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ALL THE NEWS WHILE IT IS NEWS

HEW TO THE LINE

The shepherds and the wise men came to worship Him, the holy Babe of Bethlehem. May the spirit of that long ago time be with you this Christmas.

Vol. 30 No. 41

Friday, December 21, 1956

10c Per Copy



OPPD Board Names New Assistant General Managers

Two new assistant general managers of the Omaha Public Power District were appointed by the Board of Directors of the utility on December 13.

The directors named Dewey G. Baker, assistant general manager in charge of sales, employee relations and rural operations, and Karl M. Joens, assistant general manager in charge of public relations, advertising and public information.

The appointments become effective January 1, 1957.

Mr. Baker, who began his career with the utility in 1925 as an office boy, received five promotions

Vernon Brown

Vernon Brown, age 7 years, Route 6 Florence Station, passed away Saturday December 15th. Vernon is survived by his father, Thomas M. Brown, mother, Mrs. Ruby Veland, stepfather, Mr. Samuel Veland, four sisters, Nilan, Nancy, Diana, Carla, brother, Samuel, of Omaha, grandmother, Mrs. June Coleman Robinson, Los Angeles, California, three aunts, Mrs. Celestine White, Mrs. Fannie Hodges, Miss Mercedes Turner, three uncles, Mr. LeRoy Turner, Mrs. Dave Turner, Mr. Isaac Turner, of Omaha and other relatives.

Funeral services were held eleven o'clock Wednesday morning December 19th from the Sharon Seventh Day Adventist Church with Elder G. H. Taylor officiating assisted by Rev. Z. W. Williams. Burial was at Forest Lawn Cemetery with arrangements by Thomas Funeral Home.

OPPD Ends First 10 Years of Operation

The Board of Directors' meeting on December 13 marked the completion of 10 years of operation for the Omaha Public Power District. OPPD was formed on December 2, 1946.

General Manager F. J. Moylan, in reviewing the decade at the Board meeting, commented on the following points:

—Total cost of plant has gone from \$37,685,000 in 1946 to \$119,509,000 last November 30, an increase of 217 per cent.

—Generating capacity increased from 116,000 kilowatts in 1946 to 290,000 KW in operation, plus 220,000 KW under construction.

—The average number of customers in the past 12 months was 111,300, up 29,500 or 36 per cent over the average for the year ended November 30, 1946.

—Kilowatt hour sales in the past year amounted to 1,175,000,000, an increase of 97 per cent over the ten-year ago total.

—Average annual use per residential customer went from 1,469 kilowatt hours in 1946 to 3,355 in 1956, a gain of 128 per cent.

Mr. Moylan pointed out that two years after OPPD took over, it made a general rate reduction of 13%. He added: "No rates have ever been increased during the 10 years in spite of the fact that the unit cost of fuel, which accounts for more than 40% of our total operating costs, increased by 48%; and wage rates, which account for more than 30% of our operating costs, increased approximately 70%."

The directors also named Jack L. Wilkins superintendent of power stations to succeed Charles F. Turner, who is to retire January 1. Mr. Wilkins, who began work with the Power District in 1949, has been assistant superintendent of power stations since July, 1955.

If you find goods are not moving as fast as you'd like, there is something you can do about it: advertise smartly.

No one religious sect has all the answers and all the keys to the Kingdom.



DEWEY G. BAKER

in various clerical positions in the first three years, and in 1928 became statistician in the Executive Office.

Following 13 years in this post, he was promoted to assistant to the vice president in 1941. In 1950 he was named executive assistant, and on April 1, 1953, was appointed assistant to General Manager Frank J. Moylan.

Throughout the years, he has been closely associated with a number of electrical and civic organizations. He is a former member of the Edison Electric Institute Statistical Committee, a director of the Nebraska Electrical Council, and a member and past director of the YMCA and the Red Cross.

Mr. Joens has been advertising and public information manager



KARL M. JOENS

of the utility. He will succeed Assistant General Manager Glen A. Walker, who retires from active service January 1.

Mr. Joens served as account executive of Allen & Reynolds Advertising Agency for the Nebraska Power and OPPD from 1944 to 1952. He came with the Power District in 1952.

He is a past officer and director past director and chairman of the of the Omaha Advertising Club, Public Relations Committee of United Community Services; and present chairman of the Advertising and Promotion Committee of the Omaha Industrial Foundation.



Christmas Greetings

TO OUR MANY READERS AND OUR ADVERTISING SPACE USERS:

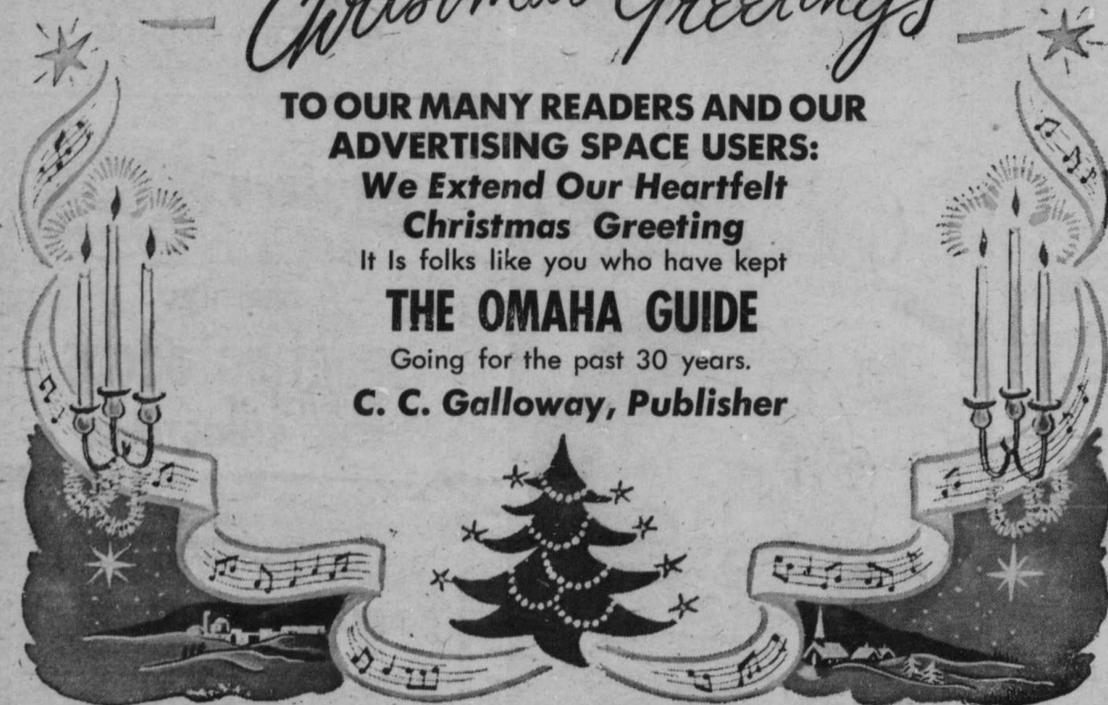
We Extend Our Heartfelt Christmas Greeting

It is folks like you who have kept

THE OMAHA GUIDE

Going for the past 30 years.

C. C. Galloway, Publisher



Carroll A. Stephey

Carroll Ann Stephey, thirteen months, 1712 Willis Avenue, expired Sunday morning December 16th at a local hospital. Carroll Ann is survived by her father, mother, one brother. Funeral services were held Tuesday morning December 18th from the Thomas Funeral Home with the Rev. J. C. Wade officiating. Interment was at Mount Hope Cemetery.

Mae F. Jackson

Mrs. Mahalia (Mae) F. Jackson, passed away early Friday morning December 14th at her home after an extended illness. Mrs. Jackson had been a resident of Omaha forty seven years.

She was a member of the Zion Baptist Church, Past President of the Nebraska Association of Colored Women's Clubs, Inc., Past Matron of Schaffer Chapter No. 1, Order of the Eastern Star, former

member of Amaranthus Grand Chapter O.E.S. (PHA) of Nebraska and Jurisdiction and various civic organizations.

Mrs. Jackson is survived by one daughter, Mrs. Olive Kirkland, St. Louis, Missouri, son-in-law, Mr. Frank Kirkland, St. Louis, Missouri, two brothers, Mr. William Ezra Bell, Los Angeles, California, Mr. Ceary Eugene Bell, Chicago, Illinois, two sister in-laws, nieces, nephews and a host of other relatives.

Tentatively funeral services

have been set for two o'clock Baptist Church with the Rev. F. C. Williams officiating, assisted by the local Ministers. Schaffer Chapter No. 1, Inez Murrell, Worthy Matron, in charge of the Eastern Star rites.

Interment will be in the family plot at Forest Lawn Cemetery with arrangements by the Thomas Funeral Home.

The greatest virtues are not those we are born with, but those that we have to fight to acquire.

Come to Church for

Christmas Services