whole are admittedly none too profitable for many, that large numbers of farmers throughout the country are making money.

Farm Electrification has almost invariably played an important part in such cases. The electrified farm is a money maker. So far we have never known of an exception. This is because of the many farming operations that can be done cheaper by electrical machinery.

**ELECTRICITY CUTS FARM COSTS.** That's why farms will be and must be electrified.

**FARMERS MUST ELECTRIFY THEIR FARMS** if they are to survive under changing conditions.

# Electrified Farms Pay



WITH electricity, a farmer can farm more land with less help, raise more grain, harvest larger crops, raise more cattle, handle more cows, raise more poultry, secure more eggs—and all with less help.

With electricity, a farmer can make his farm pay him handsomely; without it, he will not be able to make a living.

With electricity, help will not be so hard to keep. The children will not be migrating to the city. Housework will not be so hard.

Every farmer, sooner or later, will electrify his farm. Those who do not will not survive—any more than farmers who might attempt to raise corn using hoes.

Fortunate will be the man who has established himself as a Farm Electrification Expert. Farmers will seek him out as they do a lawyer or a doctor.

## How Electricity Cuts Farm Costs

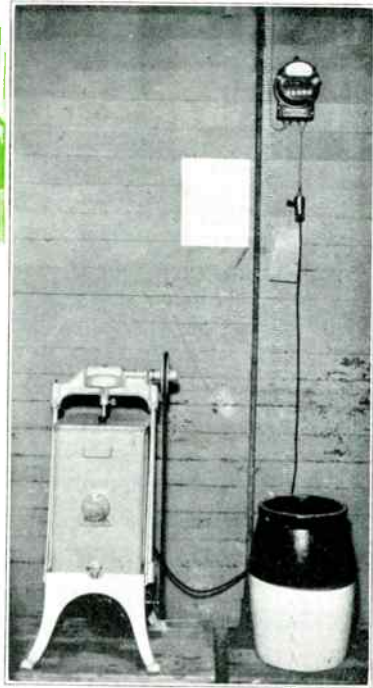
As a Farm Electrification Expert, you'll be able to show them where you can save them money with electricity. That's why your services will be in demand. You'll make money in charging them for the installation and you'll collect juicy commissions from the manufacturers of the equipment you install.

As a Farm Electrification Expert, you'll be able to give hundreds of figure-facts showing how electricity saved money.

For instance, you'll be able to show how electricity reduced the cost of grinding grain from 5c to 1c—how electricity husks corn for 3c a bushel less than when a gasoline engine is used—how electricity is 66% cheaper to use in pumping water, hoisting hay, elevating grain.

You'll be able to show how a farmer can make \$24 a year more per cow when electric milkers are used—how electrically heated drinking fountains in dairy barns have increased the milk yield 30%.

[Six]



## BE A FARM ELECTRIFICATION EXPERT

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You'll be able to demonstrate how electric lights in hen houses during the short winter days increase the egg yield two and three times—how electric incubators give 70% to 80% hatches as against the 50% to 60% hatches secured from oil heated incubators.

Farm Electrification is **not** in its experimental stage. It has proven profitable on thousands of farms. It has proven its ability to cut costs in thousands of officially verified instances. It offers farmers their greatest and most logical hope of future prosperity—and to the wide awake man with electrical training a field of boundless possibilities.

### Farm Uses for Electricity

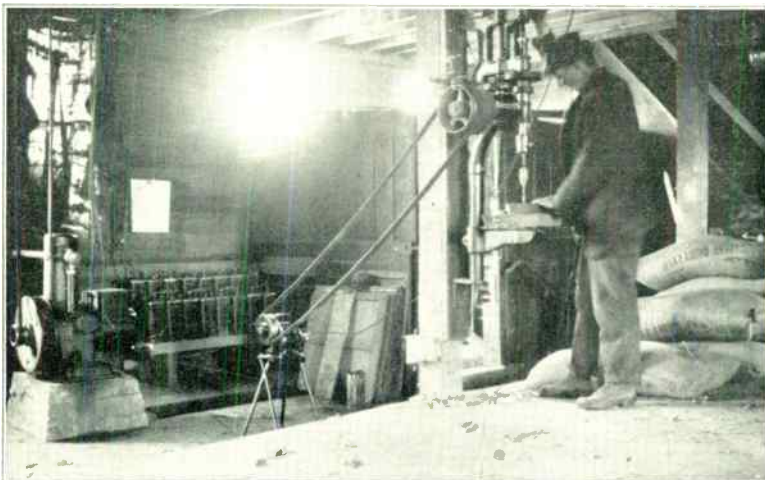
A Farm Electrification Expert is really a Farm Efficiency Expert.

As such, farmers will consult you on the cheapest and best ways to electrically milk their cows, clip their sheep, groom their horses, thresh their grain, put their hay in the mow, carry their grain into the bins, husk their corn.

As a Farm Electrification Expert, you'll be able to show your farmer friends how they can use electricity to stimulate plant growth, kill insects, cure hay and grain, cut and cure silage, hatch and brood chickens, increase their egg yield.

Farmers are using electricity now. In their automobiles and radios. In grinding feed, carrying litter, watering stock, lighting barns and houses, running drill presses, grind stones, saws. In churning butter, skimming milk, pasteurizing it, making ice.

- These increasing agricultural electrical demands are increasing the demand for electricians in rural communities.



The Davis Farm in Pennsylvania

[Seven]



## Household Uses



LECTRICITY is a godsend to the farmer's wife. It turns a farm house into a home.

Electricity will light her home, furnish her with running water, give her the labor-saving blessings of the electric iron, washing machine, refrigerator, fan, sewing machine, vacuum cleaner, dish washer, dough mixer—and all those other electrical servers that make life more worth the living.

Electricity furnishes the heat for the range, water heater, toaster, and heating pad, and the current for the depleted radio battery.

Even though a farmer may not be ready to electrify his farm, his wife is ready to electrify the home. That means work for the electrical expert located in the rural community—and profits on the materials and items sold.

Socially, too, the electrified farm is a community center of interest. Life is more livable. The electrically lighted and operated farm stands out in the night brilliantly as a gathering place for the young folks and others for miles around.

What city home or what city life can possibly offer the same appeal of the wide open spaces, the vigor of farm life, having as its background all modern city conveniences: Electric lights, electric power, the radio, the automobile?

The electrified farm carries with it the prestige of being modern, up-to-date, progressive. Such a farmer is looked up to, respected and admired, not only by his neighbors, but by big city bankers and business men with whom the farmer deals, or may have occasion to deal with.



# Farm Electrification Sure



UST as the farmers of another century abandoned the hoe for crude horse-drawn machinery—just as they adopted plows, cultivators, reapers, threshers—just as they are abandoning the horse in favor of the tractor—so will they adopt electrical equipment in the future.



Farmers are fast learning that electricity spells the difference between success—and slow starvation. They have had it proven to them that electricity can make them money by cutting their costs. That's why they are electrifying their farms. That's why banks are so quick to finance a farmer wishing to install electricity on his farm.



The great power companies are installing power lines everywhere to furnish electricity to the farmer. The great Super-Power Project, linking the electrical resources of the eastern and central states, is to serve the electrically awakened farmer.



The rushing waters of innumerable rivers have been harnessed to furnish electricity to the farmer. Farmers are even taking electricity out of the air with windmills connected with dynamos.



Farm Electrification is coming! What will it mean to you? Will you be one of the hundreds of farseeing men who prepare themselves for the rich opportunities it offers? Farm Electrification will be one of the professions of the future. Make it your profession.



The economic waste and loss in farming is largely because of a badly over-balanced program of work hours. During the winter months farms are unproductive, and time must be used for odd jobs of repairing, chores, and such things. On the other hand the summer months are long, hard working months, up before daylight, and late into the night before finished.



Farm Electrification is balancing this situation nicely. It is cutting down the hours of labor during the active summer months. And, in the winter, it makes it possible to earn hundreds and thousands of dollars conducting an electrical business.



## Consider the Possibilities

— as a Farm  
Electrification  
Expert



IF YOU prepare yourself to become a Farm Electrification Expert, you can return to your own vicinity and practice your profession.

If you have a farm, you can combine farming with an electrical career as does Clarence Ackland who farms 400 acres of land and carries on an electrical business that brings him in as high as \$75 a day profit.

Or you can secure employment from a garage, radio or electrical store, power station, telephone company, or as a resident Service Man for some manufacturer.

Or you can go in business for yourself. You can sell radio and electrical equipment—make radio, automotive, and electrical repairs—act as agent for lighting units, refrigerators, vacuum cleaners, etc.



When the farmers in your territory learn that you know about Farm Electrification, your advice will be in demand. They will use your services in making repairs and installations. They will follow your advice in selecting equipment.

No one can vision the money-making possibilities that the future holds forth for the Farm Electrification Expert. But they're big. Just reason it out.

Turn to the back cover of this booklet and read the story of how Clarence Ackland visualized electrifying his farm long ago. And note how he has made his dreams all come true. Note in how many ways electric power has been a Godsend to him and his father in running their farm and making profits for them.

Farmers must electrify their farms. They are doing it more and more. When they electrify, they must buy equipment from somebody and they must hire

someone to wire their homes and buildings and make the needed installations.

Doesn't it stand to reason that if you're on the ground, have a reputation for knowing your business, that you'll get a large share of this business that will be created in your region in the next few years?

Even though you're farming now, why not be a Farm Electrification Expert also? **Think of what it would mean to be earning \$3,000 or \$4,000 a year extra.** Being a Farm Electrification Expert would enable you to turn your waste hours into money and prestige.



# How to Become A Farm Electrification Expert



**T**O QUALIFY as a Farm Electrician Expert, you must have a thorough electrical training **plus** a knowledge of the latest developments in the application of electricity to agriculture, its possibilities and economies **plus** a knowledge of farms, farmers, and farming.

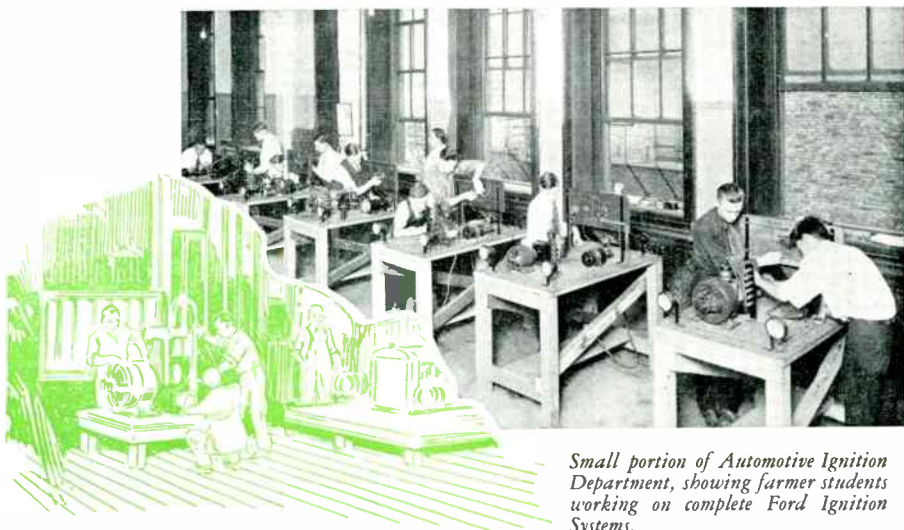
You must be thoroughly drilled in the principles and practice of electricity. You must not only be able to tell a farmer the electrical equipment he should purchase and the savings it would make him, but you should be able to do the electrical work yourself—so that you can direct others properly when your business grows.

You should be able to wire a house; install switches or switchboards; install, tear down, build up motors and dynamos, wind armatures, diagnose electrical ills, understand electrical drafting, plan reading and estimating; repair, build, charge batteries; install and service radios; handle all automotive electrical troubles.

How can you become all of these things in the shortest time and the most effectively? You don't want a lot of higher mathematics, logarithms, and "paper" electricity. You want the **PRACTICAL** stuff that keeps you down to earth, understanding what it's all about.

This kind of training can be had **only** in great electrical shops, where you operate and work around enormous electrical machinery under competent instructors. There is no substitute for practical training. No sensible farmer would any more think of trying to learn electricity out of mail lessons or dry books than he would to learn farming that way.

You should be the electrical authority of your region on both electricity and agricultural electricity—as you can be if you are a graduate of the world's largest electrical school, Coyne of Chicago.



*Small portion of Automotive Ignition Department, showing farmer students working on complete Ford Ignition Systems.*

# TRAIN AT ..... COYNE

## *The World's Largest Electrical School*



FOUNDED in 1899, its thousands of successful graduates have spread its fame all over the world. Today there is scarcely an electrical project anywhere but that a Coyne graduate is connected with it.

Coyne has built its reputation because it has been a school with a vision.

Founded when the electrical industry was in its infancy, it has ever kept step with the growth of this mammoth activity and has contributed much to its growth by training electrical experts that have furthered its development.

So it is nothing unusual that Coyne should be the pioneer in preparing men for the new and vastly important profession of Farm Electrification.

Coyne has a matchless faculty. Its equipment is unsurpassed. Its training methods are the result of 28 years' experience.

[Twelve]

# Twelve Weeks at Coyne

## *—Make You A Farm Electrification Expert*



ENROLL during the dull winter months on the farm. Just 12 weeks are all you need to make you a fully competent Farm Electrification Expert. Our practical “Learn-By-Doing” methods make this possible.

**You don't need advanced education and absolutely no experience whatsoever.**

We make you a practical electrical expert—not a mere “paper electrician.”

The training you get is equal to ten years' experience on any job.

We do not teach from books or printed lessons. **You learn by doing** under the eyes of skillful, competent instructors. The practical instructions we give are responsible for our graduates securing positions paying from \$200 to \$800 a month.

Here you will find yourself in the midst of electrical machinery in full operation. And a great bulk of this machinery is the very type and kind of equipment to be found on electrified farms. You will find your farm tractors, your automotive ignition systems, your motors and generators used for power, farm lighting plants, you will be taught everything about BX and conduit wiring for wiring your house, barn, and other buildings, switches, burglar alarms (a very important protective measure for farmers against theft of poultry, machinery, fruit products, etc.) and everything in fact that you will **ever** have occasion or use for, either on or off the farm.

Coyne training fits you to handle any electrical work anywhere. It enables you to see the world, to locate in any large city you please, or to become a Farm Electrification Expert.



# Learn Electricity Now



LECTRICITY is the fastest growing profession. A knowledge of it is the key that will open the gates to a dozen fields of rich opportunity. One of the greatest of these is that of becoming a Farm Electrification Expert.

Its possibilities stagger the imagination. Those who prepare themselves for this latest and most fascinating profession will reap the same rich and astounding returns as did the farmers who first turned the sod of the virgin prairie and planted wheat in its fertile soil.

In the next ten years, over 100,000 men will become Farm Electrification Experts. Their positions will be enviable. Admired. Looked up to. Men of influence. The prosperity of their communities will be largely due to their spreading of the gospel of **Farm Electrification**.

They will be owning huge stores, the hub of the electrical activities of their regions. Their business will be constantly growing. New uses for electricity will always be discovered. The adaptation of electricity to agriculture is but in its infancy.

Be one of these 100,000 men! Decide now to become a Farm Electrification Expert! Enroll at Coyne at your earliest opportunity. Learn electricity—learn how it can serve the farmer—launch out as a **Farm Electrification Expert**.

Farmers must electrify to meet changing conditions. The man who establishes himself in the community as a **Farm Electrification Expert** will get their business. This business will be so great, so profitable, so satisfactory that it will mean tremendous prosperity to those who handle it.

Be one of those who will profit by **Farm Electrification**. Prepare yourself now. Enroll in Coyne without delay.

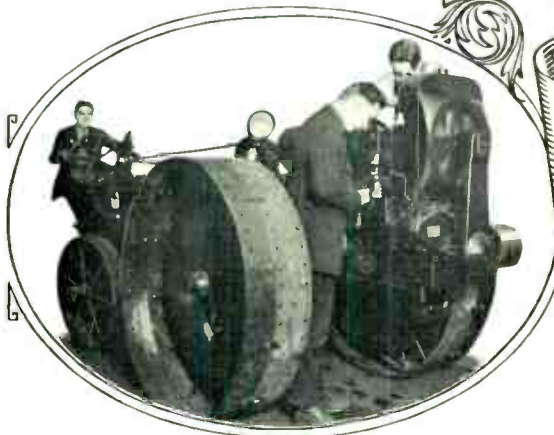
H. C. LEWIS, President  
**Coyne Electrical School**

1300-1330 West Harrison St.  
Chicago

[Fourteen]

# A Few Shop Views

— From the  
*World's Greatest  
 Electrical School*



## Quality Training Pays

Cheap farm machinery doesn't pay. Neither can cheap training ever be satisfactory. Training is just like any kind of commodity; you can't take out of it any more than you put into it. Coyne training is not, and never will be, the "cheapest" training in the sense of mere price.

Coyne gives **QUALITY** training with hundreds of thousands of dollars worth of massive equipment plus the finest kind of trained, *practical* instructors.

You can't afford to risk your entire future by gambling with the **ONE** thing that spells success or failure, the kind of training you select.

**GET  
 THE  
 BEST!**

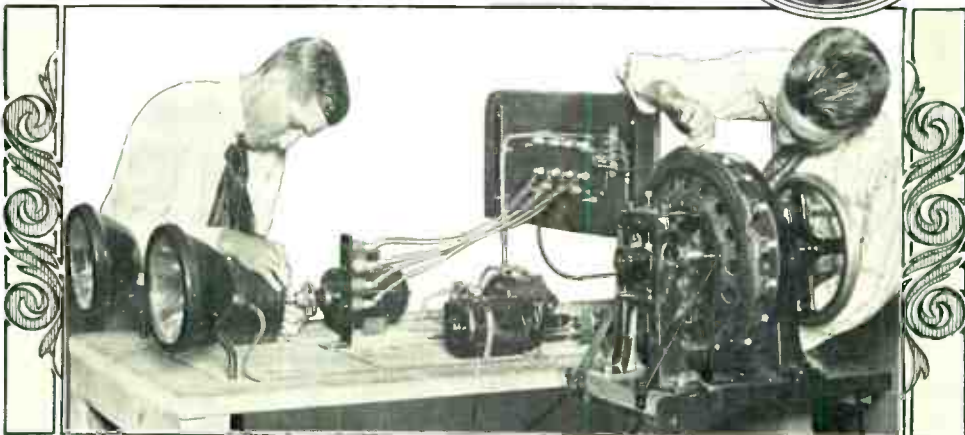


Top picture to right, students operating a farm lighting plant.

Above you see students working on, and studying, a farm tractor.

To Right: H. C. Lewis, President of Coyne, snapped by a photographer at Washington, D.C., while attending Radio Conference conducted there by Herbert Hoover, Secretary of Commerce, who is seen at Mr. Lewis' left.

Below: Students working on, and operating a complete Ford ignition system, a large number of which are provided in the Coyne shops, in addition to those of many other types of cars.



# Read This Amazing Story

## How Clarence Ackland Made Farm Electrification Pay Big Profits

### "To Whom It May Concern"

—By Clarence Ackland



IT may be of interest how we make use of electricity on the farm. As a graduate of the Coyne Electrical School I have found my training worth hundreds and thousands of dollars to me directly in connection with the 400-acre farm my Father and I operate.

I can truthfully say that my interest and training in electricity has been directly responsible for my staying on the farm. I can truthfully say that my interest and training in electricity has been directly responsible for my staying on the farm. I can truthfully say that my interest and training in electricity has been directly responsible for my staying on the farm.

A little incident that happened just recently illustrates how electricity on our farm was the means of saving us a loss of thousands of dollars.

#### Electric Water Pumps Save Farm From Fire

We have a farm lighting and power plant that supplies our electric power. Electrically driven pumps give us our water pressure. The other day a large straw stack caught fire. This straw stack was so situated and the wind was blowing in such a manner that our entire property was threatened. Straw stacks will burn for days and without electric water pressure we sure would have been out of luck. We played a high pressure stream of water on this burning stack, and without the least difficulty kept the fire safely away from our buildings.

OUR farm is pretty well electrified. We have enough electrical equipment around to keep me busy almost all the time. Motors are neglected, not oiled as they should be, and I take care of that, inspecting them regularly, replacing new brushes or doing any other repair work that is necessary.

We use electric motors for the following purposes:

1. For pumping hard water for use of home, and
2. For supplying water for at least two carloads of live stock, which means thousands of gallons.
3. For running cream separator.
4. For running washing machine.
5. For churning.
6. For ciderpress.
7. For pumping soft water.
8. For fanning oats.

#### Electrical Training Invaluable Around Farm

We fan oats for neighbors and can do it cheaper than they can with their own gas engine. Electric power is steadier, cheaper, cleaner and much nicer to handle.

9. Charging radio and auto batteries for our own use and for my customers who bring this business to me.

I do a large radio business. In the summer-time almost every night I have service calls to attend to and in the winter-time I am kept even more busy, as I then sell

radios, build, and install them, and in addition service many sets not purchased from me.

THIS last winter, my income was easily \$10 a day, and in the first three weeks of January I made clear about \$117.00 a week. Some days I have made as high as \$75 clear profit.

#### Electricity Takes Druggery Out of Farming

I realize that quite a few fellows brought up on the farm hate to leave the farm but are led to do so because of the many druggeries in connection with farm work. I believe if such a fellow will get electrical training in a good, practical school, such as Coyne, and start in to electrify his farm that he will find living conditions so much more satisfactory and also the earning power of his farm increased so greatly that he would never think of leaving the farm.

Today I am making far more money than ever before in my life. The farm has been made far more productive and, while many farmers are losing money, I believe it is due in many, if not most, cases, to their failure to adopt more modern methods, as we have done. At any rate, I can say this, our farm is making money and we have no kick coming, and I am frank to say that, in my opinion, farm electrification as I have carried it out on our farm is largely responsible for our success.

#### Says Many Farms Lose Money Due to Old Inefficient Methods

IF ANY farmer or farmer's son is interested in electricity on the farm and wants a thoroughly practical training I strongly recommend his going to the Coyne Electrical School in Chicago.

I also welcome anyone writing me for further information or paying me a visit at our farm in West Brooklyn. Ask about the "farmer electrician" or say the word "radio" and they'll tell you how to reach my place.

Yours very truly,  
(Signed) Clarence Ackland,  
West Brooklyn, Ill.