

March 14, 1979

LB 458

bills to consumers, by bills to customers the actual cost for production of that service. When you get to the area of advertising, and Senator Vickers has given a classical example of advertising that is superfluous, it does nothing but increase cost to ratepayers and I, for one, also strongly object to seeing my tax dollars, which my bill actually going up, because of this type of advertising. I would urge the members of the body to support Senator Vickers on his motion, see that the bill is returned to committee, let us work on it in a prudent manner and then the Public Works Committee in its wisdom will then decide what to do with the bill.

SPEAKER MARVEL: The Chair recognizes Senator Cullan speaking on the motion to bring back to life LB 458. Senator Cullan.

SENATOR CULLAN: Mr. President, members of the Legislature, I will not take much time. I do support Senator Vickers amendment. I was one of those individuals who made a mistake in moving with Senator Vickers and others in killing this bill. Obviously when you look at some of the advertisements which are being aired now, some action needs to be taken. I commend Senator Simon for bringing the bill to us and for Senator Vickers for restoring some life to it.

SPEAKER MARVEL: Senator Kremer.

SENATOR KREMER: Mr. Chairman, I am not going to say a lot. I pushed my button. I thought perhaps it would be the first one but it is hard to get ahead of the rest of these guys and so I am about number three. They have pretty well taken care of the comments that I wished to make. I thought I owed it to the body to explain why the committee killed the bill. That explanation has been made. We all recall, it was a number of years ago, that the industry that we are talking about was offering for sale various types of electrical equipment such as refrigerators, dryers and so forth. That was eliminated by law. Then the idea of advertising, it has been a concern for a number of years. This came before us in the form of a bill. I think Senator Simon explained to you that there is a point that ought to be addressed as far as spending our dollars that is generated through the rates we pay. In view of the fact that we don't need to advertise it, we shouldn't be advertising and, of course, at the time the committee heard the bill, we were informed that this is very, very limited. The bill spelled out the exceptions where they could spend some dollars for informing the public, and if you turn to the bill, it is on pages two and three. Apparently, Senator Vickers feels they have