

The cerlsea tribune



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## Latest Markets <br> 



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## Nature's Own Limitless Power Guarantees the Consumers Power Company



## Its Preferred Stock at $\$ 95$ Per Share Yields $7.37 \%$

OONSUMERS POWER COMPANY practically controls the water power resources of lower Michigan. Oniy one-third of these resources have been developed. Junction Dam (pictured) on facilities include 60,000 acres of land, with 28 dam sites along the Au Sable. Manistee, Grand, Muskegon and Kalamazoo Rivers-capable of producing 200,000 additional horse power

## Help Us Develop Needed Additional Electric Power

The industrial necessities of Southern Michigan are pressing hard upon Consumers Pover CompanyWore electric power is needed by local manufacturers. Nature has abundantly provided this teritory how to make the streams serve the community. All that is lacking is money.

Home Ownership of Stock is Best We offer the people of Southern Michigan the pportunity of investing in $7 \%$ Cumulative Pre995 per share and dividends. All the money raised from the sale of this stock stays in Michigan-goes right back into the communities from which it comes in new and larger facilities. We have hitherto raised money for development in the great financial centers of the United States. Sound conomics recommends this other course.
Invest in Michigan's Prosperity Our recent investigation indicated that about 500,000 customercitizeris in the United States hold public utility securities with a market value of these prosperous citizens? Southern Michipan is these prosperous citizens? Southern Michigan is--why not invest in its prosperity? Consumers Power Company seeks the partnership of citizens in its own terntory.

## Dividends Are Paid Quarterly

 Four dividend checks a year, one every three months, will reach you promptly through the mail. Whether your salary stops or continues, the dividend checks keep coming. Remernber, also, that these dividends are on Preferred Stock, which adds to the security of your investment, for Preferred dividends must be paid before any dividends may be paid on the common stockFor further information ask any of
our employees - or fill in the coupon.

## ConsumersPower Company

Chelsea, Michigan

## Read These Easy Terms of Offering <br>   <br> Plar No. 2 ORAm Frami <br>      <br>  

You Need Pay Only \$10 PerShare Down and the Balance Monthly While you draw interest at 7 per cent on money you pay until you own the stock.
Ask any of our employes to tell you about this Pre ferred Stock issue of Consumers Power Company. They will give you details.

## Consumers Power Company

Gentlemen- - Please sexd me full infornation regardin sour $\%$ Cumulative Prefered stock it is understood

Name
Address

