

THE WE 500-SERIES: A COLORFUL HISTORY (CONTINUED)

by Russ Cowell and Paul Fassbender



(Left to right, top to bottom:)
Dark beige, dark gray, dark blue and brown.

.....



(Left to right, top to bottom:)
Red, yellow, green and ivory.

Having read the lead article and seen its color pictures, we now share with you pictures of the fourteen colors in which the 500 set (and its variants) were manufactured plus some of the color marketing material produced by Bell Operating Companies. Please be aware the pictures shown were taken of sets in their original colors. However, the best efforts of the authors did not always capture those colors without some loss or distortion of color. Figure 1 is of the four original colors introduced in 1954 and discontinued in 1957. They are (left to right and top to bottom): dark beige, dark gray, dark blue and brown. Figure 2 is of the four original colors which survived to the end of production. They are (left to right and top to bottom): red, yellow, green and ivory.

As mentioned earlier, consumer tastes changed in the mid-fifties and so did the color palette. Manufacture of the dark shades of beige, gray, blue and brown was discontinued in 1957. Lighter hues of beige, blue and gray were introduced as replacements. – Figure 3. At the same time sets in pink and white began to be manufactured and in 1964 turquoise was added to the palette – Figure 4. Figure 5 depicts the three dark sets – gray, blue and beige – discontinued in 1957 with the three pastel color sets which replaced them. In addition to the depth of color of these sets, the dark beige telephone is distinguished from the lighter version by the color of the letters and numbers on the dial ring – white on the dark beige set and black on the light beige set. As mentioned on page 9, some early “full color” sets were marketed with black dials. Figure 6 depicts one in dark gray. Figures 7,8 & 9 show a dark brown 510, a light gray 544B and an early green 564B respectively.

Continued in three pages.

③



Light beige, aqua blue and light gray.

④



Rose pink, white, turquoise.

⑤



Discontinued: Gray, blue and beige. Replaced by: Light gray, aqua blue and light beige.



(Left to right, top to bottom:) Early “full color” gray, brown 510, light gray 544B and moss green 564B.

In an early preview Miss Sullivan showed two of the charts which will be used in the course to help Service Representatives obtain better color knowledge. The chart on the right gives you an idea of the many colors that blend or harmonize with one another.

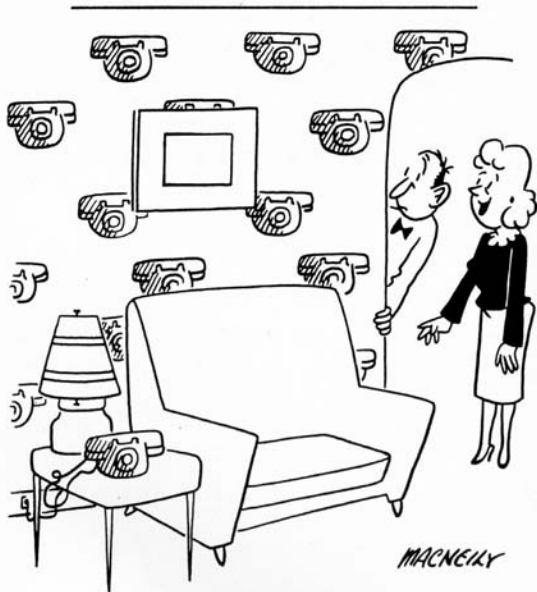
Telephone Topics, Nov. 55, p20. Scanned 2009, paul-f.com

Commercial Instructors were the first to see the demonstration after the KICK-OFF day, October 20. Front row: L. Case, M. Cupstis, J. Greene, L. Hankard, D. Dillon. Second row: M. Casey, M. Mullaley, A. Sharry, A. Coop, R. O'Melia. Rear: H. Pendleton and R. Abare.



The black and white photos from employ- ee magazines show some of the materials and training that were produced to market the avail- ability of the new colors. Phones were often provided to local home improvement, furniture and department stores for floor or window dis- plays, as well as to movie companies for promi- nent placement in feature films.

Continued in two pages.



"I was lucky enough to get a paper to match our new color phone!"

Making good use of the company's advertising brochure, Jack allows customer to select the color she likes best for her new extension. He'll get "the" one from his truck and install it today.



Ohio Bell Nov 1954. Scanned 2009 paul-f.com

Telephone Topics, March 1956, p40. Scanned 2009 by paul-f.com



TELEPHONE WINDOW DISPLAY

A display in Gladding's Department Store re-

cently featured colored telephones with con- trasting dress colors. The store is in Provi- dence.



for contemporary Christmas giving...

for year-round convenience and pleasure . . .
colored extension telephones top the
smartest shopping lists. Tell our customers
and your friends!

THE OHIO BELL TELEPHONE COMPANY

available in • red • blue • beige • brown • ivory • gray • green • yellow •

Bright new telephones in color fairly "sing" your praises as a modern home decorator with imagination. You'll be proud when friends notice how your phones fit so perfectly into your decorating scheme.

You'll be prouder still of your own smart up-to-dateness each time you enjoy the pleasure of any one of several conveniently located additional telephones — because modern homes have plenty of phones!

Call your Telephone Business Office today and multiply your home telephone convenience by ordering additional telephones . . . in color.

FIESTA RED
SUNLIGHT YELLOW
MOUNTAIN STATES TELEPHONE
CAPRI BLUE
SAGE GREEN
AUTUMN BROWN
CAMEO IVORY
ROSE BEIGE
DOVE GRAY

ca1956. paul-f.com

THE MOVE IS TO COLORED TELEPHONES

Today's home abounds with tasteful color . . . and there's a wide variety of **telephones in color** to match your decorative scheme. Now you can have all the step-saving convenience of extension telephones in decorator colors. The cost—only \$7.50 plus the usual installation or substitution

charge. See the color display at our Business Office, or ask us to mail you a free booklet with accurate color samples of all eight shades,

to help you select the color you want. Why not call your Telephone Business Office today?



The color charts demonstrate the evolution of the color palette in the mid- to late-1950s and are presented chronologically. Note that all colors were not available in all models, and the colors changed with time. Also, the availability of colors may have varied by operating company. Some creative color

Continued in two pages.

TELEPHONES IN COLOR

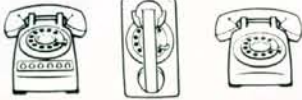
	TABLE PHONES	WALL PHONES	BUTTON PHONES
Ivory			
Beige			
Gray			
Green			
White			
Yellow			
Red			
Pink			
Blue			
Brown			

Used by WI and PA Bell, 1958. paul-f.com

YOUR DECORATOR CHART

for telephones in ten exciting colors

Button Phones Wall Phones Table Phones



Moss Green



Ivory



Mahogany Brown



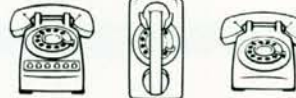
Pastel Yellow



Blue



Button Phones Wall Phones Table Phones



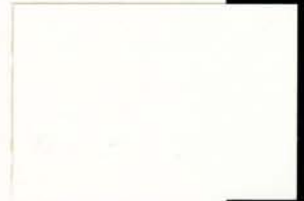
Light Gray



Rose Pink



White



Cherry Red



Light Beige



and now in color, too:



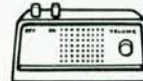
Night Light Phone

Available in ivory, moss green, cherry red, and pastel yellow, table model only.



Speakerphone

Push button sets come in ivory, light beige, light gray, and moss green.



Adjustable volume in table sets comes in ivory, moss green, cherry red, and pastel yellow.



Volume Control Set

names were used until the pastel colors were introduced in 1957. Pink was added to the wall set line in 1959. The charts are from employee publications or brochures that were prepared for presentation to subscribers. Only the color chart page of each brochure has been included in this summary.

Curiously, ivory and red were dropped from the palette in the early 1960s, as shown in the last three charts. They re-

turned some time between 1966 and 1968, when a New England Telephone Service Guide listed all ten colors as being "normally stocked" for single line desk and wall sets.

Multimedia Bonus

The reader is invited to watch a historical video from February 1970 of unofficial phone company spokesperson Ernestine discussing some little known

phone colors with the President of the US. A flv file player is required to play the Flash Video file. Use the following webaddress: http://www.paul-f.com/Doc/Ernestine_Colors.flv For information on the flv format, see: http://en.wikipedia.org/wiki/Flash_Video Alternatively, you can listen to the audio-only file in the more common .mp3 format: http://www.paul-f.com/Doc/Ernestine_Colors.mp3. 📻



Here are some ideas that will help keep your home running smoothly and in happy harmony

Just pick out the combination of ideas that will give your home maximum convenience, beauty, comfort, style and privacy. Be sure to consider handy extension telephones in rooms where your family works, plays and sleeps—places where you need them most.

When you have the combination you want, just call our business office. Your service representative will be happy to help you with your plans.

NORTHWESTERN BELL TELEPHONE COMPANY

June 1959. Scanned 2009. paul-f.com



HERE'S

The Princess

FOR

THE LAST WORD
IN COLOR

Let color telephones add beauty as well as practical convenience to your home.

For color subtlety, fit your phone into the overall decor by blending it to a background color.

To feature your phone as an additional color accent, select a color contrasting with the background.

Choose one of the set trais—ivory, gray, or beige—to harmonize with any color scheme.



Colors available in table, wall, and button phones are shown on opposite page.

Southwestern Bell, ca1960. Scanned 2009. paul-f.com

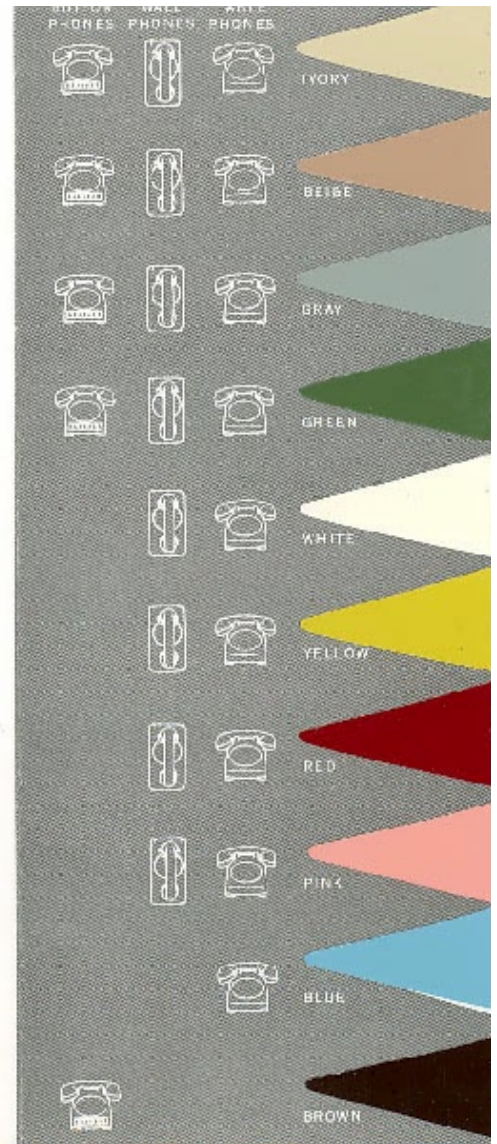


TABLE A
COLOR LINE*

Color	Color Code	Telephone Sets							Coin 1A1	Coin Collectors 200 Type	Loudspeakers			Xmtr 666A	Receiver 730A	Keys		
		500 Type			600 Type		700 Type (PRINCESS)	107A Set			759 Type	760 Type	6040, 6050 Types			549 Type	551 Type	
		0 - 1 Button	4 - 6 Button	Wall Sets	Call Directors	Card Dialers												
Black	- 3	p	p	p	n	n	n		p	p	p	p	p	n	p	p	p	
Light Olive Gray	-49											p	p					
Moss Green	-51	p	p	n	p	p	n		p	p	p	p	p	n	p	p	p	
Yellow	-56	n	n	p	n	n	n			p	p	p	p	n	n	n	n	
White	-58	p	p	p	p	p	p			p	p	p	p	p	p	p	p	
Rose Pink	-59	p	n	p	n	n	p			p	p	p	p	n	n	n	p	
Light Beige	-60	p	p	p	p	p	p		p	p	p	p	p		p	p	p	
Light Gray	-61	n	p	n	p	p	n	†		p	p	p	p	p	p	p	p	
Aqua Blue	-62	p	n	n	n	n	p			p	p	p	p	n	n	n	p	
Turquoise	-64	n	n	n	n	n	p			p	p	p	p	n	n	n	n	

p - Promoted color
n - Nonpromoted color — supplied only on specific customer request.
* This table does not apply to apparatus used on special or limited application.
† 1A1 coin telephone is available only in 2-tone gray (-61A).

FARM INTERPHONE						HOME INTERPHONE						
SPEAKER PHONE TRANSMITTER	DIALERS	CALL DIRECTOR	LOUDSPEAKER WALL	LOUDSPEAKER DESK	HANDSET		LOUDSPEAKER	DOOR ANS. SERVICE	BUTTON PHONES	PRINCESS PHONE	WALL PHONE	DESK PHONE
						white						
						beige						
						green						
						gray						
						yellow						
						pink						
						blue						
C&P 1964. Scan paul-f.com												
						turquoise						

DESK PHONE	WALL PHONE	PRINCESS PHONE	SPEAKER PHONE (Transmitter)	SPEAKER PHONE (Loudspeaker)	CARD DIALER
White, Beige, Green, Pink, Blue	White, Beige, Yellow, Pink	White, Beige, Pink, Blue, Turquoise	All colors	All colors	White, Beige, Green, Gray
BUTTON PHONE	CALL DIRECTOR*	VOLUME CONTROL HANDSET	TRIMLINE DESK PHONE	TRIMLINE WALL PHONE	MAGICALL* AUTOMATIC DIALER
White, Beige, Green, Gray	White, Beige, Green, Gray	White, Beige, Green, Pink, Blue	White, Beige, Blue, Pink, Turquoise	White, Beige, Yellow, Pink	White, Beige, Gray, Green

Bell System 1966. Scanned 2009 paul-f.com

*Registered trademark of DASA Corp.

HAPPY TALK...because color sets the mood. Select your telephone instruments to blend with interiors—or to lend a cheerful contrast.

Either way, you gain greater pleasure from your telephone every day when it is in color.

COLORS AVAILABLE

BEIGE	TURQUOISE	GRAY	PINK	WHITE	BLUE	YELLOW	GREEN