

# *Energy Law Forum*

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# Cheap, Clean, Safe, Secure Energy



## MARKETING A NEW ENERGY SOURCE

As people started to switch from wood to coal gas to heat and light their homes, gas providers were pressed to extol the virtues of this new fuel. This back side of a 1915 utility bill reveals their key selling points.

“Cheapest, Safest, Cleanest, Quickest” highlighted the advantages of piping in gas over chopping and burning wood. Note the superlatives. Halifax Electric Tramway Company customers could apparently expect nothing but the best.

The bill shilled appliances too, with the gas stove and water heater representing modern devices for the modern household.

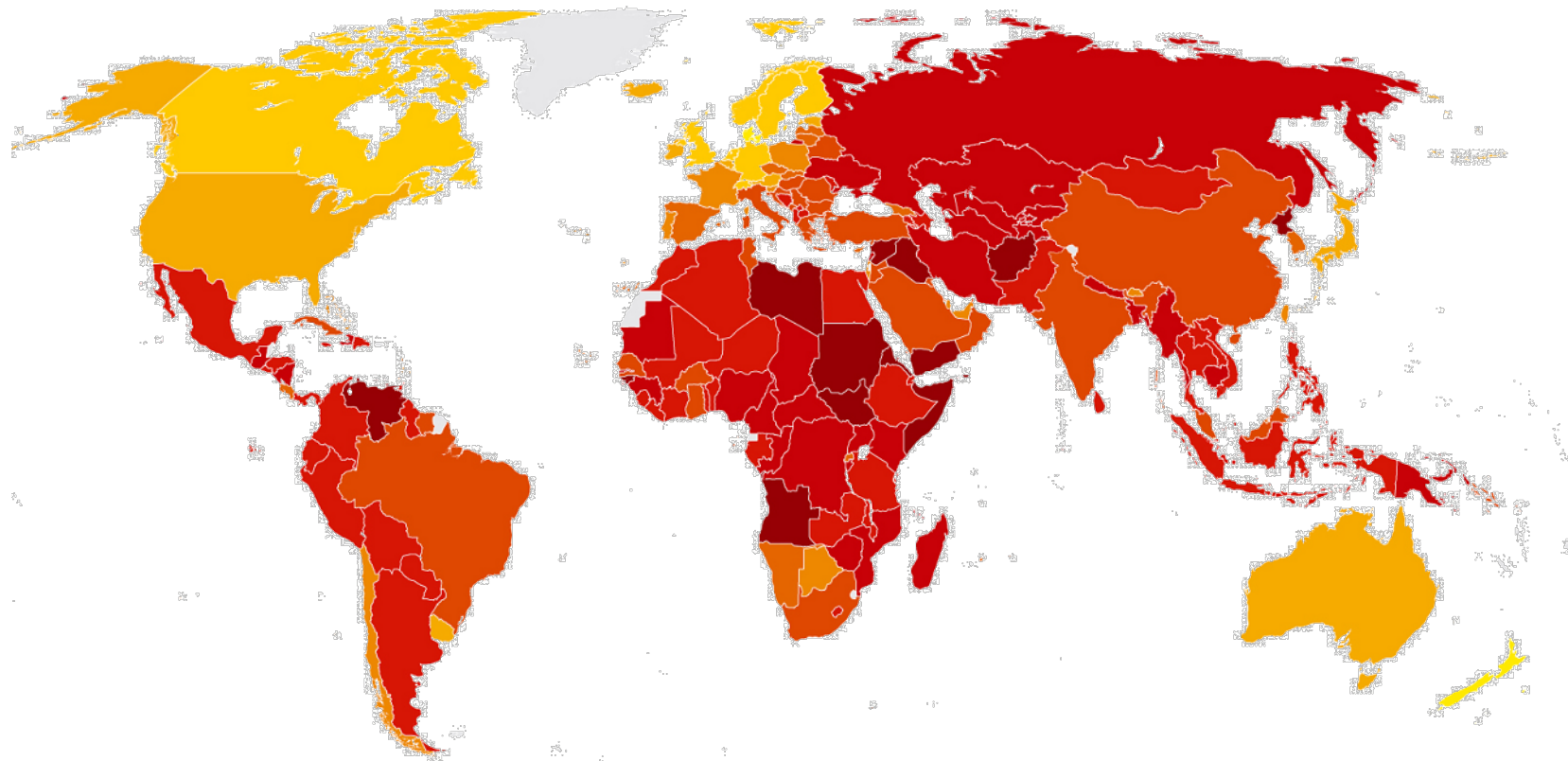
Marketing is critical to a business’s success, especially when that business is introducing a major energy transition.

Utility bill  
The Halifax Electric Tramway Company  
Halifax, NS, Canada, 1915  
19.7 cm x 10.4 cm



FROM THE COLLECTION OF PETER TERTZAKIAN  
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# Corruption Map from Transparency International



Source: Corruption map from Transparency International (2016)



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