



*Aberdeen*  
**IS OUR HOME**





# *Yes* . . . ABERDEEN IS *Home* FOR ALL 290 OF US!

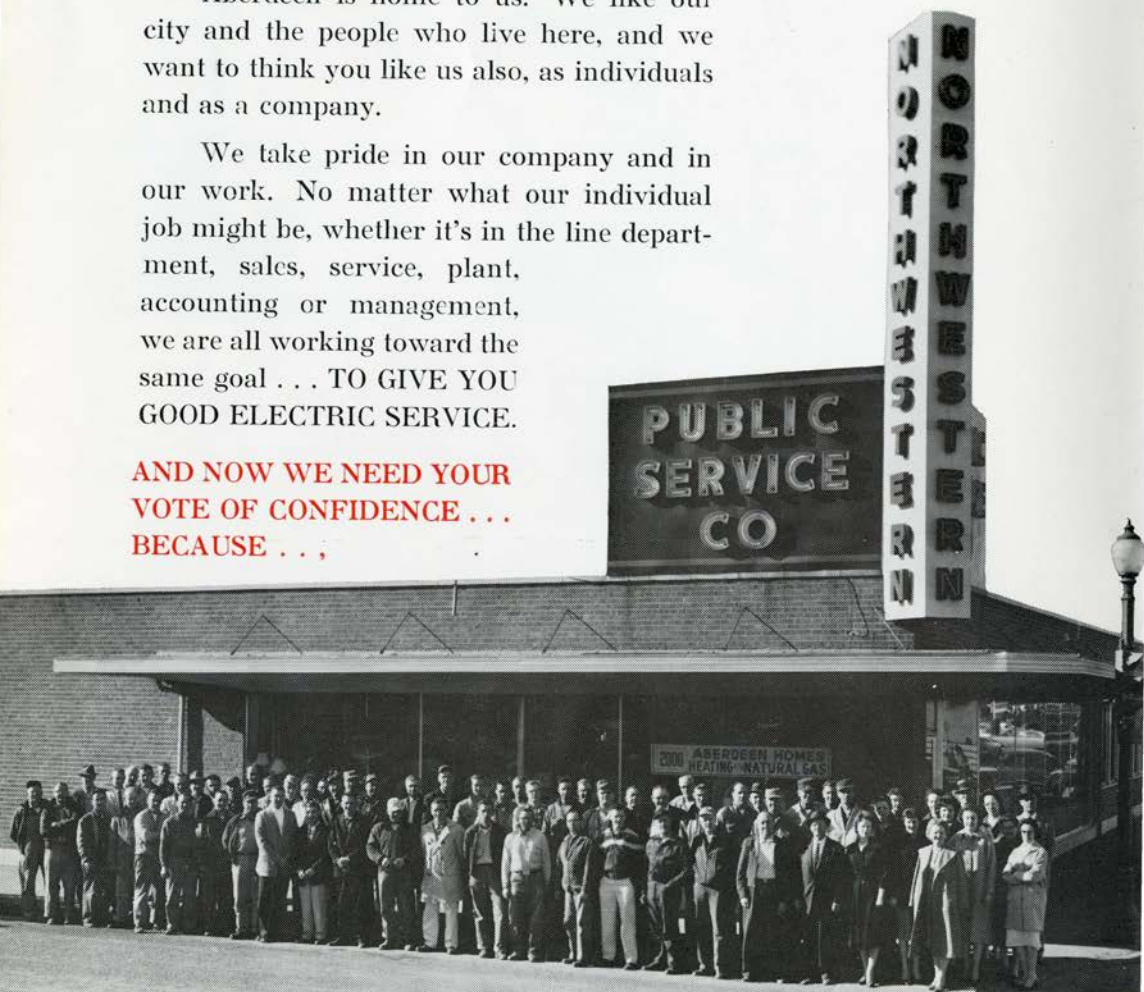
There are 74 of us working for Northwestern Public Service Company in Aberdeen . . . living here and liking it. And when you add our wives and husbands and children, well, we have a mighty good sized NWPS family in Aberdeen . . . 290 in all.

This is where we live and work . . . where we raise our families . . . where we spend our money and pay our taxes . . . where we have our church affiliations . . . where we take part in community activities . . . just like you.

Aberdeen is home to us. We like our city and the people who live here, and we want to think you like us also, as individuals and as a company.

We take pride in our company and in our work. No matter what our individual job might be, whether it's in the line department, sales, service, plant, accounting or management, we are all working toward the same goal . . . TO GIVE YOU GOOD ELECTRIC SERVICE.

**AND NOW WE NEED YOUR  
VOTE OF CONFIDENCE . . .  
BECAUSE . . .**





# IT'S TIME TO RENEW OUR PERMIT

**OUR FRANCHISE**, or Permit which is known as Ordinance No. 961 is nothing more than a legal permit or license for your Electric Company to use the streets, alleys and public places for poles and other installations necessary to furnish electric service.

**MANY BUSINESSES AND PERSONS OPERATE UNDER PERMITS . . .** Banks, for instance, are chartered by National or State Government. Insurance companies and corporations are chartered by State Boards. Hotels, motels, restaurants and many other businesses operate under a license or permit issued by State or City.

**UTILITY PERMITS** usually run for a definite number of years, but not always:

In Wisconsin . . . no time limit; they are indefinite.

In Illinois ----- 99 years                      In Texas ----- 50 years

In Nebraska ----- 25 years                      In South Dakota -- 20 years

**ELECTRIC UTILITIES IN SOUTH DAKOTA** get their license by vote of the people of the municipality in which they operate. It is not exclusive because South Dakota law prohibits exclusive franchises.

**IN THE CASE OF YOUR ELECTRIC COMPANY . . .** The permit is contained in Ordinance No. 961. Your City Commission has passed and adopted the Ordinance. The Ordinance must be approved by a majority of the electors of Aberdeen voting thereon at a Special Election to be held September 12, 1961. This is the procedure under South Dakota law.

**THERE IS NO OTHER WAY IT CAN BE DONE!**



# **Entire NWPS Electric System Is Located In South Dakota**

The headquarters of Northwestern Public Service Company is located in South Dakota. The company generates, transmits and distributes electricity to city and farm customers in 108 communities . . . IN EAST-CENTRAL SOUTH DAKOTA.

Northwestern Public Service Company is an "old-timer" with deep roots and many years of experience and service in this area. The company has been in the electric business in this area since 1923.

## **- - - - An Independent Company**

**We are not a part of any other company, nor are we controlled by any other company or organization.**

The management and officers of Northwestern Public Service Company all live in South Dakota. Six of the nine members of the Board of Directors live in South Dakota, in the communities of **Aberdeen, Huron, Mitchell and Yankton.**

The company's growth and prosperity are directly dependent on the growth and prosperity of South Dakota. This is our home . . . just as it is yours . . . and we are a part of it.

## **- - - - Owned By More Than 7000 Investors**

Northwestern is owned by more than 7,000 small investors who live in every state in the nation . . . many of them in South Dakota.

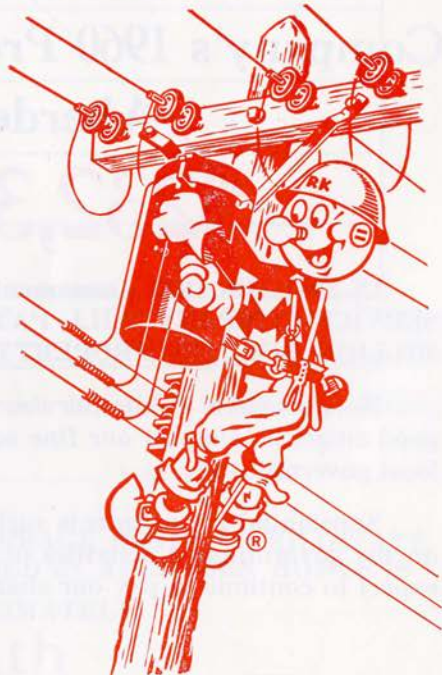
As an investor-owned company, Northwestern is an example of the kind of free enterprise that has made our nation's industry and standard of living the best in the world.

# "Service" Is Our Middle Name

**WE HAVE SERVED ABERDEEN WITH ELECTRICITY FOR MANY YEARS . . .** Since 1923 our job has been to provide the people of Aberdeen with good electric service for their homes, business and industry. That will continue to be our job in the years ahead. We believe our customers expect and are entitled to that kind of service. We ourselves are not satisfied if it is not that way.

**USE OF ELECTRICITY HAS INCREASED . . .** Over the years, electric users everywhere have added many work and time-saving appliances to their homes and business places. While increased use of electricity provides the user more service, it also requires the electric company to expand existing facilities and to add new equipment . . . more generating capacity, more poles, larger wire size and greater transformer capacity. **A FRANCHISE MAKES IT POSSIBLE FOR YOUR ELECTRIC COMPANY TO PLAN AND MAKE INVESTMENTS FOR THESE FUTURE IMPROVEMENTS IN ABERDEEN.**

We enjoy being a part of this fine community, and look forward to a continuance of the excellent relationship between the citizens of Aberdeen and the folks of our company.



**VOTE . . . "FOR" . . . APPROVAL ON SEPTEMBER 12**





# NWPS IS ABERDEEN'S LARGEST TAXPAYER

Substantial tax revenues are an absolute necessity for the progress and growth - - - for the very existence - - - of a city like Aberdeen, and Northwestern Public Service Company plays a major part in carrying the tax load here.

## Northwestern Public Service Company's 1960 Property Tax Bill In Aberdeen Is

# \$232,324.89

IN 1961 (On 1960 Assessments) NORTHWESTERN PUBLIC SERVICE COMPANY WILL PAY ALMOST A QUARTER OF A MILLION DOLLARS PROPERTY TAXES IN ABERDEEN.

Northwestern Public Service Company is doing its part as a good citizen to support our fine schools and all other functions of local governments.

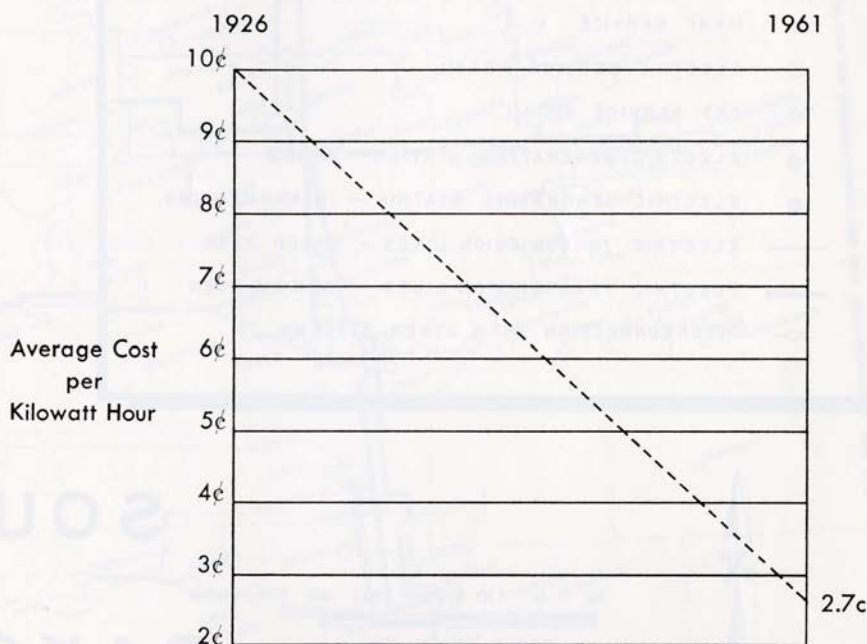
Substantial tax payments such as these are necessary to carry on the governmental activities of our community. We want and expect to continue to pay our share in the support of government.

VOTE  FOR APPROVAL OF ORDINANCE NO. 961  
AT THE SPECIAL ELECTION SEPTEMBER 12



# COST OF ELECTRICITY DOWN 73%

## IN ABERDEEN SINCE 1926



The average cost per kilowatt hour for residential electric service in Aberdeen

In 1926 \_\_\_\_\_ was 10c  
In 1961 \_\_\_\_\_ is 2.7c

**SO TODAY, IN 1961, THE AVERAGE COST PER KILOWATT HOUR OF ELECTRICITY USED IN ABERDEEN HOMES IS**

**APPROXIMATELY**

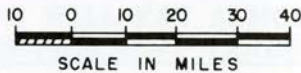
**1/4th**

**WHAT IT WAS IN 1926**

# Northwestern Public Electric Serv

## LEGEND

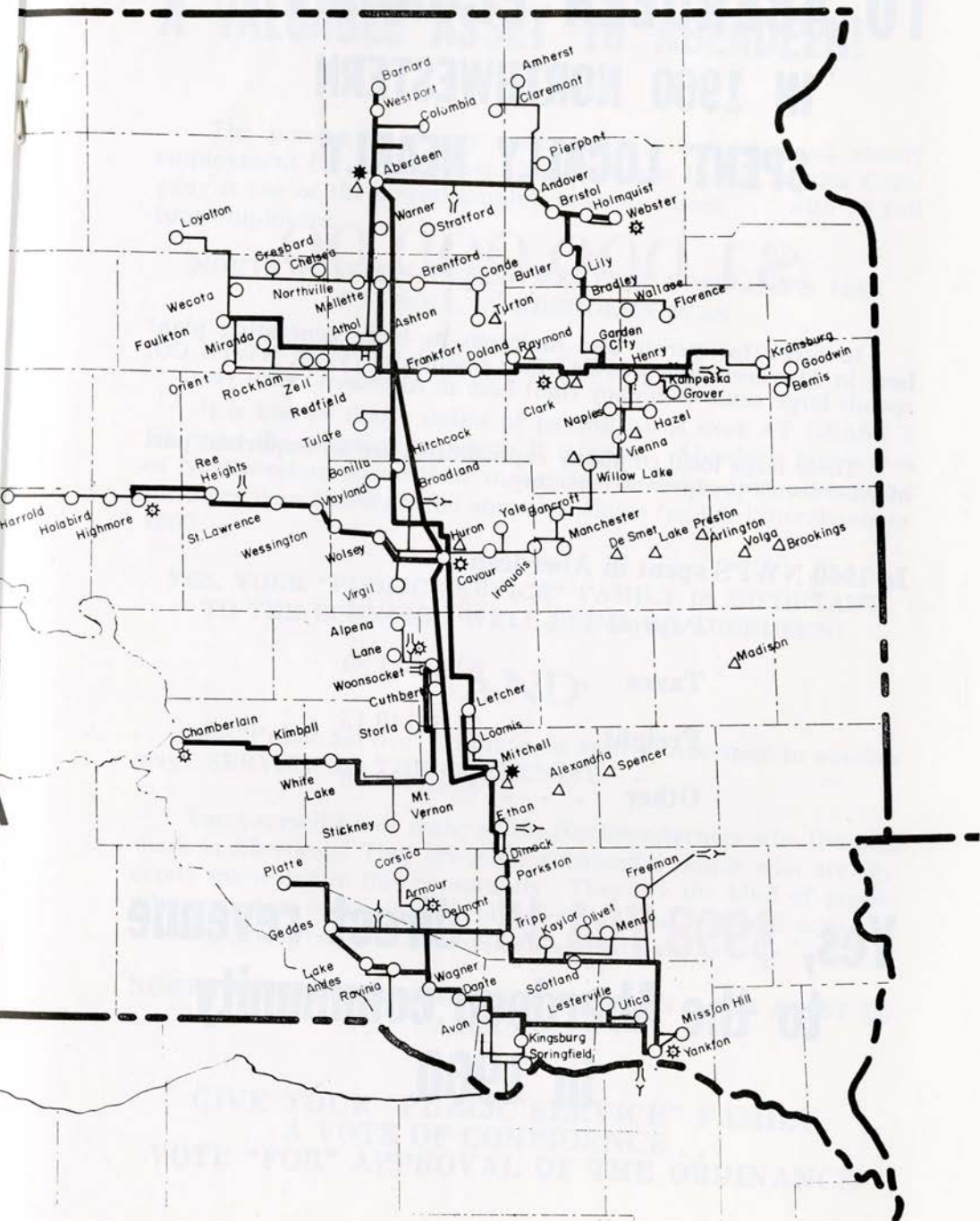
- H HEAT SERVICE
- O ELECTRIC SERVICE RETAIL
- △ GAS SERVICE RETAIL
- \* ELECTRIC GENERATING STATION — STEAM
- ⊛ ELECTRIC GENERATING STATION — INTERNAL COMB.
- ELECTRIC TRANSMISSION LINES — UNDER 33 KV.
- ELECTRIC TRANSMISSION LINES — 33 K.V. & OVER
- ↔ INTERCONNECTION WITH OTHER SYSTEMS



SOUTH  
DAKOTA



# Service Company ice Area



# **NWPS IS IMPORTANT TO ABERDEEN ECONOMY IN 1960 NORTHWESTERN SPENT LOCALLY NEARLY**

**\$1,000,000.00**

In order to operate and maintain its large generating plant here in Aberdeen and provide other essential services, NWPS CO. spends large sums of money right here in Aberdeen every year.

These large local company expenditures are an important part of Aberdeen's prosperous economy.

## **In 1960 NWPS spent in Aberdeen**

Payroll . . .	<b>\$377,760.61</b>
Taxes . . .	<b>\$232,324.89</b>
Freight . . .	<b>\$146,149.15</b>
Other . . .	<b>\$242,469.80</b>

**Yes, \$998,704.45 direct revenue  
to the Aberdeen community  
in 1960**



# **YOUR "PUBLIC SERVICE" FAMILY --- A VALUABLE ASSET TO ABERDEEN!**

The prosperity of any community is dependent on steady employment for its residents. Northwestern Public Service Company is one of the largest employers in Aberdeen . . . with 74 full time employees.

**NORTHWESTERN PUBLIC SERVICE COMPANY'S 1960  
PAYROLL IN ABERDEEN WAS**

**\$377,760.61**

It is known that a dollar of payroll turns over **AT LEAST 4** times in the community where it is spent. Aberdeen employees of Northwestern spend their money in Aberdeen, thus accounting for more than \$1,500,000.00 annual business for local merchants in 1960.

**YES, YOUR "PUBLIC SERVICE" FAMILY IS IMPORTANT  
TO THE ECONOMIC WELL-BEING OF ABERDEEN!**

**AND**

. . . your "Public Service" family is an asset to Aberdeen in another way: **SERVICE TO THE COMMUNITY.**

You yourself know many of the Northwesterners who live and work in Aberdeen. They are good, substantial people who are sincerely interested in this community. They are the kind of people who are active in worthwhile civic, church and fraternal activities . . . they give freely of their time and talents.

**NORTHWESTERNERS ARE GOOD CITIZENS . . . AN ASSET TO  
ABERDEEN!**

**GIVE YOUR "PUBLIC SERVICE" FAMILY  
A VOTE OF CONFIDENCE . . .  
VOTE "FOR" APPROVAL OF THE ORDINANCE**

# **An Interconnected System Is Insurance For You**

You will notice on the map in the center of this booklet that all communities served electrically by Northwestern Public Service Company are connected by transmission lines. **This is an interconnected system and it provides insurance for more reliable electric service for you.**

Being part of an interconnected system means, for example, that electricity generated at Huron or Mitchell or Yankton, or in any one of Northwestern's plants, can be used here in Aberdeen. NWPS presently is operating 10 electric generating plants, including the big steam plant here in Aberdeen.

## **River Power Savings For You From NWPS**

Northwestern Public Service Company has a contract with the Federal Government for the purchase of Missouri River power. Savings that are realized from the use of river power are **PASSED ON TO OUR CUSTOMERS**. Our contract with the Federal Government requires that such savings be passed on to our customers.

Since first receiving river power late in 1954, Northwestern has passed on \$1,377,200 in savings to its customers.

This has been and will continue to be the policy of Northwestern Public Service Company. Savings realized from the use of this power **WILL CONTINUE TO BE PASSED ON TO YOU**. It will continue to be our policy to give our customers the benefit of savings that can be developed through the purchase of Missouri River power.



# --- What Do Others Think Of Northwestern?

Here's the way some of our larger communities voted on Northwestern Public Service Company electric franchises last year . . .

	For	Against		For	Against
Mitchell	1301	57	Huron	1400	70
Yankton	1436	41	Redfield	597	5

**96.5%** In these communities 96.5% voted FOR APPROVAL of the NWPS franchise.

We look forward to the same endorsement, the same vote of confidence, from the people of Aberdeen in the forthcoming election on our franchise.

## Northwestern Public Service Company Has Franchises In The Following Communities It Serves With Electricity

### ABERDEEN

Alpena  
Amherst  
Andover  
Armour  
Ashton  
Athol  
Avon  
Bancroft  
Barnard  
Bemis  
Blunt  
Bonilla  
Bradley  
Brentford  
Bristol  
Broadland  
Butler  
Cavour  
Chelsea  
Claremont  
Clark  
Columbia  
Conde  
Corsica  
Cresbard  
Cuthbert

Dante  
Delmont  
Dimock  
Doland  
Ethan  
Faulkton  
Florence  
Frankfort  
Freeman  
Garden City  
Geddes  
Goodwin  
Grover  
Harrold  
Hazel  
Henry  
Highmore  
Hitchcock  
Holabird  
Holmquist  
Huron  
Iroquois  
Kampeska  
Kaylor  
Kimball  
Kingsbury  
Kranzburg

Lake Andes  
Lane  
Lesterville  
Letcher  
Lily  
Loomis  
Loyalton  
Manchester  
Mellette  
Menno  
Miranda  
Mission Hill  
Mitchell  
Mt. Vernon  
Naples  
Northville  
Olivet  
Orient  
Parkston  
Pierpont  
Ravinia  
Raymond  
Ree Heights  
Redfield  
Rockham  
Scotland  
Springfield

Stickney  
Storla  
Stratford  
St. Lawrence  
Tripp  
Tulare  
Turton  
Utica  
Vayland  
Vienna  
Virgil  
Wagner  
Wallace  
Warner  
Webster  
Wecota  
Wessington  
Westport  
White Lake  
Willow Lake  
Wolsey  
Woonsocket  
Yale  
Yankton  
Zell

REPRINT OF ORDINANCE NUMBER 961 AS APPROVED BY THE  
ABERDEEN CITY COMMISSION ON JULY 17, 1961 AND PUBLISHED IN  
THE ABERDEEN AMERICAN NEWS ON JULY 21, 1961.

This is only a PERMIT to use Streets and Alleys for Poles and Wires to deliver Electricity

Section 1. Grants only the right to use streets and alleys - and provides that the right granted SHALL NOT BE EXCLUSIVE.

Section 2. Provides for people to vote on the ordinance.

Section 3. Makes the Company subject to all ordinances of Aberdeen covering the use of streets, alleys and public places and to the exercise of the police powers of the City.

Section 4. Makes the Company liable for all damages and relieves and saves the City from damages arising from the operation of the Company's system.

Section 5. This ordinance shall not be effective unless approved by a majority of the electors voting.

PASSED FIRST READING JULY 5, 1961.  
PASSED SECOND READING JULY 17, 1961.  
ADOPTED JULY 17, 1961.  
PUBLISHED JULY 21, 1961.

ORDINANCE NO. 961  
AN ORDINANCE GRANTING TO NORTHWESTERN PUBLIC SERVICE COMPANY, ITS SUCCESSORS AND ASSIGNS, THE RIGHT TO OCCUPY ANY OF THE STREETS, ALLEYS OR PUBLIC PLACES OF THE CITY OF ABERDEEN, SOUTH DAKOTA, FOR THE PURPOSE OF TRANSMITTING OR DISTRIBUTING ELECTRICITY, AND PROVIDING FOR AN ELECTION THEREON.  
BE IT ORDAINED BY THE CITY OF ABERDEEN, SOUTH DAKOTA:

Section 1. The right is hereby granted to Northwestern Public Service Company, its successors and assigns, to occupy any of the streets, alleys or public places of the City of Aberdeen, South Dakota, for the purpose of transmitting or distributing electricity for a period of twenty (20) years from the 5th day of September, 1961, provided, however, that the right herein granted shall not be exclusive.

Section 2. The proposition of whether or not said right shall be granted shall be submitted to a vote of the electors of this municipality at a special election called for that purpose not sooner than thirty days after the publication of this ordinance.

Section 3. That in the construction, maintenance, repair, and operation of its electric system and in the use of the streets, alleys, and other public places in said City, the said company shall at all times be subject to and comply with all ordinances, rules, and regulations of said city now or hereafter in force covering the use of streets, alleys, and public places, or covering excavation in or under any such streets, alleys, or public places; and the rights herein granted are subject to the exercise of the police power as the same now is or may hereafter be conferred upon said city.  
Failure on the part of said company to file its acceptance hereof with the City Auditor as herein provided or to comply with any of the provisions of this ordinance shall render this ordinance and the franchise and privileges granted hereunder subject to cancellation.

Section 4. The grantee shall be liable for all damages due to its negligence in constructing, operating or maintaining its electric system within the said municipality, and shall at all times save the said municipality harmless from any and all liability arising out of negligence of the grantee.

Section 5. This ordinance shall not be effective unless the proposal to grant said right be approved at such election by a majority vote of the electors of this municipality voting thereon; and unless said Company shall file its unconditional acceptance of this Ordinance with the City Auditor of said City within twenty (20) days after the official canvass of the votes of the electors approving said Ordinance.

SIGNED:  
J. CLIFTON HURLBERT, Mayor  
City of Aberdeen  
Brown County, South Dakota  
ATTEST:  
WINIFRED KRAFT, Deputy City Auditor

(Official Seal)



# SAMPLE BALLOT

(Special Election)

OF ABERDEEN SOUTH DAKOTA

September 12, 1961

## QUESTION SUBMITTED

Do the Electors of the City of Aberdeen, Brown County, South Dakota, approve Ordinance No. 961 granting to Northwestern Public Service Company, its successors and assigns, the right to occupy any of the streets, alleys or public places of the City of Aberdeen, South Dakota, for the purpose of transmitting or distributing electricity, as specifically provided in Ordinance No. 961 as now on file in the office of the City Auditor of said City of Aberdeen, South Dakota, and which Ordinance was heretofore duly adopted by the governing body of said City, and published in full and the full title of which Ordinance is as follows:

AN ORDINANCE GRANTING TO NORTHWESTERN PUBLIC SERVICE COMPANY, ITS SUCCESSORS AND ASSIGNS, THE RIGHT TO OCCUPY ANY OF THE STREETS, ALLEYS OR PUBLIC PLACES OF THE CITY OF ABERDEEN, SOUTH DAKOTA, FOR THE PURPOSE OF TRANSMITTING OR DISTRIBUTING ELECTRICITY, AND PROVIDNG FOR AN ELECTION THEREON.

For Approval of the  
above Ordinance

Against Approval  
of the above Ordinance

### INSTRUCTIONS TO VOTERS

Any voter wishing to vote for the above ordinance shall place a cross (X) in the square before the phrase "For approval of the Above Ordinance". Any voter opposed to the adoption of the above ordinance shall place a cross (X) in the square before the phrase "Against approval of the Above Ordinance".



FOR APPROVAL OF ORDINANCE NO. 961

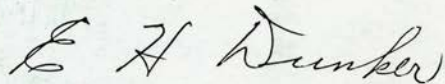
# Good Citizenship and Good Service Don't Just Happen

Good citizenship and good service come from within . . . within a person . . . within an organization. They are things that have to be thought about and worked at constantly.

In all the past years, we at Northwestern have taken pride in working hard at good citizenship and good service. This we will continue to do in the years ahead.

We ask you to vote "YES" for Ordinance No. 961 at the special election on September 12.

Respectfully,



E. H. Dunker, Manager

