

Reduced Electric Rates

Effective At Once

Third Reduction in Two Years

Maximum Net Lighting Rate, 1913, 13.3c Maximum Net Lighting Rate, 1915, 8c

Reduction Within 24 Months 5.3 Cents Per Kilowatt Hour. Percentage of Reduction, 39.8 Per Cent

The present reduction is made in conformity with the Company's policy to continue to give its customers the benefit of lower operating costs due to physical improvements in the property and increased volume of business

The Omaha Electric Light and Power Company herewith announces a reduction in electric rates and a change in the form of Rate Schedule.

This reduction means an annual decrease in excess of \$80,000 in our net revenue, based on the 1914 business in Greater Omaha, after allowing for discontinuance of lamp renewals.

The new retail rate schedule will consist of a straight charge per kilowatt hour, the price being graduated downward from 8 cents net per kilowatt hour, according to quantities of energy consumed monthly. All questions of connected lighting load or number of lamps will be eliminated in these rates.

All retail consumers, under the new rates, start from the same base rate and pay identically the same rate per kilowatt hour for similar quantities of current used monthly.

Owing to the complete change in form of rate schedule from what is known as an initial quantity rate to a simple rate, the effect upon customers' bills will not be uniform.

The great majority of retail lighting customers (both residential and commercial) and power customers will enjoy a substantial annual saving amounting in the aggregate to more than \$80,000.

Equity as between the actual cost of the service and its selling price and as between different classes of customers, has been the fundamental consideration in determining the new rate schedules.

We believe the new rates are fair, simple and just to every customer and class of customers. They are easily understood. A customer's connected load, or number of lamps, is not taken into consideration in the retail rates. The quantity of current used per month is the only element which affects the billing.

The new rates are now effective. They will apply on all bills rendered on and after August 10th.

Our customers will soon be in a position to observe the actual operation of the new rates and make comparisons for themselves with previous bills. We shall be glad to explain the differences between the old and new rates to any customer.

The maximum lighting rate is cut from 10.45 cents net to 8 cents net—a decrease of 23.4 per cent.

Monthly Minimum Lighting Charge

To make this sharp reduction of 23.4 per cent, it has been necessary

Schedule of Retail Electric Light and Power Rates Applicable to All Bills Rendered on and After August 10, 1915

GENERAL LIGHTING RATE

Schedule "A"

Single Phase 60 Cycle Current
106 or 212 Volts

For all lighting and for small motors

Up to 1 H. P. and for small domestic Appliances.

First 25 KWH. per month at 8.0c per K. W. H.
Next 125 KWH. per month at 6.0c per K. W. H.
Next 1050 KWH. per month at 5.0c per K. W. H.
Next 2800 KWH. per month at 4.0c per K. W. H.
Next 3000 KWH. per month at 3.0c per K. W. H.
Excess KWH. per month at 2.5c per K. W. H.

The first 5,000 KWH. sold under the above schedule of rates will be billed at one-half cent (1/2c) higher per kilowatt hour than the rates shown, but this additional one-half cent (1/2c) per kilowatt hour will not be collected if the bill is paid within ten (10) days of the date thereof.

Minimum Bill: Fifty cents (50c) per month per service connection.

ALTERNATING CURRENT RETAIL POWER RATE

Schedule "B"

3 phase, 60 cycle current
Standard Voltages

For motors larger than 1 H. P.

First 50 KWH. per month at 7.0c per K. W. H.
Next 50 KWH. per month at 6.0c per K. W. H.
Next 100 KWH. per month at 5.5c per K. W. H.
Next 100 KWH. per month at 5.0c per K. W. H.
Next 100 KWH. per month at 4.5c per K. W. H.
Next 300 KWH. per month at 4.0c per K. W. H.
Next 500 KWH. per month at 3.0c per K. W. H.
Next 2800 KWH. per month at 2.5c per K. W. H.
Next 6000 KWH. per month at 2.0c per K. W. H.
Excess KWH. per month at 1.5c per K. W. H.

The first 5,000 K. W. H. sold under the above schedule of rates will be billed at one-half cent (1/2c) higher per kilowatt hour than the rates shown, but this additional one-half cent (1/2c) per kilowatt hour will not be collected if the bill is paid within ten (10) days of the date thereof.

Minimum Bill: For each service connection fifty cents (50c) per H. P. or fraction thereof, per month for the first 20 H. P. installed. Twenty-five cents (25c) per H. P. or fraction thereof, per month for the excess.

DIRECT CURRENT RETAIL POWER RATE

Schedule "C"

Direct Current
500 Volts

For motor installations of 5 or more horsepower.

First 50 KWH. per month at 7.7c per K. W. H.
Next 50 KWH. per month at 6.6c per K. W. H.
Next 100 KWH. per month at 6.0c per K. W. H.
Next 100 KWH. per month at 5.5c per K. W. H.
Next 100 KWH. per month at 5.0c per K. W. H.
Next 300 KWH. per month at 4.4c per K. W. H.
Next 500 KWH. per month at 3.3c per K. W. H.
Next 2800 KWH. per month at 2.75c per K. W. H.
Next 6000 KWH. per month at 2.2c per K. W. H.
Excess KWH. per month at 1.65c per K. W. H.

The first 5,000 K. W. H. sold under the above schedule of rates will be billed at one-half cent (1/2c) higher per kilowatt hour than the rates shown, but this additional one-half cent (1/2c) per kilowatt hour will not be collected if the bill is paid within ten (10) days of the date thereof.

Minimum Bill: For each service connection fifty cents (50c) per H. P. or fraction thereof, per month for the first 20 H. P. installed. Twenty-five cents (25c) per H. P. or fraction thereof, per month for the excess.

OMAHA ELECTRIC LIGHT AND POWER COMPANY

GEORGE H. HARRIES, President

Maximum Electric Lighting Rates Have Been Reduced Approximately 40 Per Cent Within the Last Two Years Due to Physical Improvements and Growth of Business