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Fuel for them...means less for you!

Stock#: 100573
Map Maker: Lent
Date: 1942 circa
Place: Washington, D.C.
Color: Color
Condition: VG+
Size: 15.75 x 20.4 inches
Price: \$ 375.00



Description:

Total Victory Poster

Vividly colored American propaganda poster, aimed at encouraging conservation of fuel for the war effort.

The dominant message, "FUEL FOR THEM... means less for you!" is emblazoned across the top in bold, block lettering against a yellow background, suggesting that fuel used by civilians reduces the amount available for military use. The phrase is illustrated with contrasting scenes: on the left, a green military tank and a soldier in a helmet are depicted in the field, with airplanes soaring overhead, representing the 'them'. On the right, a peaceful domestic scene shows a hospital, a war plant, and a train, all of which require fuel, representing the 'you'.

The central visual element is a large, red and blue 'V' for victory, which divides the military and domestic scenes, reinforcing the connection between the home front and the battlefield. Below this, the poster advises the viewer to "MAKE YOUR HOME HEAT TIGHT NOW!" and provides a list of five specific actions



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homeowners can take to conserve fuel, such as installing weather stripping and insulation, and saving coal, oil, and gas for the war.

The poster's bottom section, in a contrasting pale yellow, informs that the message is "SPONSORED BY CHAMBERLIN METAL WEATHER STRIP CO. FOR THE UNITED STATES GOVT." The entire poster is a call to action, urging citizens to contribute to the war effort by being mindful of their energy consumption at home. It encapsulates the era's spirit of shared sacrifice and collective effort towards a common goal.

Detailed Condition: