

The iconic type 302 phone was designed by the prolific industrial designer Henry Dreyfuss and introduced in 1937.

He used ear to mouth measurements from 2000 people to create the ergonomic handset.

The first to incorporate the bell in the base of the unit, the phone was originally cast in metal. This piece was later produced using a heavy-duty plastic housing.

Its appearance, combined with a rugged construction, earned it the nickname The Cow's Hoof because of its lipped hoof-style base. This early desk version served as the standard for the better part of World War II while telephone design efforts were halted due to defence work.

Features original style mechanical bell ringer.