

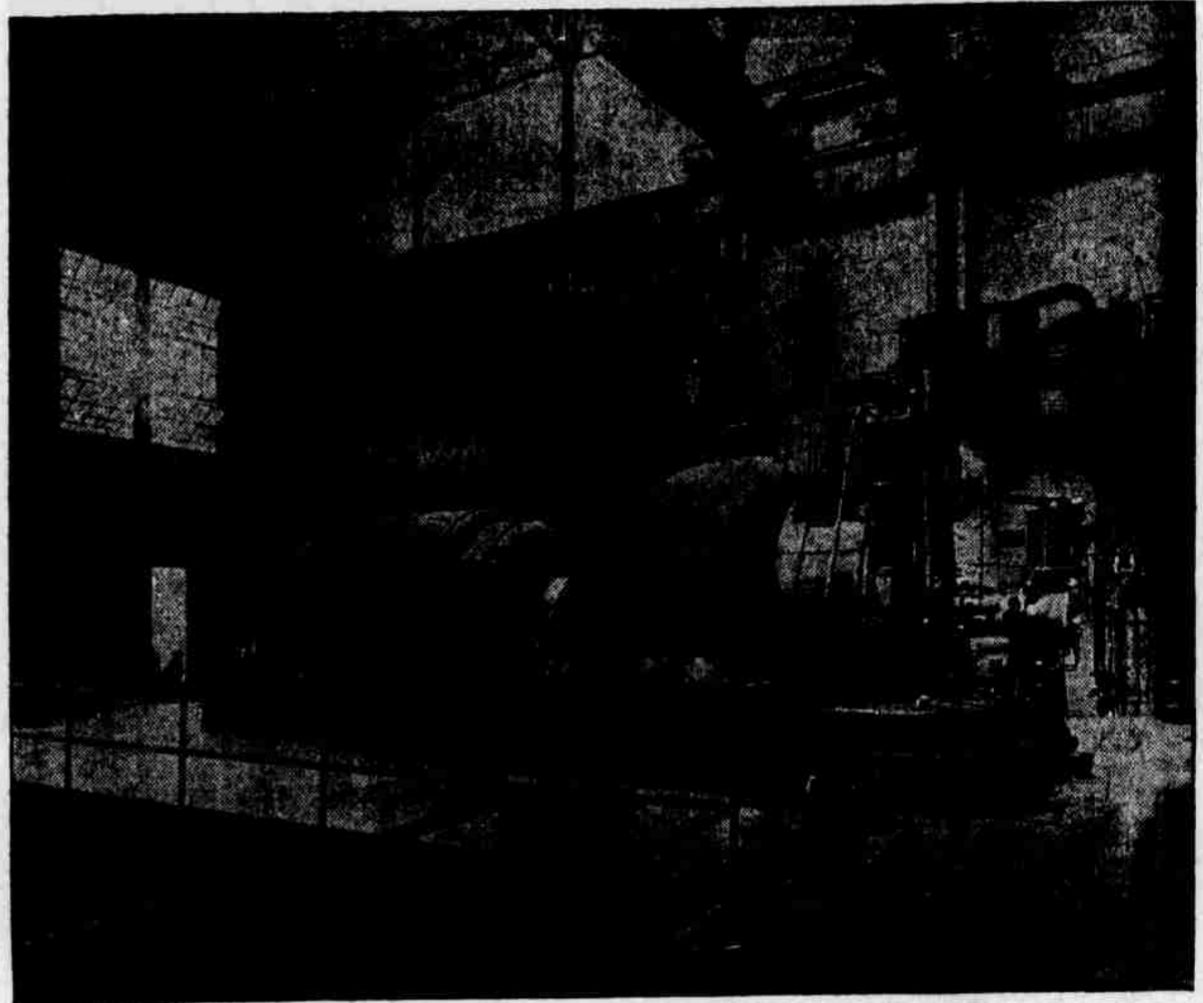
Fifty Years of Progress

from



tallow dip

to



BIG JOE

¶ The flickering light from grandfather's tallow dip cost him over 150 times as much per candle power as you pay for modern electric service.

¶ But advancement in the art of illumination has come only through years of toil—through the adoption by electric lighting companies of every improvement devised by the world's best brains—by the expenditure of large sums of money to make this service available to you.

¶ Your Electric Service Company, to put this improved service at your disposal, has spent \$5,000,000.00 in the last three years.

Nebraska Power Company