



Fifty-millionth telephone was a product of Indianapolis Works people. Here Beulah Clingerman tightens screws that hold dial to dial bracket. Note the presidential seal.



As with all other W.E.-made Bell telephones, the 50 millionth had to pass rigid tests to insure the best possible service. Here Dorothy Yeager tests for sidetone, transmission level.



Vivian Herriford carefully packs famous set for shipment to Headquarters. The set, otherwise, a standard "500 type," here shows its special features, president's seal and 48 stars representing the States.



Stanley Bracken, W.E. president here passes 50 millionth telephone to Cleo F. Craig, president of A. T. & T. Mr. Craig journeyed to Washington to present set to the President.

## The fifty millionth telephone serving the U. S.

A very important telephone—and one that has caused considerably more stir than the first one Mr. Bell offered a not-immediately-appreciative public some 77 years ago—is the 50 millionth in the U. S. Its presentation to President Dwight D. Eisenhower was marked by a mid-November ceremony attended by Government representatives and, of course, representatives of the U. S. telephone industry.

After a brief presentation ceremony in the President's office, the 50 millionth telephone was "installed" by Cleo F. Craig, president of A. T. & T., and Warren B. Clay, president of the United States Independent Telephone Association. Installation consisted of plugging into a jack on the side of the President's desk.

To all appearances this is a very special telephone. An engraved plaque on the handset handle testifies to its numerical distinction. The base is rimmed with stars and, where your telephone carries your telephone number, the presidential seal gives further evidence of its special standing among telephones.

Otherwise, though, the 50 millionth is like any other Bell Telephone coming off the line in Indianapolis these days. It embodies the same improved design, the same craftsman-

ship as the other "500 sets" which now constitute the bulk of Indianapolis production. That is not to say that the Indianapolis people who produced the 50 millionth weren't conscious of the special distinction of this particular product. The scores of hands which touched it in its progress from piece parts to final test might well have drawn from it a special pride in their handiwork, a pride now being applied to its successors.

Fifty million U. S. telephones constitute about 57 per cent of the world's total. While "telephone density" on a world basis is figured at roughly 3.4 telephones for every hundred humans, density in the U. S. is more like three people for every telephone.

It was some 23 years after Bell's invention before the U. S. had its millionth phone, in 1899, and another 15 years before the ten millionth. There were 20 million in 1929. But the biggest, fastest growth has been concentrated in the last seven years—from thirty million in 1946 to fifty million now. More telephones were added to U. S. lines in the years since World War II than in the first 53 years of telephone history.

The accomplishment symbolized by the installation of the 50 millionth telephone is shared by some 800,000 people working in

the more than 5300 companies which comprise the American telephone industry. And certainly in this accomplishment the contributions of the 100,000 people of Western Electric bulk very large.

Here is the text of a scroll presented the President after installation of his telephone: "This, the fifty-millionth telephone to serve our country, is presented by the nation's telephone industry to the President of the United States, Dwight D. Eisenhower.

"Telephone service was born in America. Here in the climate of freedom it has been most widely developed and used. In ever increasing measure it has contributed to the unity, strength and progress of the nation. This instrument, serving our Chief Executive and Commander-in-Chief, symbolizes the constant effort of telephone people to provide this country with the best telephone service in the world.

"As representatives of telephone men and women throughout the United States, we pledge anew the determination of all to serve the nation, in peace and war, to the utmost of our ability."

In conversation with Mr. Eisenhower afterwards, Mr. Craig was heard to remark, "... and none of us has any idea of stopping at 50 million."

