

From 1976
Edison Electric

THE TRANSITIONAL STORM

—Or The Changing Energy Epoch

The moment is historic.

The world today is in the midst of a momentous transitional storm between two great energy epochs—the fossil-fuel age and a future energy era. And the impact of this dramatic episode is being felt throughout the world.

Historically, the transition from one fuel epoch to the next has always been accompanied by a marked improvement in human living conditions. It will certainly be the same when, eventually, the present transition is completed. But in the meantime, one essential difference between this transition and all those that have preceded it must be dealt with.

In all previous transitions, man moved from one fuel epoch to the next, not because the old source was depleted, but because something better had been found to take its place. Discovery of the new *preceded* depletion of the old. The epochs were interlocking. Man didn't run out of muscle or falling water or wind or animals or wood. He found something more efficient to replace them.

Today it is different. The fossil-fuel epoch and the next age are not completely interlocking. There is some overlap, but there also is a large supply-demand gap, and we call this gap a "transitional storm"—you've heard it called an "Energy Crisis."

Burning wood in 100,000 BC

The phasing in and out of fuel epochs is nothing new. It began with the phasing in of man himself. His first "fuel" was the food he ate—the berries, roots and small animals that gave him the muscle and stamina to hunt for more food and to dig cave dwellings. Then, roughly one hundred thousand years ago, a new fuel epoch was phased in when man discovered how to burn wood to cook with and to keep warm by. Next, in about 5000 BC, he learned how to use animal power to help cultivate his crops.

By 1400 AD man was burning coal; using the gravitational flow of water to turn waterwheels; and using the wind

