

## Flashback Friday Episode 4:

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Natural gas: the clean, modern, dependable fuel (1962) Cinécraft Productions, Cleveland's longest-standing production company, shares their archives in this Flashback Friday video. The advertisement, Natural gas: the clean, modern, dependable fuel, was created by Cinecraft for the East Ohio Gas Company. The spokesman, local newscaster Tom Field, was well-known in Cleveland during the time this spot aired on Channel 5. Tom hosted a news program called, "Good News is a Good Night" and it was sponsored by the East Ohio Gas Company. In the 1960s, an advertising and PR battle for heating fuel supremacy was waged between gas, electricity, and oil. This film was part of that battle. More about Tom Field: <http://www.cabcleveland.com/index.php...> <http://clevelandclassicmedia.blogspot...> The 1960s: The Battle Of The Heating Fuels <http://www.achrnews.com/articles/8748...> Transcript Tom Field: You know it's surprising the things you can learn in one day back at school. Recently, for instance, I visited a high school science class in this area. And as the youngsters worked on their experiments, I noticed that although their beakers had been heating on Bunsen burners all through class, the glass on the bottom was still absolutely clear and clean. No dirt or smudge marks, no streaks or spots. It was a perfect example of the way gas cooking keeps your own pots and pans clean. The only byproducts you get from burning gas are water vapor and carbon dioxide, two things that are in the air already, and the very same byproducts that result just from breathing. And that is why you can take a tea kettle like this that's been boiling for half an hour over gas, rub a handkerchief on the bottom, and look: perfectly clean. Natural gas: the clean, modern, dependable fuel.