

"Electric power has never been too little or too late . . ."

—J. A. KRUG, Director, Office of War Utilities, WPB

But—here's why Uncle Sam asks you to use your electrical equipment wisely!

1. TO SAVE MATERIALS—copper, steel, tungsten, zinc, rubber and other critical materials used to repair or replace electrical equipment.
2. TO SAVE TRANSPORTATION—hundreds of carloads of railroad space, over the nation, for electrical materials and for fuel.
3. TO SAVE FUEL—of primary importance where coal or oil is used to run electric generating plants.
4. TO SAVE MANPOWER—all along the line—from manufacturing lamp bulbs to maintaining electric power service.

OF COURSE there's plenty of electricity. The nation's generating plants have reserve capacity to produce over 26% more current than could be used during the absolute peak hour of last winter—an hour when all war plants were running, when lights were on and dinners were being cooked.

But to keep electricity flowing to America's 32,000,000 users take great quantities of vital materials—plus manpower, transportation, and fuel. And when you use electricity needlessly, you are wasting part of the service life of appliances, which are becoming harder and harder to replace because they take materials demanded for war.

So the Government Says - - "Conserve!"

In a recent joint statement, War Production Board Chairman Donald M. Nelson, Secretary of the Interior Harold L. Ickes, and Defense Transportation Chairman Joseph B. Eastman said:

"Conservation of fuel, manpower, equipment and material is a 'must' for the United States if we are to achieve the maximum war production every American wants.

"Every pound of coal, every gallon of oil, every cubic foot of gas that can be saved means that our national energy pool is strengthened just that much. Every man-hour saved in the production of these basic fuels, in the production of electricity, in transportation and in communications is a man-hour that can be used for something else. . . .

"We have, therefore, called upon the coal, petroleum, electric, natural and manufactured gas, water, communications and transportation industries to join with us in a broad conservation campaign to accomplish these results. Co-operation of these industries in asking the public to use their services only as absolutely necessary represents a real sacrifice by them. We ask the American public to appreciate that sacrifice and to give them and the war effort enthusiastic and unstinting cooperation as this campaign develops."

What Can You Do? Avoid Waste!

Everyone can help conserve these vital materials and resources just by avoiding the wasteful use of communications, fuel, transportation and electricity. It's our job and yours to look ahead and use everything we have wisely. In the end, it's going to mean fewer burned-out lamp bulbs, fewer replacements; your electric range, your refrigerator, and other equipment will last years longer.

OFFICIAL RECOMMENDATIONS as published by the Office of War Utilities, War Production Board

1. Indoor and Outdoor Advertising, Display Sign Lighting

- (a) Daytime: Eliminate completely.
- (b) Nighttime: Reduce burning time so far as practicable but in no case burn for an interval exceeding two hours and only during the period from dusk until 10 p.m., in terms of local time. (*See Note)
- (c) Electric signs necessary for direction or identification of places of public service, such as public restaurants, public lodging establishments, transportation terminals, etc., may be operated during nighttime, but only while the establishment is open for business. (*See Note)
- (d) Reduce lamp wattage of all signs by the maximum practicable amount.

2. Decorative and Ornamental Lighting

- (a) Exterior lighting: Eliminate completely at all times.
- (b) Interior lighting: Eliminate all non-essential lighting; reduce the balance by the maximum practicable amount.

3. Show Window Lighting

- (which does not provide essential interior lighting)
- (a) Daytime: Eliminate completely.

(*NOTE) Subject to military dim-out regulations which prevail in many communities.

- (b) Nighttime: Reduce burning time so far as practicable but in no case burn for an interval exceeding two hours and only during the period from dusk until 10 p.m., in terms of local time.
- (c) Reduce wattage by maximum practicable amount.

4. Marquee and Entrance Lighting

- (a) Daytime: Eliminate completely.
- (b) Nighttime: Reduce in intensity by maximum practicable amount consistent with public safety consideration. (*See Note)
- (c) Eliminate completely when establishment is not open for business except for amount necessary for protection.

5. Lighting of Outdoor Business Establishments

- (a) Daytime: Eliminate completely.
- (b) Nighttime: Reduce in intensity by maximum practicable amount. (*See Note)
- (c) Eliminate completely when establishment is not open for business except for amount necessary for protection.

6. General Interior Illumination and Show Case Lighting

- (a) Eliminate non-essential lighting.

- (b) Reduce remainder by the maximum practicable amount consistent with public safety consideration and eyesight conservation.

7. General Conservation

- (a) Turn off lights and appliances when not actually needed.
- (b) Eliminate unnecessary use.

8. Air Conditioning

- (a) Adopt more moderate margins of reduction in temperature and relative humidity.

9. White Way Street Lighting

- (a) Reduce wherever practicable to lower levels consistent with public safety. (*See Note)

10. Residential

- (a) Eliminate all waste in the use of various electric appliances, such as refrigerators, radios, space heaters, ranges, water heaters, etc.
- (b) Turn off lights and appliances when not actually needed.

11. Industrial

Many economies can be achieved in the use of electric energy by industrial plants both large and small without adversely affecting volume of production.

Use What You Need . . . but Need What You Use!

Good eyesight is important, too, and it should be conserved by adequate but not wasteful lighting. Do not reduce lighting below safety and efficiency standards anywhere—in homes, stores or industrial plants. Turn off every light that isn't necessary, and when lamps burn out, replace them with lower wattage bulbs, if smaller lamps will do the job. Use what you need—but need what you use!

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