



MISCONCEPTION:

Utilities are doing little in the way of research and development to solve environmental problems.

FACT:

As our nation developed, most of the electric utility industry's research and development activities concentrated on how to keep up with growing power needs as efficiently and economically as possible. That's still an important challenge. But, as environmental considerations became more and more important, the emphasis changed. Today, the industry is involved in a greatly expanding research effort to develop better ways of protecting air and water quality while still meeting the country's electric power needs. Indicative of The Southern Company system's leadership role in the industry's



Research diver brings up an underwater thermograph, which records water temperatures near power plant locations.

R&D activities is our participation in a pilot project in Alabama to study the feasibility of producing "clean coal" through solvent refining. Two other system pilot plants, both in northwest Florida, will study methods of purifying smokestack discharges. And we've committed millions of dollars as our part in the industry's development of a fast-breeder reactor nuclear plant, the kind of electric generating plant that will produce more nuclear fuel than it consumes.

If you'd like to know more, please write for our pamphlet on this subject. The Southern Company, Dept. 342, P.O. Box 720071, Atlanta, Georgia 30346.

The Southern Company system: working toward tomorrow, today.

Alabama Power Company Georgia Power Company Gulf Power Company Mississippi Power Company Southern Services, Inc. Southern Electric Generating Co