

SPRINT

In this print ad, IMAGES positioned Sprint as the voice in celebrating "The Great Innovators of Communications," helping pair today's leaders in the telecommunications industry with African American communications pioneers of the past.



Granville Woods' (the "Black Thomas Edison") inventions are known around the world for providing safer travel on trains.



Granville Woods
1856-1910

When it came to railway communication, Granville Woods put us on the right track.

Granville Woods formed Woods Railway Telegraph Company in 1894. His early inventions included the "telephony" allowing telegraph stations to send voice and telegraph messages over a single wire. The "Synchronous Multiplex Railway Telegraph" made communication possible between train stations and moving trains. This invention continues to provide for greater railway safety even today. Woods' concept of "third rail" is also currently used in the U.S. as a source of subway power allowing trains to receive more electricity and less friction. Despite other inventors' attempts to make claim to his devices, Granville Woods fought them and won. Over time, he obtained more than fifty patents, including improvements to existing inventions such as safety circuits, the telegraph, phonograph and telephone. Sprint proudly salutes this great innovator of communications.

