

Stop and Visit Us

You'll find it well worth your time to make the scenic drive to Consumers Power Company's Big Rock Point Nuclear Plant



Reddy Kilowatt



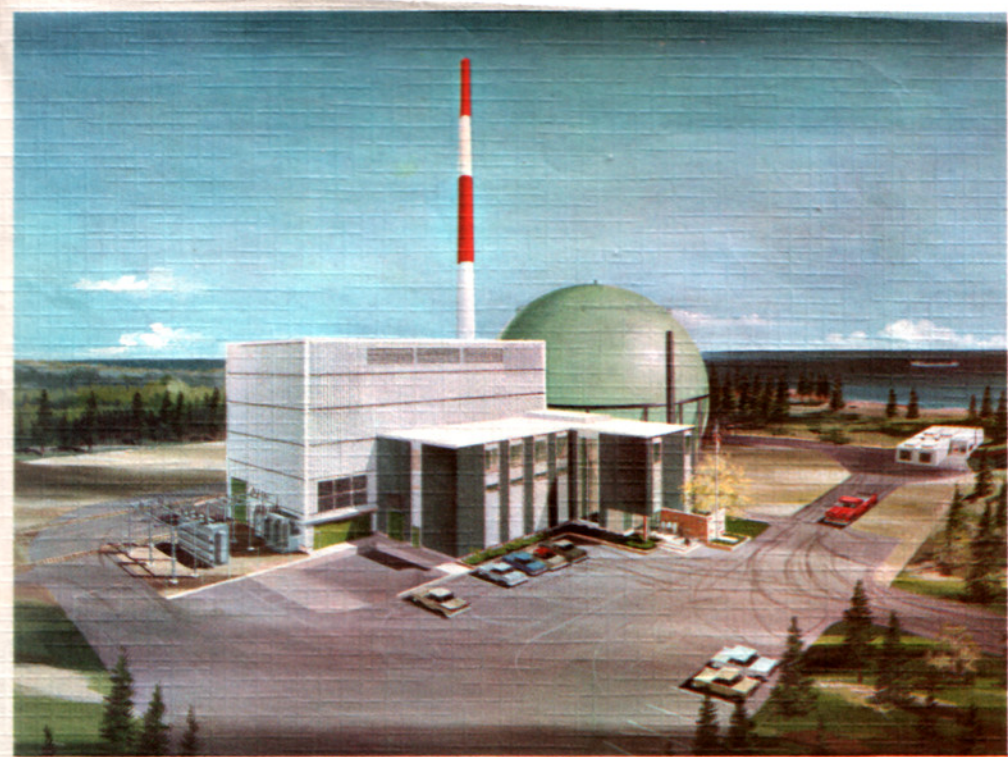
World Famous Mackinac Bridge

See CONSUMERS POWER COMPANY'S NEW NUCLEAR ELECTRIC GENERATING PLANT AT BEAUTIFUL BIG ROCK POINT ON LAKE MICHIGAN — NEAR CHARLEVOIX

Come and bring the family. You'll enjoy seeing one of the few large-scale nuclear electric plants in the United States. An attractive Information Center has been built and equipped for your convenience. Colorful displays and a cut-away scale model of the plant will help you understand how atomic energy is used to produce electricity. See Ronald Reagan as narrator of the short color film HEAD START ON TOMORROW.

Lake Michigan

Lake Huron



Mr. Business Man OUTSTATE MICHIGAN HAS JUST THE RIGHT LOCATION FOR YOUR NEW PLANT — WE WILL BE GLAD TO ASSIST YOU

Contact H. L. Brewer, Director, Area Development, Consumers Power Company
GENERAL OFFICES . . . Jackson, Michigan