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**BEFORE THE PUBLIC UTILITIES COMMISSION  
OF THE STATE OF SOUTH DAKOTA**

IN THE MATTER OF THE FILING BY ) ORDER APPROVING  
NORTHWESTERN PUBLIC SERVICE ) SAFETY ADVERTISING  
COMPANY FOR APPROVAL OF ) LANGUAGE  
ADVERTISING ON RESIDENTIAL NATURAL )  
GAS BILLS .

**NG97-014**

On September 2, 1997, Northwestern Public Service Company (NWPS) filed an application with the Public Utilities Commission (Commission) requesting the Commission to approve advertising to be placed on residential natural gas customer bills which recommends an early furnace inspection for efficiency and safety purposes and recommends that customers call either their local contractor or NWPS to have the service performed.

At its regularly scheduled September 9, 1997, meeting, the Commission considered NWPS' application. Commission staff recommended approval.

The Commission finds that it has jurisdiction over this matter pursuant to SDCL 49-34A-4(14) and ARSD 20:10:17:03 and 20:10:23:01(6). After its review the Commission found that the safety advertisement language was fair and reasonable as it conveyed information as to what NWPS recommended customers should do in utilizing electric or gas service to protect their health and safety. The Commission voted to approve the application. It is therefore

ORDERED, that Northwestern Public Service Company may include the safety advertisement language on its customer billings.

Dated at Pierre, South Dakota, this 22nd day of September, 1997.

<b>CERTIFICATE OF SERVICE</b>
The undersigned hereby certifies that this document has been served today upon all parties of record in this docket, as listed on the docket service list, by facsimile or by first class mail, in properly addressed envelopes, with charges prepaid thereon.
By: <u>Alaine Kelbo</u>
Date: <u>9/23/97</u>
(OFFICIAL SEAL)

BY ORDER OF THE COMMISSION:

James A. Burg

JAMES A. BURG, Chairman

Pam Nelson

PAM NELSON, Commissioner

Laska Schoenfelder

LASKA SCHOENFELDER, Commissioner