

## OTIS: A VISUAL TIMELINE

1850-1874	1875-1899	1900-1924	1925-1949	1950-1974	1975-1999	2000-Present
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**1950**  
Escalator—A Common Term

**1950s**

**1952**  
A First in Holland

**1953**  
Waygood Otis in Sydney

**1967**  
Working Magic With Metals

# 1950s

### A Polite Reversal

Elevators could travel unattended with the invention of the Otis Autotronic elevators in 1948. An advertisement in the 1950s highlights an additional feature: the electronic elevator door. When a person is detected, says the ad, the doors “politely reverse” before touching the passenger.

*Pictured above:*  
A 1950s advertisement touts “politely reversing” doors.