

NOTICE

Please don't waste electricity

**In an effort to postpone
or prevent critical power curtailments
or blackouts this winter**

**WE ASK
YOUR IMMEDIATE HELP
IN CONSERVING ELECTRICITY**

A very serious power crisis threatens the Pacific Northwest.

Not since 1952 has this area faced a power shortage like this. The causes are several: an extremely low water condition (one of the lowest in 94 years), a light snowpack, federal budget cuts, delays in getting new thermal generation on the line when planned, and an increasing demand for electrical energy by customers throughout the region.

The result is that the region's power systems cannot assure full service to customers if present conditions continue, or worsen. Unless there is a drastic improvement in the critical water situation in the next three months, the region will be 13 billion kilowatt-hours short of electricity, which is approximately the output of three Bonneville dams.

ALL electric systems in the region are affected. All consumers — everywhere — are being asked to help save energy.

The power crunch worries everybody. Power systems throughout the Pacific Northwest have joined together in a concentrated effort to urge customers to cut down now on the use of electricity in an effort to prevent a far more serious system shortage later on. The problem isn't just here — it is everywhere.

Your voluntary help NOW might avert enforced curtailment later.

The energy you save now is vital. Here's why: Every kilowatt-hour of electricity you use requires either some water being released from reservoirs behind a dam or some thermal fuel being burned to generate that power. If we can save the water, save the fuel, until the big winter demand occurs, we will be in much better shape to meet the need. A kilowatt-hour saved now can be mighty important later on. Nobody wants a forced curtailment or blackout. Jobs suffer. People are inconvenienced. It is bad for everybody.

PROCLAMATION

"The shortage of electricity in the Pacific Northwest has reached the critical stage. To avert widespread shortages and blackouts which can occur this winter, we urgently request that utility customers throughout the region make a real and concentrated effort to save all of the electricity they can at this time. Such a program is an absolutely essential move to make at this time, in an effort to avert mandatory curtailment this winter."

Pacific Northwest Utilities Conference Committee
representing 110 utilities in the Pacific Northwest region

HOW LONG WILL THE SHORTAGE LAST?

It is estimated that the shortage of electricity in the Pacific Northwest may last at least 20 months. However your intense effort right now will lessen the impact of a more stringent shortage this winter.

Sooner or later, unless new generating plants, transmission lines and other needed electrical facilities can be built as needed without imprudent delay for whatever reason, a scarcity of electricity and enforced rationing will become a permanent fact of life in this region.

Economic growth and progress will come to a halt; the way you earn your living will be seriously affected.

Getting new power sources on the line promptly is the only way an adequate supply of electricity to meet increasing demands can be assured. All electric systems in the Pacific Northwest are working hard to get this job done.

Portland
General
Electric
Company

