

Energy conservation during WWII, 1943

Introduction

World War II had a profound impact on life in the United States although no battles took place on the American mainland. Americans were asked to ration, recycle, and conserve materials that were essential to the war effort. This poster, “Fuel Fights! *SAVE YOUR SHARE*,” urges Americans to practice energy conservation at home and lists ways to reduce heating costs. It reminds Americans that

Saving fuel also saves manpower, material, equipment
CONSERVE COAL, OIL, GAS . . . FOR WAR.

Questions for Discussion

Read the introduction and study the poster. Then answer the questions based on your knowledge of American history.

1. How does “fuel fight”? What does the title of the document imply?
2. How would conservation save “manpower, material, [and] equipment”?
3. Create a poster with a similar type of message encouraging conservation for twenty-first-century Americans. What kind of message would promote conservation in this day and age? Would you take a direct approach or a subtle one?

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Image



Fuel Fights!
SAVE YOUR SHARE

- 1** Keep temperature at **65° F.** during day - lower at night.
- 2** Don't heat unused rooms.
- 3** Keep windows closed.
- 4** Draw window shades at night.
- 5** Shut off heat when weather permits.
- 6** Keep heating plant in top condition.
- 7** Use less hot water.

Saving fuel also saves manpower, material, equipment
CONSERVE COAL, OIL, GAS... FOR WAR

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