

COYNE ELECTRICAL AND RADIO SCHOOL

PRIVATE OFFICE
H. C. LEWIS

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PRIVATE PHONE
SEELEY 7722

CHICAGO December 20, 1934

From H. C. Lewis, President,
Coyne Electrical and Radio School,
Chicago, Illinois

Dear Friend:

When you have read the "COYNE OPPORTUNITY BOOK", you have taken a trip through my shops. Everything I TELL you - every picture I SHOW you is exactly as represented. But - words and pictures alone can't TELL you the ENTIRE STORY. I can't SHOW you the successful records of thousands of COYNE graduates. I can't make you HEAR the busy hum of my machinery and SENSE the tremendous activity on the many floors filled with ambitious, earnest, interested students; I can't make you "FEEL" the true spirit of the great COYNE SHOPS, unless you come here.

Years of painstaking effort and experience have gone into the building of COYNE ELECTRICAL AND RADIO SCHOOL and the remarkable REPUTATION that has become nationally famous. COYNE has made thousands of ELECTRICAL and RADIO EXPERTS from unskilled workers. My boys have come from every walk of life. From farms, factories and offices - young and old alike - clad in jumpers and overalls - these sincere, ambitious fellows have come to me for the last 35 years seeking the SPECIALIZED TRAINING that ONLY COYNE can give. AND I HAVE NOT FAILED THEM. Here at my School, they have found the FINEST EQUIPPED TRAINING SHOPS IN AMERICA. They have found that my practical "LEARN BY DOING" Method of INDIVIDUAL INSTRUCTION is the only SURE way of becoming a TRAINED EXPERT.

THE GREAT COYNE SHOPS ARE OPEN TO YOU! If you are ambitious - if you are earnest and sincere - if you really want COYNE TRAINING, I can help you to get it RIGHT NOW - at the LOWEST PRICE I have ever made in the history of my School. Before giving you the details of my LIMITED SPECIAL OFFER, I want to make these important facts - clear to you.

YOU CAN WORK PART TIME TO HELP PAY YOUR EXPENSES! I will help any student who needs part time work. The purpose of this service is to help any COYNE student who is short of money, to meet his room and board expenses. As one of my students you will be entitled to assistance from my SPARE TIME EMPLOYMENT DEPARTMENT and - YOU WILL GET IT QUICKLY!

HOW MUCH WILL YOU NEED FOR ROOM AND BOARD WHILE YOU ARE AT SCHOOL! Practically all my students come from distant towns. When they arrive in Chicago my WELFARE MAN personally arranges for their rooms and extends every assistance to make them completely comfortable. Generally, my boys like to be together and the rooms are within easy walking distance not only from the School but also from the world-famous LOOP, Chicago's business district. ROOM and BOARD can be had for about \$6.00 per week. This includes a clean, cheery, WELL FURNISHED ROOM and THREE GOOD MEALS DAILY. We have our own restaurant in the School building; breakfast and lunch may be had at very low prices.

MY 7 POINT EMPLOYMENT SERVICE AFTER YOU GRADUATE! My staff of experts assures you personal, individual JOB HELP. Read my catalog carefully for a description of this unusual service. I

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offer to place at your disposal the entire resources of my EMPLOYMENT STAFF, to find the job you want.

HOW MUCH MONEY YOU ACTUALLY NEED TO START COYNE TRAINING! Your actual living expenses for the first 30 days should be about \$25.00; this includes your laundry. Bus or railroad fare can be determined by yourself. As a matter of fact ABOUT \$35.00 WILL SEE YOU THROUGH NICELY FROM THE START with all incidentals. PART TIME EMPLOYMENT SHOULD HELP WITH YOUR LIVING EXPENSES WHILE YOU ARE AT SCHOOL.

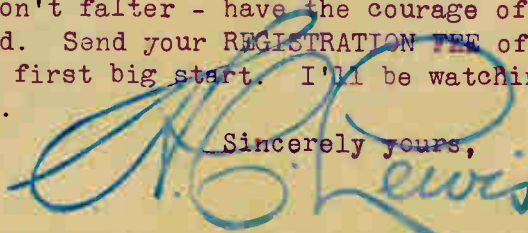
I WILL GIVE YOU MY ELECTRIC REFRIGERATION and AIR CONDITIONING COURSE FREE! By enrolling NOW, you will be able to obtain the complete, regular Course of COYNE TRAINING with my brand NEW course in ELECTRIC REFRIGERATION and AIR CONDITIONING absolutely FREE. I get \$150.00 for this course alone and it is worth every cent of it. I NOW GIVE IT TO YOU WITHOUT AN EXTRA PENNY OF COST WITH THE COMPLETE COURSE OF TRAINING YOU CHOOSE. This is your BIG opportunity to obtain a thorough, practical knowledge of the FASTEST growing Industry in America today. It means you get an EXTRA Training worth \$150.00 by enrolling NOW.

YOU WILL GET A LIFETIME SCHOLARSHIP! By taking advantage of my present offer, you will also receive the benefit of a LIFETIME SCHOLARSHIP, entitling you to (A) JOB HELP by my Vocational Department whenever you need it, (B) FREE CONSULTATION SERVICE in regard to your daily business problems (C) the advice of business experts and the benefit of my volume purchasing power, should you go into business for yourself, (D) you can come to school as often as you like, AFTER YOU GRADUATE, to review your studies and familiarize yourself with new equipment and improvements that we may add to your regular course of training from time to time WITHOUT EXTRA COST. A COYNE LIFETIME SCHOLARSHIP is one of the most VALUABLE features offered to COYNE STUDENTS. It means a LIFETIME of PRACTICAL service to COYNE GRADUATES. You can ALWAYS keep up with changing conditions and improvements in your chosen work, because COYNE will supply you with last minute, up-to-date instruction on NEW and IMPROVED equipment.

SAVE \$200.00 IN THE COST OF YOUR TUITION! The regular price of my TRAINING is \$295.00. I now include ABSOLUTELY FREE my \$150.00, course in ELECTRIC REFRIGERATION and AIR CONDITIONING. For a limited time only, I am also allowing a SEASONAL DISCOUNT of \$50.00. MY CHECK IS ENCLOSED FOR THIS AMOUNT. If this DISCOUNT CHECK is returned to me at once together with the ADVANCE REGISTRATION FEE of \$25.00, you get my course of Training for the REDUCED CASH PRICE of only \$245.00. This means that you actually receive \$445.00 worth of Training for \$245.00 - A CLEAR SAVING OF \$200.00.

The facts are now before you. COYNE TRAINING WILL NEVER AGAIN BE POSSIBLE AT THIS LOW PRICE. Don't hesitate - don't falter - have the courage of your convictions. ACT when ACTION is needed. Send your REGISTRATION FEE of \$25.00 in the enclosed envelope and make your first big start. I'll be watching the mail for your ADVANCE REGISTRATION BLANK.

Sincerely yours,



H. C. Lewis, President.

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P.S: - ARE YOU SHORT OF MONEY TO PAY THE FULL COST OF COYNE TRAINING? Then be sure to READ EVERY WORD of my SPECIAL MESSAGE enclosed in the SEALED ENVELOPE marked "THE KEY TO YOUR FUTURE CAREER". It will convince you that I am your friend and will help you to get Coyne Training EVEN IF YOU LACK THE READY CASH to pay the FULL AMOUNT of your TUITION at this time.