



R. G. Rincliffe, president of Philadelphia Electric Company, addressed the members of The International Association of Electrical Leagues at a luncheon in the Rose Garden, Bellevue-Stratford Hotel, opening the 19th annual conference on Wednesday, September 29, 1954. The conferees came from all parts of the United States and Canada.

ELECTRICAL ASSOCIATION HOST TO INTERNATIONAL ASSOCIATION OF ELECTRICAL LEAGUES

The Nineteenth Annual Conference of the International Association of Electrical Leagues was held in Philadelphia September 29 to October 2, 1954, with the Electrical Association of Philadelphia acting as host.

A strong attendance of conferees was registered for the opening session, representing Electrical Associations and Leagues from all sections of the United States and Canada.

The program, which covered a diversity of subjects of vital interest to League managers, was ably presented by speakers of national prominence, drawn from all branches of the Electrical Industry.

Philadelphia was represented on the program by R. G. Rincliffe, President, Philadelphia Electric Company; George R. Conover, Vice President of Personnel and Public Relations, Philadelphia Electric Company; W. G. Peirce, President, Peirce-Phelps, Incorporated; John M. Otter, Executive Vice President, Philco Corporation; Albert D. Hollingsworth, Director of Public Relations, Franklin Institute; Milton I. Allen, Marketing Assistant to Vice President in Charge of Sales, Philadelphia Electric Company; Florence P. Hanford, Home Economics Supervisor, Philadelphia Electric Company, and Maxwell Cole, Manager, Market Studies and Service Division, Philadelphia Electric Company.

John A. Morrison, Managing Director of the Electrical Association, warmly greeted the conferees at the opening session. All general sessions were held in the North Garden of the Bellevue-Stratford Hotel. The Annual Meeting and Breakfast was held at 8:30 on Saturday morning in the Junior Room. Luncheons were held on Wednesday and Friday in the Rose Garden, while the annual Banquet was held on Thursday Evening in the Rose Garden, preceded by a cocktail period held in the North Garden Foyer. At 6:00 P. M. on Wednesday, September 29, the Electrical Association was host to all conference registrants at a sociability hour held in the Association's Headquarters in the Architects Building.

A feature of interest at the annual Banquet was the presentation for the second consecutive year to the Electrical Association of Philadelphia of the special plaque "For Outstanding Service to the Success of the 1954 Electric Housewares Gift Campaign," sponsored by the Electric Housewares Section, NEMA.

At the Annual Election held on Saturday morning, Herbert E. Cook, Manager, Electrical Association of Detroit, was elected President for 1955, succeeding Albert L. Mailard, Manager of the Electric League of Indianapolis.