

# PUBLIC POWER REDUCES ELECTRIC RATES \$1,250,000.00 ANNUALLY Beginning April 1, 1948

**All classes of customers to benefit  
from lower rates . . . Annual savings amount to  
more than a month's free electricity for most homes**

A rate reduction, amounting to one million, two-hundred-fifty thousand dollars annually for customers served by the Omaha Public Power District, will be made beginning April 1, 1948.

All classes of customers served by the District will receive a saving in their electric service bills.

This rate reduction is being made in the face of greatly increased costs for labor, fuel and materials, which, on the basis of price alone, increased more than \$500,000 during the past year. In addition, provision has been made for an expansion and construction program to assure continued dependable service for our electric users. The cost of this program, now well under way, will amount to more than \$15,000,000 over the period of the next five years. And, of course, the District continues to pay nearly a million dollars each year, in lieu of taxes, to the state and the cities, counties, and school districts in the territory it serves.

In spite of increased costs of operation, our expansion program, and continued payments in lieu of taxes, public ownership has still made it possible to put this rate reduction into effect after only sixteen months of operation.

**SAVINGS AMOUNT TO MORE THAN A MONTH'S  
FREE ELECTRICITY FOR MOST HOMES**

The annual saving for most homes will amount to more than a month's free electric service. More than 64,000 residential customers will benefit from the new lower rates. This rate reduction will greatly add to the value of the "electric dollar" and make possible the use of better lighting and additional time and labor-saving appliances in the home, at no extra cost.

**GENERAL BUSINESS CUSTOMERS  
BENEFIT FROM NEW LOWER RATES**

Business and industrial customers in the area served by the District will benefit from the rate reduction. Savings to stores, offices, and small industries will amount to \$500,000 annually.

**NEW LOW RATE FOR SCHOOLS, CHURCHES, PUBLIC  
BUILDINGS AND CHARITABLE INSTITUTIONS**

A new, special rate for all public and parochial schools, churches, public buildings, and charitable institutions served by the District will also be put into effect. This will give this group of customers a considerable reduction in their present costs of electric service.

**CITIES AND VILLAGES OUTSIDE OMAHA  
TO ENJOY SAME RATES AS OMAHA**

All homes, business, and industry located in cities, villages, and suburban areas outside of Omaha will now enjoy identically the same rates as Omaha users. In the past, cost to out-of-city customers has been somewhat higher than in Omaha. In determining the new schedules, rates will first be equalized with Omaha's old rates . . . then the same new rate reduction being made in Omaha will also be applied.

**FARM ELECTRIC SERVICE  
TO COST LESS**

Rates for farm electric service are also being reduced. In effect, the difference between the new rate schedule and the old amounts to more than 1,200,000 kilowatt hours of "free" electricity for farms now served by the District. With this saving, farm customers can make even more use of labor-saving electric service in the home or on the farm, or apply the savings on the purchase of additional electrical farm equipment to increase production and profits.

In announcing this rate reduction, the Omaha Public Power District is fulfilling its promise to distribute to the users of service the benefits of public ownership . . . continuing, at the same time, its policy of courtesy and dependable service.

**BOARD OF DIRECTORS**

- ROY E. BOTT
- KARL C. BROWN
- SAMUEL L. COOPER
- GERALD E. COLLINS
- J. M. HARDING
- CHARLES D. SAUNDERS
- CARL A. SWANSON

## OMAHA PUBLIC POWER DISTRICT

A Business Managed, Publicly Owned Utility

# C. C. GALLOWAY SEEKS YOUR SUPPORT

The following map herein below is the 5th Legislative District of the State of Nebraska. This is for your information on voting for your choice to represent you in the 1949 Legislative at the State Capital, Lincoln, Nebr.

If you live in the boundaries of said outlined map and if you are a registered voter, you are eligible to vote in the primary election on April 13, 1948.

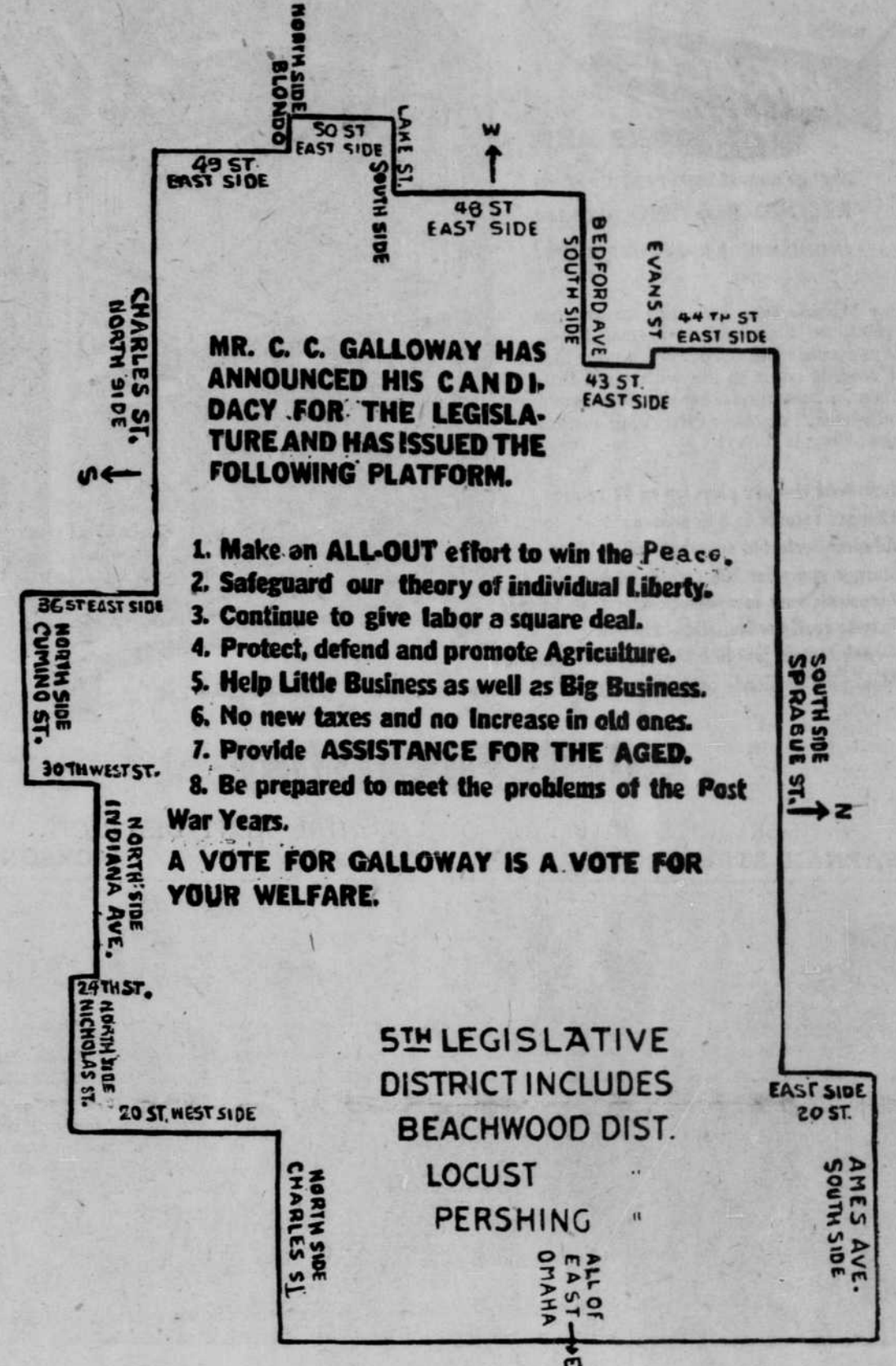
I. C. C. Galloway, sincerely solicit your earnest consideration

at the ballot box on the above said date. I have lived in the 5th District 45 years. Have been active in civic, political, religious, and fraternal matters to make your district a better community in which to live.

If I am nominated and elected, I will honestly represent the people of the 5th District. I hereby, make a solemn pledge to take the rep tape out of the Old Age Assistance Act without any increase in Real Estate Taxes.

ing to elect a representative to represent you, I am asking you to stop at my headquarters, 2420 Grant street, and register in the Galloway for Senator Club.

Show the strength and power of your ballot in the area in which you live. Don't fail to vote in the Primary election, on April 13, 1948.



**MR. C. C. GALLOWAY HAS  
ANNOUNCED HIS CANDIDACY FOR THE LEGISLATURE AND HAS ISSUED THE  
FOLLOWING PLATFORM.**

1. Make an ALL-OUT effort to win the Peace.
2. Safeguard our theory of individual Liberty.
3. Continue to give labor a square deal.
4. Protect, defend and promote Agriculture.
5. Help Little Business as well as Big Business.
6. No new taxes and no increase in old ones.
7. Provide ASSISTANCE FOR THE AGED.
8. Be prepared to meet the problems of the Post War Years.

**A VOTE FOR GALLOWAY IS A VOTE FOR  
YOUR WELFARE.**

**5TH LEGISLATIVE  
DISTRICT INCLUDES  
BEACHWOOD DIST.  
LOCUST  
PERSHING**

**Speed of Red Fox**  
The red fox is much faster than the grey fox. He has been known to cover a given distance at the rate of 30 miles per hour.

**Sun Cured Raisins**  
Most of the raisins used in the United States come from the dry, sunny climate of California where sun-drying is practical and cheap.

**Plow Under Cornstalks**  
Plow under those cornstalks. It is the advice of soil experts. Like other crop residues, cornstalks are important in helping rebuild organic matter. A ton of cornstalks is estimated to be as effective as three-quarters of a ton of fresh manure for organic matter. Cornstalks also are a source of nitrogen, phosphorus and potash. Returning crop residues should be a part of every good soil management plan. Liming and use of fertilizer are other vital practices.

**End Dripping**  
To prevent cream from dripping off the pitcher onto the table cloth, put a bit of unflavored fat on the tip of the spout.

**Attack Sugar Beets**  
Five virus diseases are known to attack sugar beets in the United States. Curly top is the most serious.

**DON'T LET  
Gray Hair  
SAY YOU'RE OLD**

It's easy for gray, drab hair to give people the impression that you're older than you really are, but even if your hair is turning prematurely gray, you can still attract new friends—win romance—by giving your hair rich, natural-looking color and beauty with Lariouse.

**Look years younger  
Color Your Hair This Easy Way**

To give your hair new, rich, natural-looking color (black, brown, blonde) just using Godefroy's Lariouse Hair Coloring NOW... acts quickly—goes on evenly, easily—won't rub off or wash out—unaffected by heat—permans permants and stylish hairdos—known and used for over 50 years. Your dealer will give you your money back if you're not 100% satisfied.

Have an easy, professional application at your favorite beauty shop or buy Lariouse at any cosmetic department or drugstore.

**GODEFROY'S  
Lariouse  
HAIR COLORING**

If your dealer does not have Lariouse, send \$1.25 plus 25¢ Fed. tax direct to GODEFROY MFG. CO., 3510 OLIVE ST., ST. LOUIS 3, MO.

Caution: Use only as directed on label.

**THIS is the EASY WAY that LIGHTENS SKIN while it CLEARS externally caused BLEMISHES**

**Dr. FRED Palmer's SKIN WHITENER**

Wash First With Dr. FRED Palmer's SKIN Delight SOAP. Truly a skin beauty soap. 25c at drug stores.

**FREE TRIAL**, send 10c for packing, postage to Dr. FRED Palmer's, Box 264, Dept. W, Atlanta, Ga.

**It's amazing how easy skin may be bleached lighter and brighter while externally caused pimples and rough, harsh skin are smoothed away! Just spread on DR. FRED PALMER'S SKIN WHITENER Ointment... leave on all night... let it work while you sleep. Full directions with package... Caution—use only as directed. See results in 7 days' trial (sometimes overnight) or return what's left for money back. 25c or 60c sizes at drug stores.**

**CLIP CURLING IRON with spring \$1.29**  
in handle. Complete full price

**"Eureka" Type 3 \$1.29**  
BRASS COMB—straight teeth

**BRASS COMB—\$1.39**  
Curved Teeth. Wood or wire handle

**MARCEL IRON—\$1.29**  
Plain or Rolling \$1.39  
Handles. Price

**FREE 6-1 PRESSED COMPOUND**  
With Order

**SEND NO MONEY**  
Pay Postman Full Amount  
on Delivery

**H. K. COMPANY**  
BOX 2163 DEPT. 97  
RICHMOND, VA. \$2.75

**OIL STOVE**  
burns kerosene

**"Old at 40, 50, 60?"  
—Man, You're Crazy**

Forget your age! Thousands are peppy at 70. Try "peppy" up" with Oxyer. Contains tonic for weak, run-down feeling due solely to body's lack of iron which many men and women call "old." Try Oxyer. Tonic Tablets for pep, prevent feeling this way day. New "get acquainted" size only 50c.

At all drug stores — in Omaha, at Walgreen's and Smith Stores.

**FREE CURLING IRON WITH ORDER**

Why pay more for soft lovely looking fine quality human hair that glamorizes your hair-do and yet is so natural looking and so easily attached?

State color or send sample of your hair

<b>V-ROLL</b> \$3.50	<b>CHIGNON</b> \$3.50	<b>PAGE BOY</b> \$3.50	<b>CLUSTER</b> \$4.00
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**SEND NO MONEY—Pay postman on delivery plus charges.**  
H. K. COMPANY, Dept. 1 - Box 2163, Richmond, Virginia

**Admiral**  
Leads the way to  
**LOWER PRICES**  
Model "41"  
**\$69.95**

**EASY TERMS  
PROMPT DELIVERY**

**Modern Appliance  
24 at N South Omaha**

**New 6-Tube Automatic  
Radio-Phonograph  
with MIRACLE tone arm**

A new thrill in record listening, made possible by Admiral's Miracle Tone Arm. Uses no coil, no crystal, no filament, no special tube. Even your oldest records come to life with vivid brilliance unmarred by needle scratch, "talk-back," or other disturbing surface noise.

- Automatically changes records in 3 1/2 seconds
- New, improved changer plays up to 12 records
- 6-tube Admiral perfected superhet radio
- Automatic bass compensation for tone balance
- Stunning cabinet with French Gold grille