



1878 Wall Set. The adding of a second receiver-transmitter made it possible for one to talk and listen at the same time.



1880 Blake. Invented by Francis Blake, Jr., this new set was able to transmit the voice with greatly increased clarity.



1900 Common Battery. For the first time the power supply was taken out of the home and put in the telephone office.



1907 Magneto Wall Set. A more modern version of the phone with a built-in generator for signalling the operator.



1930 Desk Set. Its new oval base and color finishes distinguished this later Desk Set from the earlier 1928 version.



1937 "300" Type Desk Set. Engineering innovation in desk set design: bell was placed in the base of this model.



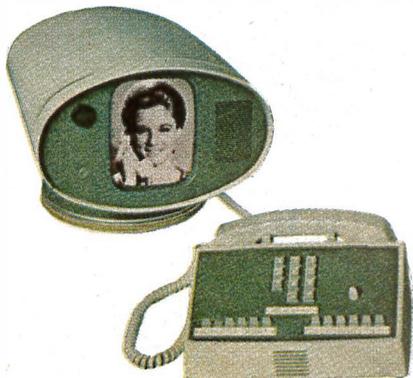
1958 Speakerphone Set. Many features for business offices including hands-free conversation, group conferences.



1958 Call Director® Telephone. Multi-purpose business phone, equipped with up to 30 pushbuttons for handling calls.



1965 Trimline®. A space-saving dial on the handset, with a dial light, provides increased convenience to subscribers.



PICTUREPHONE. New dimension in telephoning. You hear and see one another. Attended service now in some cities.

The telephone story

It was 88 years ago that Alexander Graham Bell spoke into a strange-looking device that became the world's first telephone.

Between Bell's primitive instrument and today's far-reaching Bell telephones have been countless refinements in the art of communications.

Western Electric, the manufacturing unit of the Bell System since 1882, then as now, made the most advanced phones of the day . . . as well as wire, cable, switchboards and many other things needed for a reliable, continuously improving and more economical communications system.

Today there are 70 million Bell telephones in the land. And each phone must be able to reach any other quickly and surely. This requires literally billions of separate parts working perfectly together as one unified coast-to-coast system.

That such a system does in fact exist is the result of close teamwork between Bell System members: Bell Telephone Laboratories, Western Electric, and your Bell telephone company. In working together, we share the responsibility and common goal of bringing you the world's most modern, most dependable telephone service at low cost.



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