



Make These Sockets Earn You Money

If **THEY** earn as they burn, you can get your lights free. Just a small investment will accomplish this. If you want to invest a little more, every time you look out over the lights of Birmingham, you can say to yourself, "Each one of those thousands of sockets is helping produce a good income for me."

Dividends from the Preferred Stock of Consumers Power Company Yield You 7.37% Interest on Your Investment.

Think of it! Nearly 7 1/2 per cent, tax free in Michigan, on the security of a preferred stock in a Public Utility corporation of known standing and efficient management. *And in your own home town*—where you can find out all about the company—learn all about the service it gives and the way it is managed. That certainly means a wonderful investment opportunity at the present time.

Investment in a Staple Product Means Security

Consumers Power Company manufactures gas and electricity, which are necessities. *Study for* yourself that you could not get along without them in your home, or in your office. And the money invested in the manufacture of such necessities is *therefore* a safe investment.

Consumers Power Company wishes actual users of its facilities to share in its profits.

The Company has been financed from outside sources for years, and has had no difficulty in selling its securities in the principal investment centers of the country.

But why should the money you pay for lights not remain at home? Why not have this money returned to you as part owner? That is what investment in this Preferred Stock means to you.

TERMS OF OFFERING

Plan No. 1 (Cash Payment) Under this plan we offer the 7 1/2 Cumulative Preferred Stock of Consumers Power Company at \$35 per share and accrued dividend to date of payment for stock.

—OR—

Plan No. 2 (Time Payment) Under this plan we offer the 7 1/2 Cumulative Preferred Stock of Consumers Power Company at \$35 per share on a cash payment plan of \$10 per share payable at the time of purchase, \$10 per share each month for seven months, and \$5 for the final payment. We agree to pay interest at the rate

of 7 1/2 per annum on the monthly installments paid to us, this interest to be credited to the purchaser on the books of the Company. Dividends from the last dividend date prior to the final payment will be charged to the purchaser and an adjustment made. No more than 25 shares may be purchased by any person under this time offering.

Purchasers under this plan have the option of withdrawing all partial payments at any time prior to the date of final payment for the stock, on 10 days' notice, and in the event of such withdrawal the Company agrees to pay 3% interest on the amounts paid in up to date of notice of withdrawal.

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. Remember, 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 stock.

You Need Pay Only \$10 Per Share 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 employees to tell you about this Preferred Stock issue of Consumers Power Company. They will give you details.

Money back if you want it, at any time before payments on your stock are completed, upon 10 days' notice, with interest at 3% per annum up to date of withdrawal notice.

Consumers Power Company,

Gentlemen:—Please send me full information regarding your 7 1/2 Cumulative Preferred Stock. It is understood that this request places me under no obligation to purchase.

Name _____
Address _____

Consumers Power Company

BIRMINGHAM, MICH.

Dividend Check
Your Local Bank
PAY TO THE ORDER OF Mrs. Consumer \$35.00
Thirty Five Dollars Only
Consumers Power Company
Jan 1st

Dividend Check
Your Local Bank
PAY TO THE ORDER OF Mrs. Consumer \$35.00
Thirty Five Dollars Only
Consumers Power Company
April 1st

Dividend Check
Your Local Bank
PAY TO THE ORDER OF Mrs. Consumer \$35.00
Thirty Five Dollars Only
Consumers Power Company
July 1st

Dividend Check
Your Local Bank
PAY TO THE ORDER OF Mrs. Consumer \$35.00
Thirty Five Dollars Only
Consumers Power Company
Oct 1st