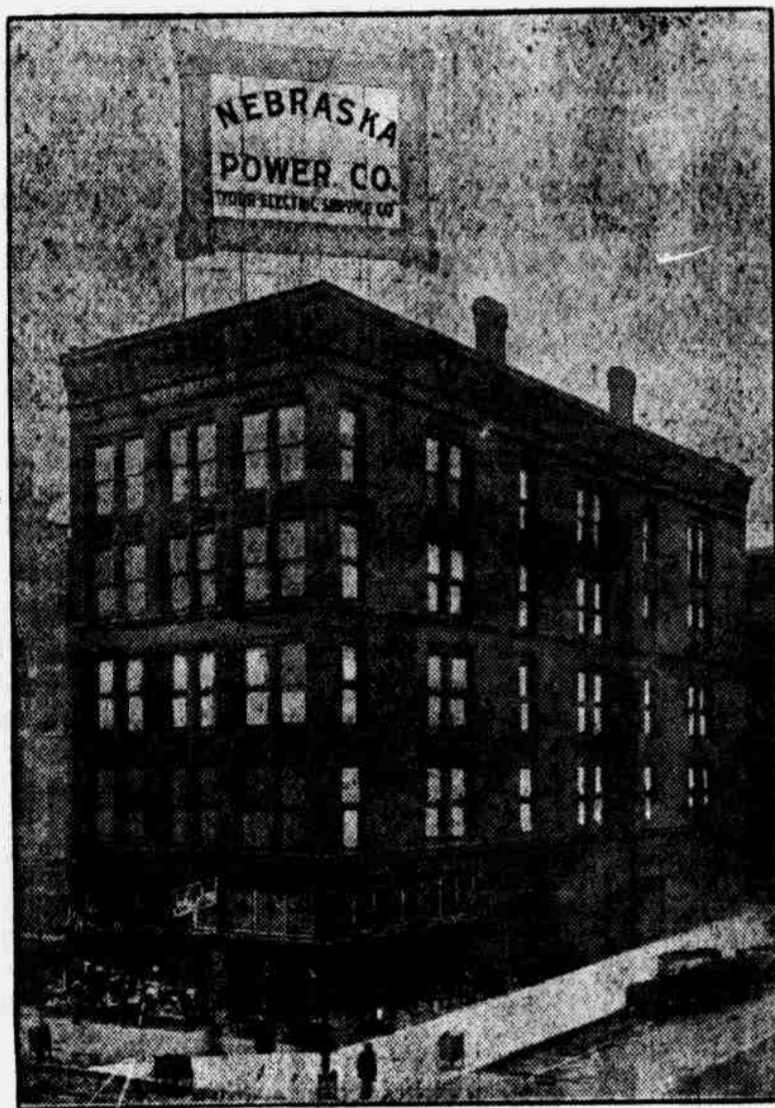


Its New Home in the Heart of Omaha

glad hand shake on
Nebraska Power Com-
of Fifteenth and Far-
comes a greater center
than ever.



on the third floor and in the basement will be the various branches of the Operating Department.

All executive offices will be located on the fourth floor, easily reached by elevator.

Thus we will have a complete concentration of service and authority, under one roof—and speaking of roofs, that reminds us!

Above the cornice of the Electric Building rears an immense electric sign, having no less than 1,600 powerful lamps, bearing this slogan

NEBRASKA POWER COMPANY
"Your Electric Service Company."

Besides this slogan, the sign will bear one of the newest models of the Klok Sign—a clock without a face; a clock without hands or dial!

It is simply a system of figures, worked by electric monograms—three in number

in this case. For instance, the Electric Building Klok will show, at twenty-three minutes past eleven, the following numerals three feet in height, displayed in electric lamps

11:23

The Klok Sign will be operated by a master Government clock at Washington, D. C., and will be just as infallible as our effort to serve our patrons.

We will consider ourselves favored by a social visit from you in our new headquarters—the Electric Building, Fifteenth and Farnam Streets.

POWER COMPANY
"Service Company"

THE ELECTRIC BUILDING
Fifteenth and Farnam Streets
"IN THE HEART OF OMAHA"



*The Greater Nebraska
Extends*

A Hearty Welcome

TO ITS NEW NEIGHBOR

The Nebraska Power Co.

"LIKE ATTRACTS LIKE"—Gradually the live wires are concentrating at Farnam and Fifteenth street. The Nebraska Power Co. building will be another attraction for

The Heart of Omaha

Nebraska Clothing Co.

CORRECT APPAREL FOR MEN AND WOMEN

WE WISH to congratulate our new neighbor, the Nebraska Power Company, on following the "BEATON PATH" to Fifteenth and Farnam Streets

BEATON DRUG CO.

The Overland Realty Company

Specialists in the development of
Omaha's Business Center

WELCOMES

THE NEBRASKA POWER COMPANY

To its new home and congratulates it upon its choice of a location in the very
HEART OF OMAHA.

The Overland Realty Co.

F. H. Myers, Pres.

H. A. Wolf, Sec'y-Treas.