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THE river glows red—the westering sun sinks behind the rim of hills—silent night creeps over the valley. The evening breeze—breath of a thousand nights—comes again, as it has from the beginning, to play along—the river.

But something it misses. The Indian, beside his evening council fire?—gone is he. But even more—the proud pines that were Michigan's heritage of the day primeval. Gone, too, are they.

Only a few score years back, the pines were lumbered off, leaving a vast bleak waste of serub and brush. Here flow the Au Sable, the Manistee, the Muskegon. Here are boilt the dams of Consumers Power Company—to convert this wasted energy to the electric light and power that brings help, comfort and moneysawing service to nearly a million people in 201 Michigan communities.

Here it is that Consumers Power Company has begun one of Michigan's greatest conservation programs. Pine trees are being planted at selected upon near the dams. Ten thousand last year; sixty thousand more this year. Not in a year can the long-group place be brought back, but Consumers Power Company is able to do this for Michigan because it is here to serve not today alone, but through the years.

So may come again the pines—protectors of game life, conservers of moisture, and a play ground far the people. So, too, when comes the evening breeze, moving through green-needled branches, forest vespers will sound through the valleys where stand the tower lines—and the song of the pines will chorus with the singing in the wires.





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