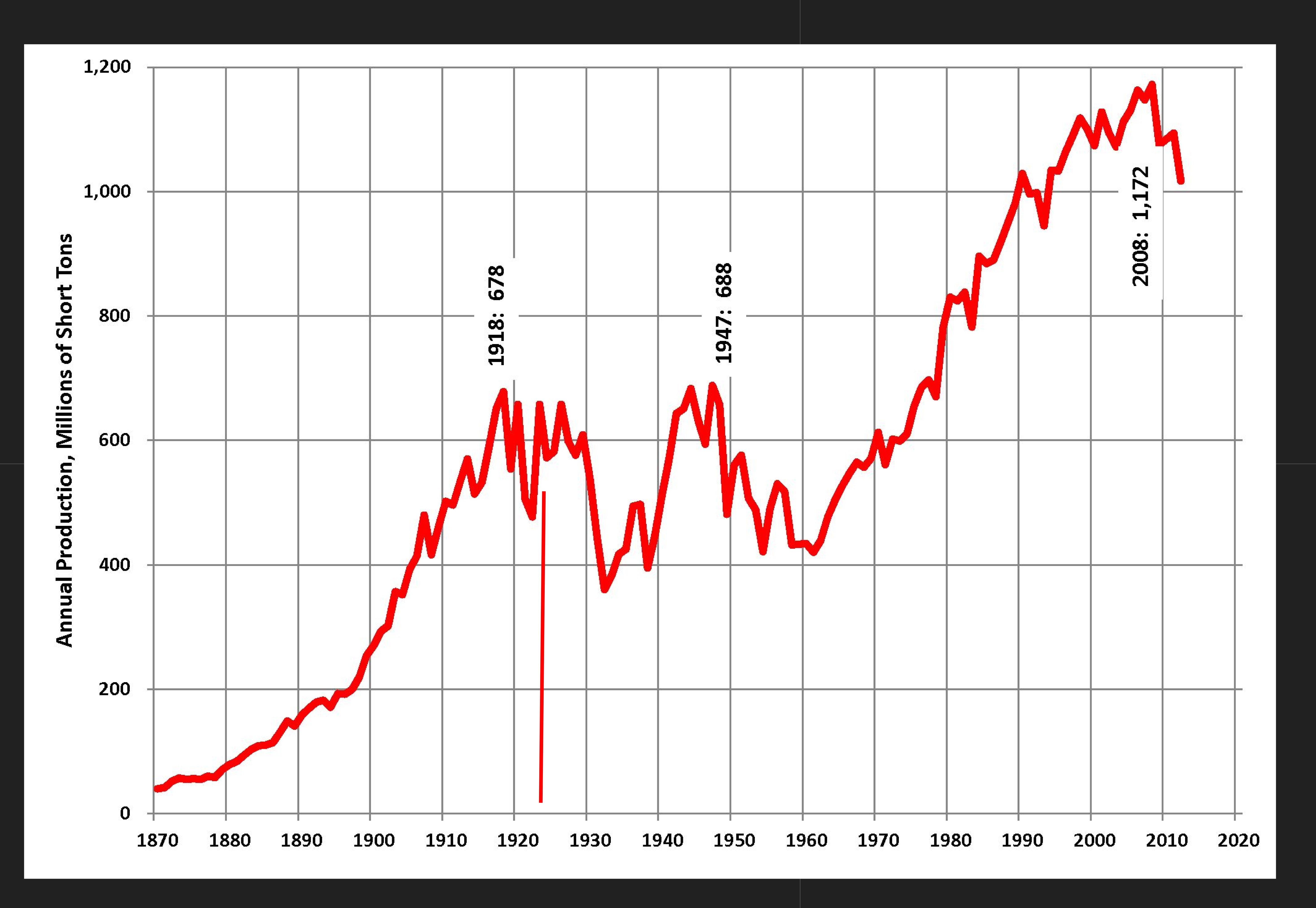


## W. Stanley Jevons



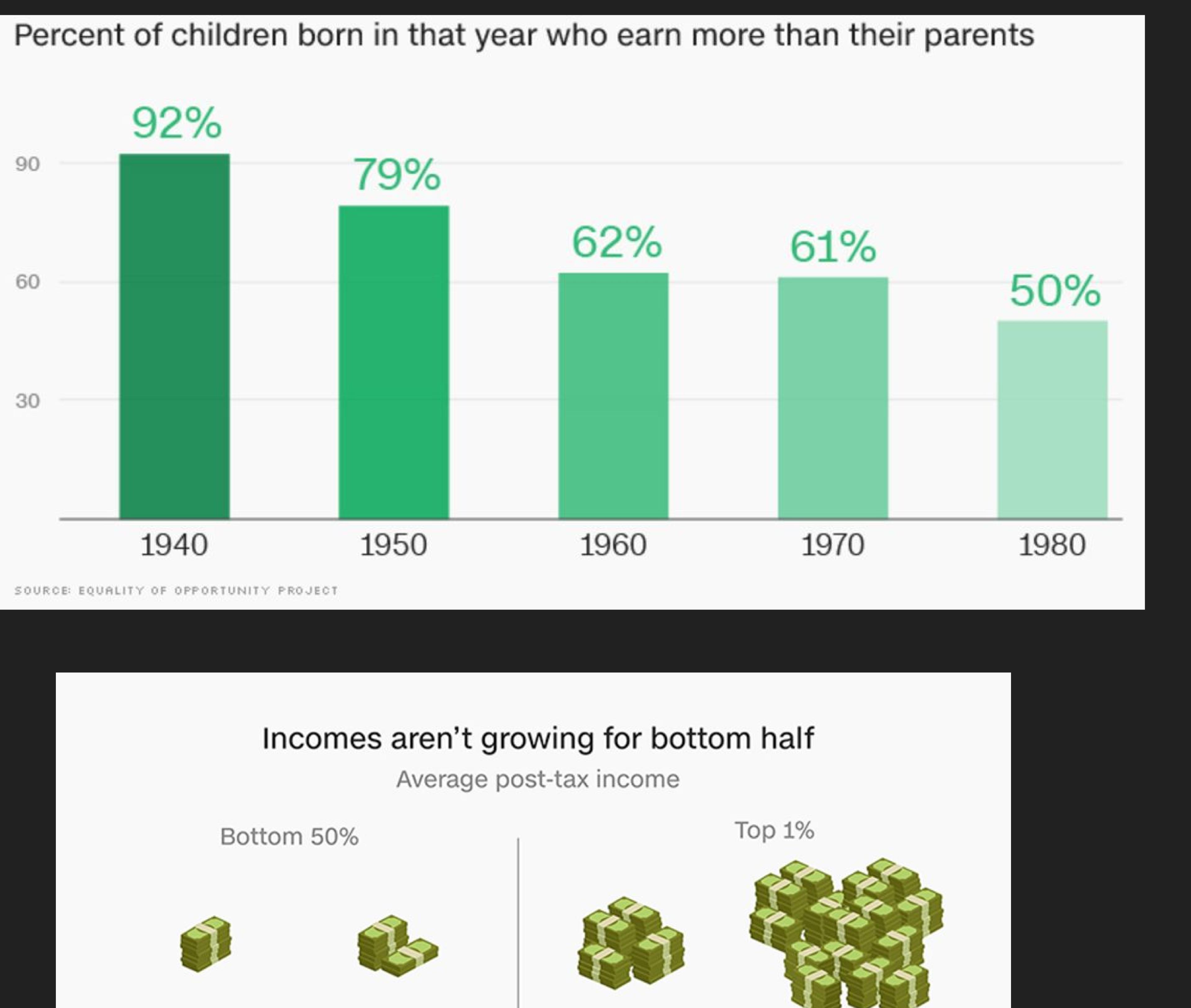
"The Coal Question", 1865 "It is wholly a confusion of ideas to suppose that the economical use of fuel is equivalent to a diminished consumption. The very contrary is the truth... Every improvement of the (steam) engine, when effected, does but accelerate anew the consumption of coal"

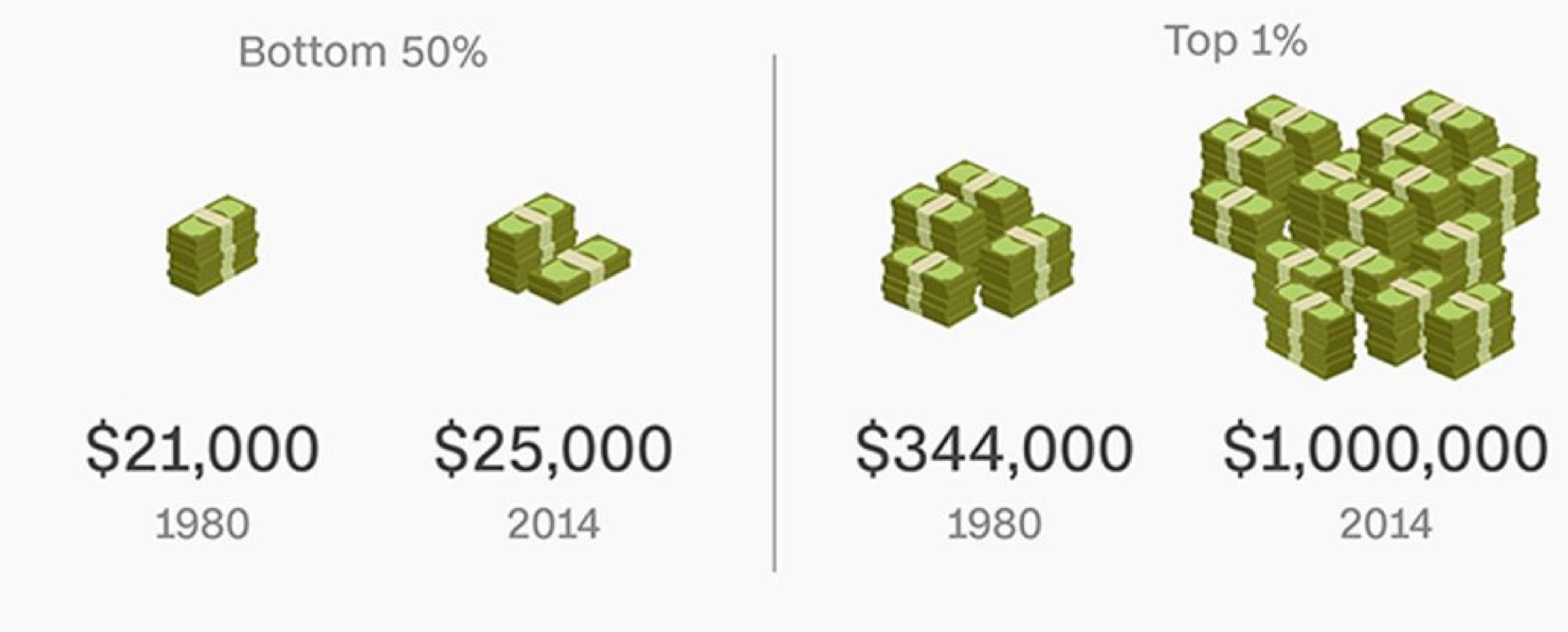


US Coal Consumption:

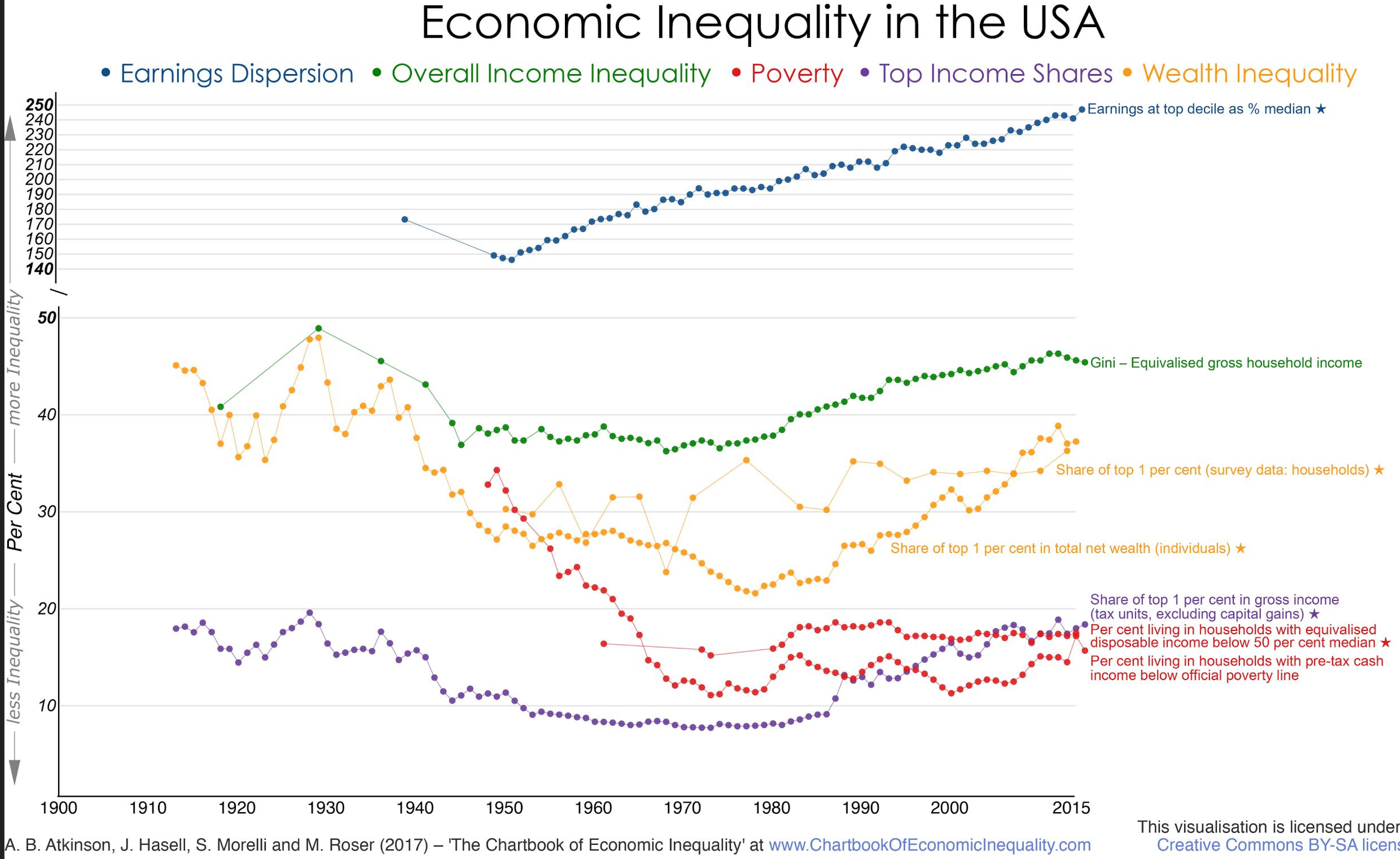
Factor of 30 Growth in just 40 years!

This is non-linear consumption out of control and this characterizes our behavior





2014



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