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# **POWER SHORTAGE THREATENS WINNIPEG AND MANITOBA**

The abnormally low rainfall during the past two years in the storage basins of the hydro-electric power plants on the Winnipeg River has resulted in these power plants now receiving only about 60% of the water necessary to develop their generating capacities.

This water shortage — absolutely beyond anyone's control—means a proportionate power shortage which may seriously affect domestic and industrial conditions generally unless prompt steps are taken to conserve the available power supply.

In the best interests of the entire community we urge each citizen at home, in the store and in the factory to exercise the greatest possible economy in using electricity.

Please refrain as far as possible from using electric water heaters and other heating devices and use no more lights than necessary.

Such co-operation on the part of thousands of electric service customers is essential and if whole-heartedly carried out, will go far toward averting a very serious situation which otherwise may develop for the community.

**MANITOBA POWER COMPANY  
LIMITED**

**WINNIPEG ELECTRIC COMPANY**



President.

# A SERIOUS SITUATION

Greater Winnipeg now faces a power shortage which, if not promptly dealt with may cause serious inconvenience.

Each citizen can help to avoid these serious consequences.

Our combined appeal to you is that you use only such electricity as is absolutely necessary.

Ways in which you can help are:

- (1) Turn off your water heater when you do not need it.
- (2) Watch those basement lights.
- (3) Turn off all unnecessary lights in the house.
- (4) Watch your electric stove and appliances and turn off the electricity as soon as it is finished with.

***If everyone co-operates,  
the problem can be solved!***

**WINNIPEG ELECTRIC COMPANY**

**City of Winnipeg  
Hydro Electric System**