ON JUNE 16TH
The National Electric Light Association, opening its 53rd Convention in San Francisco, will celebrate its 45th birthday.

In 1885, a few executives of electric light companies gathered in Chicago to discuss their mutual problems. Electricity then meant little more than a new and better form of artificial lighting.

Three conventions were held during that year, resulting in the birth of the Association. Since that time, its growth has progressed steadily until today it is one of the greatest service organizations in the world, its many departments and divisions working for both customer and light and power industry alike.

The idea that electricity might be transmitted as power to turn the wheels of transportation, industry and agriculture was met with polite ridicule in 1885. Today, 45 years later, the national organization of the industry submits that electric power is the biggest single factor in our social and economic life.

OKLAHOMA GAS AND ELECTRIC COMPANY

"IF. " Owen S, Vice President, to Every Customer..."