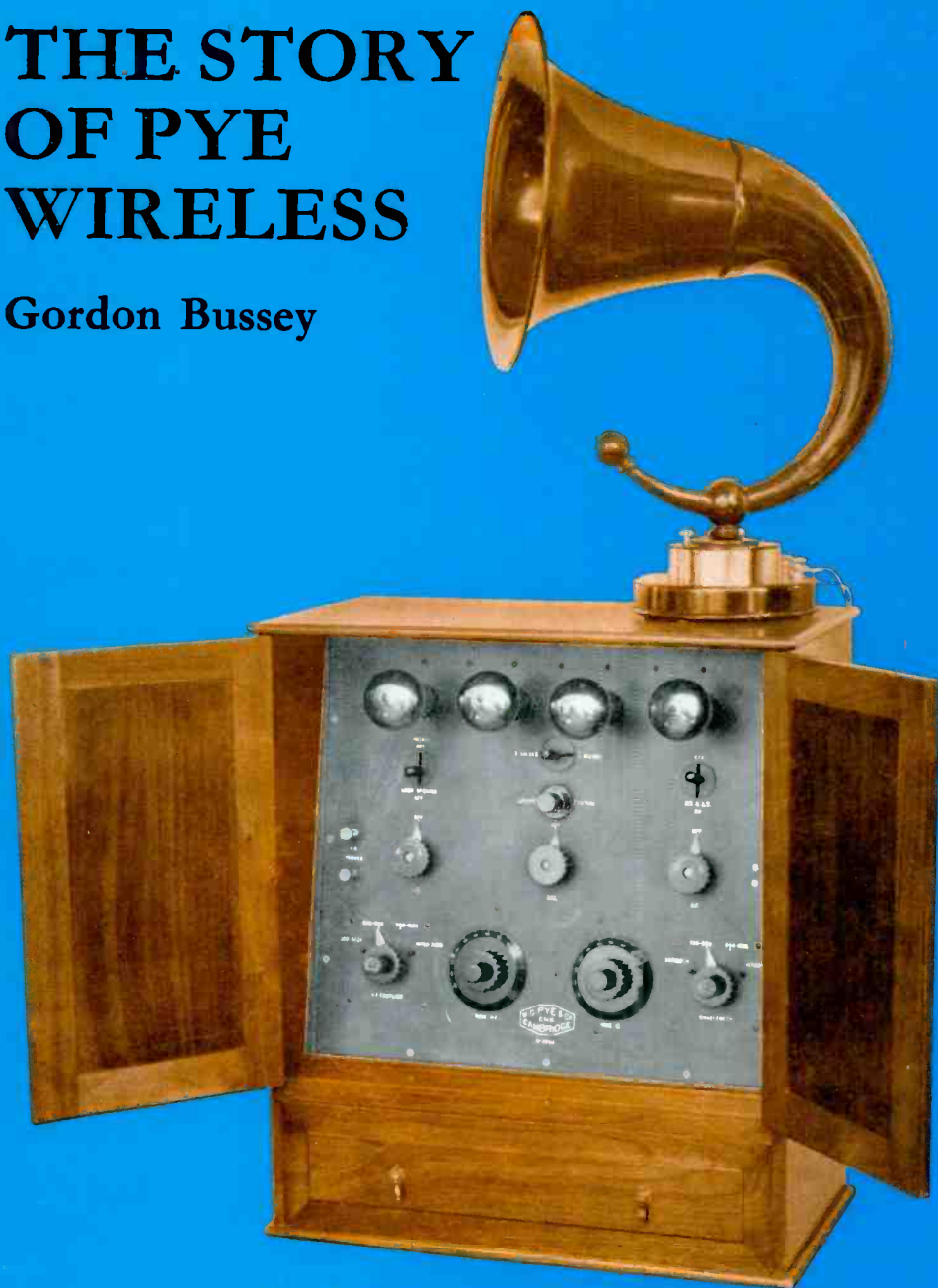


THE STORY OF PYE WIRELESS

Gordon Bussey

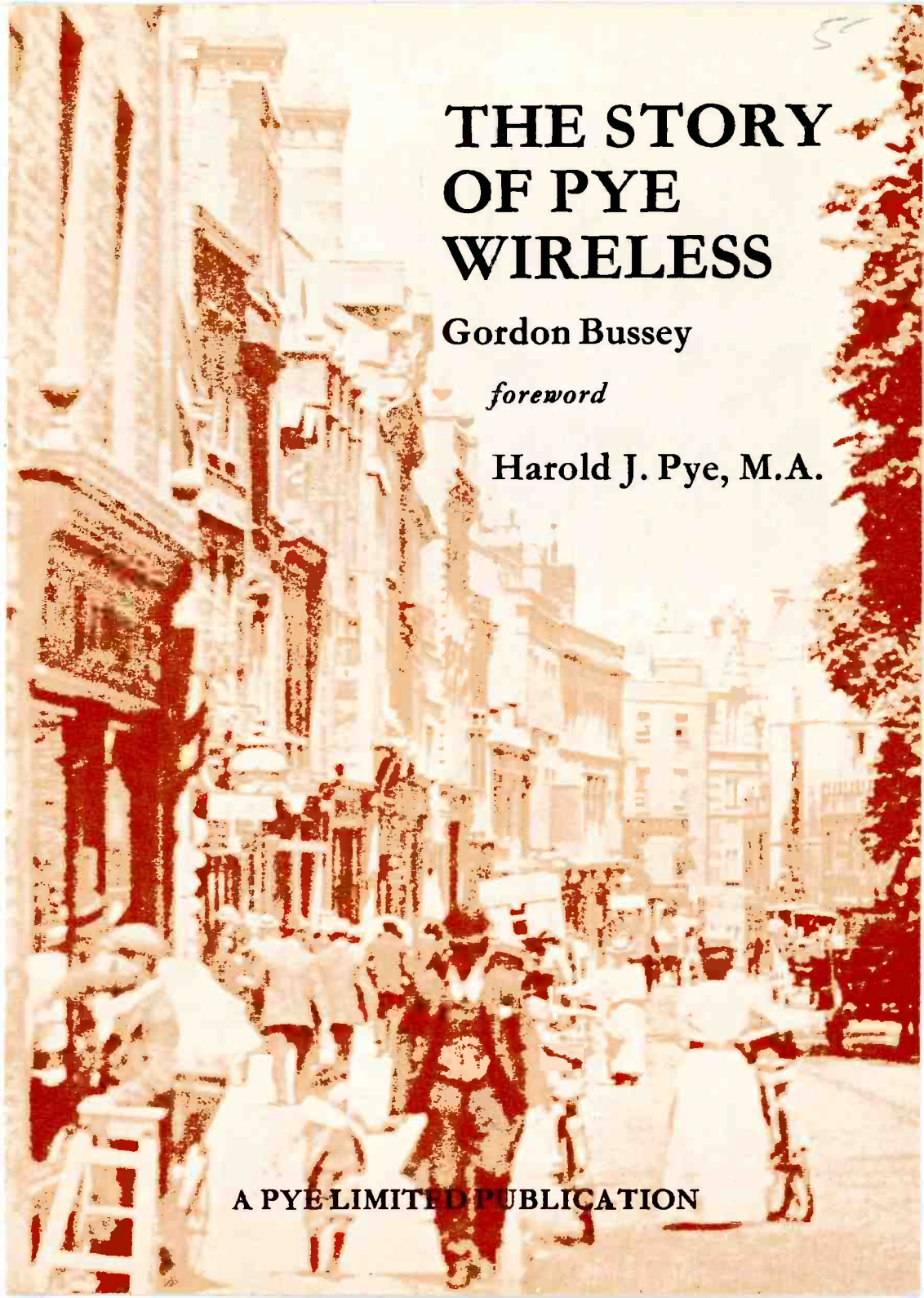


50th ANNIVERSARY
FORMATION OF PYE RADIO LIMITED

**Cover illustration shows
a 1923 Pye 548 wireless
receiver and S.G. Brown
horn loud speaker.**

**St. Andrews Street,
Cambridge, c. 1900**

Reprinted September 1981



5

THE STORY OF PYE WIRELESS

Gordon Bussey

foreword

Harold J. Pye, M.A.

A PYE LIMITED PUBLICATION



Pye factory, Cam Road. c.1923

ACKNOWLEDGEMENTS

I greatly appreciate the help and advice I have received from the Company Secretary, and Public Relations Department, Pye of Cambridge Ltd.

Among others who have helped or advised in this production I would like to thank: George Ceadel, Keith Geddes, Frank Healey, Susan Prior, Marjorie Pye, and the management of Philips Service.

I have been privileged to obtain photographs from the Cambridgeshire Collection, the magazine *Sounds Vintage*, and *Wireless World*.

I am indebted to Joseph Hall for assistance with the text and for the loan of catalogues. To my friend, Harold J. Pye, I am deeply grateful; without his help the early history of W. G. Pye & Co., could never have been written.

G.B.

FOREWORD

The first public demonstration of wireless equipment made by W. G. Pye & Co., was at the Royal Show of 1922, held in Cambridge. A ship's operator was writing into words dots and dashes from a loud speaker, and there was great excitement when a voice was heard from one of the earliest Croydon-Le Bourget passenger flights in a Handley Page bomber biplane, the pilot finally giving his opinion of the weather conditions in 'blue' R.A.F. language. There was mirth and disgust — in fact we received an official complaint — but, of course, that was before the B.B.C. monopolised the air!

It would surprise sales staff to hear that in five weeks on the road in 1923 with the 500 series I sold not one receiver. That is why in 1924, after much opposition, I myself made the first 700 series receiver, laying the foundation of Pye success.

The 1500-metre Daventry 555 portable followed later; one of these sets once talked me out of a speeding offence in Derby: "Cor, Sarge, come and look at this 'ere". When this model was in turn succeeded by the 25 portable (second series), in the autumn of 1927, I was told that it was impossible to sell a thousand by Christmas. From an assembly line I set up in October, 997 were sold before Christmas. Also at about this time, my plans to set up a plastics moulding department were rejected, and my suggestion of an all-mains operated portable set was ridiculed.

Great difficulty arose each year because until the Show in October there was no information as to what new valves were available; it was essential therefore to obtain liaison with a valve manufacturer. A fellow partner, Thomas Robinson, arranged contact with Capt. Mullard, and this finally led to the purchase of the W. G. Pye & Co. wireless business in 1928 by Mr. Charles Orr Stanley.

For ten years the two companies went their separate ways, then in 1938, just before the war, I was approached by Mr. Charles Orr Stanley for an amalgamation so that the Pye Co., could be released from the covenant barring them from the manufacture of instruments. Nothing came of these negotiations, until after the war, when they finally purchased my entire share capital. Thus the instrument and radio business of the original W. G. Pye & Co., were again united. I was very anxious that the interests of my employees should be safeguarded. The Company did indeed look after them very well, and I am grateful.

I am very glad that this history, much of it out of sight for the past 50 years, has been brought to light. I express my gratitude to the Directors of the present organisation for commissioning it, and to Gordon Bussey for so diligently realising it.

Harold J Pye

W. G. PYE & Co.,
PHYSICAL & ELECTRICAL INSTRUMENT MAKERS,
"GRANTA WORKS,"
CAMBRIDGE, ENGLAND.



FIG. I.

GALVANOMETERS

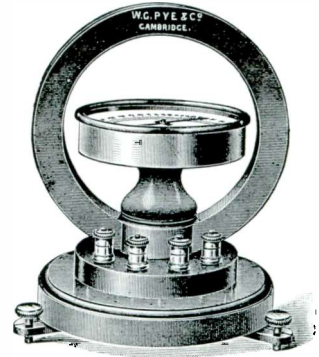


FIG. II.

Having been asked by several of our clients who have large elementary classes, requiring a number of copies of each piece of apparatus, to design a serviceable **Tangent Galvanometer** at a moderate price, we have pleasure in calling attention to that represented in Fig. 1, which we think will meet such requirements.

The coil is 6 inches diameter and has one winding of 50 turns.

The base is furnished with three levelling screws.

The compass box is removable, large in diameter and has a clear white card dial divided into degrees.

The needle has an agate centre and is provided with a neat aluminium pointer.

The wood-work is of polished mahogany, and the brass-work bright lacquered.

PRICE £1 5s. 0d. each.

Fig. II. represents our **Original Tangent Galvanometer**. The coil which is moveable for zero setting is 6 inches diameter and has three windings of 2, 50 and 500 turns.

The compass box is fitted with anti-parallax mirror.

The wood-work is of best mahogany, French polished and the brass-work bright lacquered.

PRICE £2 10s. 0d. each.

The compass boxes of the foregoing galvanometers being movable, can readily be used in conjunction with a suitable base, as a deflexion magnetometer.

Base with groove for magnet, boxwood millimetre scale and means of fixing	
compass box	7s. 6d. each.
Compass Box as on Fig. 1	12s. 6d. "
" " " 2. with anti-parallax mirror	15s. 0d. "

Students' resistance boxes and wire bridges at low prices, see other pamphlets and catalogue.

THE STORY OF PYE WIRELESS

In 1896 the firm of W. G. Pye was founded by William George Pye, born 1869. His father, William Thomas, was a wealthy young man who had turned his hobby of model making into a livelihood, in association with a Mr. Dew-Smith who worked at the physiological laboratory in Cambridge designing instruments. Though not a Fellow, Dew-Smith had the privilege of rooms in Trinity College and dining at the high table. Together, Dew-Smith and W. T. Pye ran an instrument-making business which eventually became known as the Cambridge Scientific Instrument Company, with the advent of Mr. Horace Darwin.

William George Pye received an extensive training under his father and in 1892 joined the staff of the Cavendish Laboratory as instrument maker. In 1896, the same year as Rutherford made his first wireless signal from the Cavendish Laboratory to the Observatory on Madingley Road, he started his own business on a part-time basis, making instruments for schools and laboratories with the help of his wife, Annie Eliza, and brothers Henry and Frederick, who later both became instrument makers in their own right. The first printed W. G. Pye catalogue was No. 2 in 1897, No. 1 having been hand-written by Annie.

The business was initially operated by W. G. Pye from a shed in the garden of the family home at 19,

Humberstone Road, Chesterton, Cambridge, but was moved to 30, St. Andrews Street, Cambridge, in 1897. The following year, William Thomas Pye joined his son in partnership and devoted his full time activities to the business until he retired in 1909.

The year 1899 saw two major developments in the Company: W. G. Pye left the Cavendish Laboratories and the Company took a 21 year lease, breakable every 7 years, on premises in Mill Lane, Cambridge, called Granta Works. This name, taken from an old granary, continued to be used at future premises. After 14 years, and by now employing 40 people, W. G. Pye & Co. moved in 1913 to a larger factory at Cam Road, (adjacent to Montague Road), Cambridge. The factory now standing in St. Andrews Road and occupied by Pye Telecommunications Ltd., is basically an extension of the original Cam Road site.

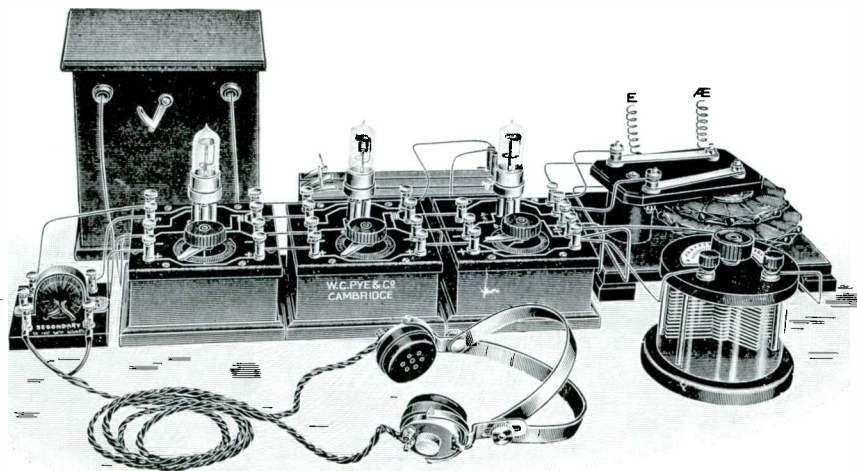
After the move to Cam Road, the Company expanded rapidly to meet the sudden demand for precision instruments created by the first world war. During the war years they produced a large number of Hartree Height Finders for aeroplanes, 5,500 special telescopes, 6,250 galvanometers, and resistance boxes which were used to measure the circuits in mines, as they were again in the second world war. A range of precision gun-sights and the first production of Aldis Signalling Lamps made a further contribution

to Pye's war effort. After the war there was a short boom in scientific instruments, but by 1921 the market had virtually collapsed and the Company, which by now had 100 employees, was obliged to diversify into other equipment.

Towards the end of 1920, George Ceadel who was in charge of the Electrical Department at W. G. Pye & Co., made a wireless set, and it was this single event that gave Thomas Robinson, a partner in the Company, the inspiration of breaking into an exciting new field. Tom Robinson had served his apprenticeship with W. G. Pye & Co. and then left, but had re-joined in 1911 as Works Manager, and he was made a partner in 1919. Shortly after making what could truly be described as the first Pye wireless, George Ceadel became Sales Manager for the instrument side

of the Company, his place being taken by E. V. (Ernie) Root, who later played an important part in the production of wireless receivers as this side of the Company began to grow.

W. G. Pye & Co. chose to enter the field by making laboratory equipment for teaching schoolboys and undergraduates the rudiments of wireless. This equipment proved so successful that by 1922, a unit system of valve panels, connected by straight copper rods and using a new design of tuning coil of exceptionally low self-capacity, was being advertised in the popular radio press. This was widely bought by radio amateurs, as well as by schools and colleges engaged in the study of wireless. Pye's first series of educational kits attracted the attention of Mr. (later Sir) Edward Appleton who was introduced into



Pye "Unit System," 1922

the Company as Technical Adviser, after suggesting a meeting with Tom Robinson.

A man who made a great contribution towards the early involvement of W. G. Pye & Co. in wireless was William George's son, Harold John, who was born on 27th November, 1901, at the family home in Chesterton, (by the 1920's the family were living at Eadson Lodge, 6, Grange Road, Cambridge). After graduating with a B.A. degree from St. John's College Cambridge, in 1923 (M.A. in 1930), Harold joined his father in the Company, and the following year was made a partner.

At the end of 1922 the beginning of broadcasting transformed, and greatly increased, the market for wireless receivers. Within months, W. G. Pye & Co. were producing the 520, 530, 540 & 550 series of receivers. The centre figure of the model number stood for the number of valves, with the exception of the 550, which was still a 4 valve receiver in a different cabinet to allow the housing of a horn type loud speaker. All this series were superbly made precision receivers, but because the Company was more compliant than some of its competitors to the Post Office embargo on circuits capable of oscillating, their sensitivity was low, and sales suffered accordingly. Tom Robinson argued that they should continue with this wonderful series. Harold retorted by saying 'they might be a wonderful series but it was no good if they did not sell'.

W. G. Pye & Co. spent very little on advertising, and any form of

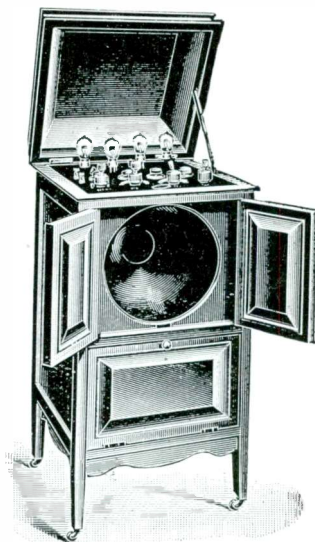


Pye 547

1923

Pye 550

1923





"500 series" in production, 1923



W. G. PYE & CO.,



Manufacturers of Physical and Electrical Instruments,

**Granta Works,
CAMBRIDGE.**



If you are building your own set, and want the best components, you must use our :

**Tuning Coils,
Coil Holders,
Switches,
Condensers,
Panels, etc.**

TWO-VALVE RECEIVING SET (No. 45E)
 Price, including all royalties (less Valves) . . . £12 10 0
 Price, including Headphones, Valves, Batteries,
 etc., and all Royalties . . . £18 10 0
Two Valve-Power Amplifier of similar
 design. Price . . . £10 10 0

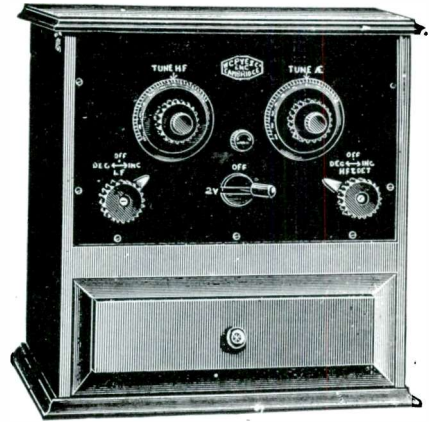
Complete Receiving Sets of 2, 3, and 4
 Valves also supplied.



wireless catalogue was almost limited to a single folded sheet giving details of individual models. Tom Robinson wanted to spend £2,000 on advertising in 1923, but as they were not producing enough, either to pay for the advertising on this scale, or to meet the demand it might be expected to create, it was left to Harold to travel around in his bullnosed Morris Cowley, distributing leaflets on a more personal basis to cycle shops, electrical retailers and garages, the wireless 'dealers' of those early days.

In 1924, Harold designed the first successful W. G. Pye & Co. receivers, these being the 720, 730 & 740 series, again with the centre figure standing for the number of valves. Very high quality transformers were manufactured for this series and were available to the radio enthusiast. The following year saw the range of models increase with the introduction of series 210, 220 & 830.

A notable achievement at the end of 1925 was the mass production of a really portable receiver, the Pye 555. This was a 5 valve single band (long wave) receiver limited to reception of Daventry only, with an Amplion horn type loud speaker inside. Complete with valves and batteries, it sold for £30.12.6d. The 555 was the start of a long line of famous Pye Portable Receivers. 1927 saw the 555 with a modified cabinet and speaker grille, as it now contained a cone type loud speaker. Price complete with valves and battery had now been reduced to £25.12.6d. Early the same year,



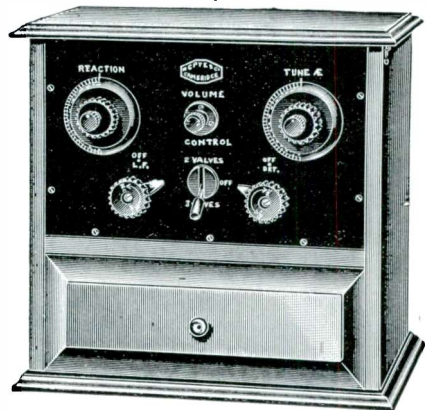
Pye 730

1924

Note: All 700 & 800 series were available with doors, or in a pedestal style cabinet.

Pye 830

1925





W. G. PYE & Co., CAMBRIDGE



1-VALVE RECEIVER

Range, 200—3800 Metres. No. 210.



This Receiver has been designed to afford good Head-phone reception from the majority of the Broadcasting Stations and Loud Speaker reception from the local station and within a reasonable distance from the 5XX High Power Station.

It is eminently suitable for those who desire good quality reception as from a Crystal Set and yet without having to be confined to Crystal Set limitations.

Special Features :

Suitable for either a Bright or Dull Emitter Valve. Tuning is remarkably simple, different Stations being selected by the movement of one dial only.

An earth shield at back of Panel eliminates hand capacity effects.

Control of reaction is of a new design, giving full control without moving any coils and without backlash.

Prices :

List No. 210.	1-Valve Set with Coils covering Low and High Power B.B.C. Stations	£	s.	d.
	Marconi Royalty - - - -	4	0	0
				12 6

LOWEST INCLUSIVE PRICE with the following accessories we recommend :

1 B.T.H B.5 Valve - - - -	16	6
1 H.T. Battery (61 volts) - - - -	12	6
1 L.T. Dry Battery (Ever-Ready No. L.T. 3) - - - -	7	6
1 Pair Phones, 4,000 ohms. - - - -	1	0

£7 9 0

Price with Baby Sterling Loud Speaker in place of Headphones **£8 19s. 0d.**



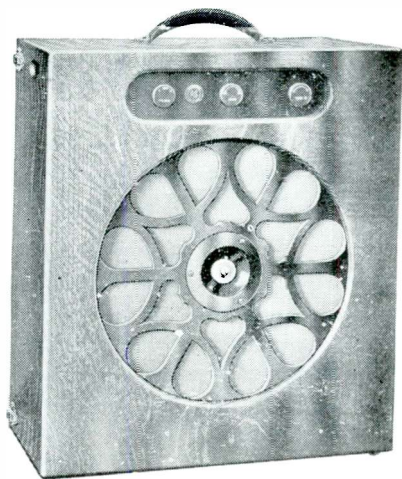
From a Pye catalogue of 1925

four other portable receivers were available from W. G. Pye & Co.:

- Model 25 "Dual Five"
5 valve 2 band receiver.
- Model 333 "Dual Three"
3 valve 2 band receiver.
"Selector-Three"
3 valve 2 band receiver,
employing a unique circuit
of the Reinartz type.
- "Selector-Five" (Superhet)
5 valve 2 band receiver.

The "Selector-Five" circuit consisted of an oscillator detector, intermediate frequency amplifier, second detector and 2 low frequency valves. Loud speaker reception was guaranteed for 70 to 100 miles from a local station, and anywhere in Great Britain from Daventry. Price complete with valves and batteries was £39.2.0d.

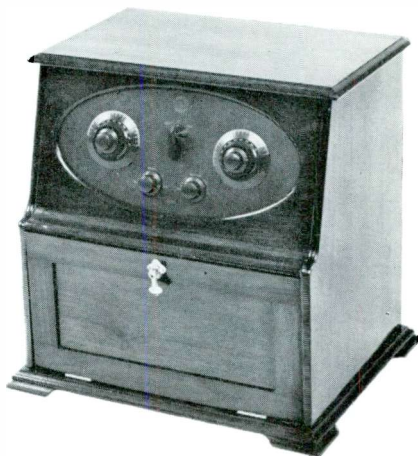
To Tom Robinson and Ernie Root, must go the credit for introducing the famous Pye "Rising Sun" motif on loudspeaker cabinets, and the second series of Model 25 receivers in October 1927. Initially, the idea had come from George Ceadel, after having seen a similar motif on a colleague's cigarette case. It was an event of great significance to the Company when no fewer than 997 Model 25 receivers were made and sold in the following 3 months. A distinguishing feature on "Rising Sun" motifs at the beginning was the addition of a gold "Rising Sun" transfer with the word Pye in the middle. This motif was predominant from its introduction, until the early thirties, and made a last appearance in 1948 on Pye Model M78F.



Pye 555 **1927**

Note: knobs hidden behind flap, when first introduced.

Pye Screened Three **1929**



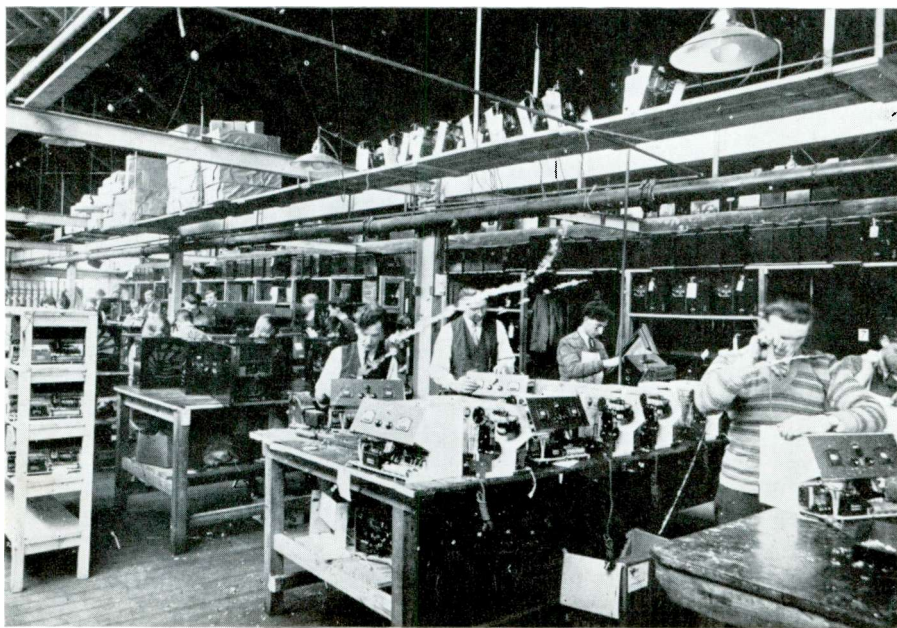
After the introduction of two and three valve mains operated receivers in 1928, the radio side of W. G. Pye & Co. was bought from the Pye family by Mr. Charles Orr Stanley. He had the vision to recognize the growth potential of domestic radio receivers, which led to the formation and registering of Pye Radio Ltd. as a public limited company on 12th February, 1929.

In the begining, the wireless factory covered a space of 13,000 square feet. This was increased to 20,500 square feet in 1925 and once again to 27,700 square feet in 1927. Pye Radio Ltd. took over the whole of the original factory site which covered an area of 57,000 square feet by 1929, and to accommodate an extensive machine

shop, this was increased to 80,000 square feet the following year. The negotiations provided for Tom Robinson to join the new company as a Director, and Ernie Root as Chief Development Engineer.

Completely independently, W. G. Pye & Co. continued as instrument makers at new premises on Newmarket Road, Cambridge, with the company now managed by Harold, who remained in partnership with his father. William George Pye retired in 1936, and shortly afterwards, the business was registered as a limited company, but Harold J. Pye continued as Managing Director.

At each Radio Show, the public had got into the habit of looking



Model 25c and 350c, in production, 1930

TRIUMPHANT AT OLYMPIA



IRRESISTIBLE PREDOMINANT

First in the Wireless World Ballot . . . First in public estimation! . . . There has never been anything in Radio to compare with the Pye TWINTRIPLE Portables. New in technique, new in presentation, new in performance. Completely portable and completely self-contained (Battery model or All-Electric models) . . . altering and widening the whole outlook of radio reception, the Pye TWINTRIPLE Portables have created the greatest public demand in the history of radio.



TWINTRIPLE PORTABLES

Pye Radio Ltd., Sales Organisation, Paris House, Oxford Circus, W.1.

113 Advertisements for "The Wireless World" are only accepted from firms we believe to be thoroughly reliable.



Pye G

1932



Pye MM

1932

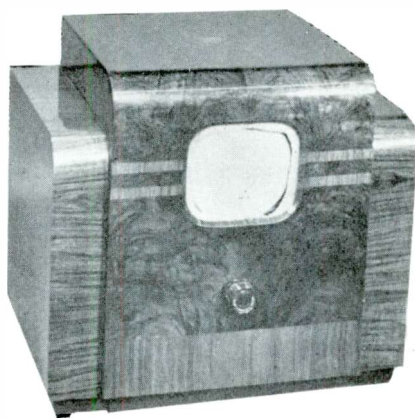
Note: Similar in appearance to Pye S



Administration Block, St. Andrews Road. c.1933

forward to something rather special from Pye, and they were certainly not disappointed with the new Twintriple Portable Receivers seen at the 1930 Radio Show. The two traditional aperiodic H.F. stages were replaced by an up-to-date H.F. amplifier with two tuned H.F. stages, which resulted in a station being found by the operation of a single knob. Exceptional performance was obtained on both battery and electrically operated models. New manufacturing techniques, which were to heighten competition and reduce prices, allowed high volume production on three very successful series of receivers that were to follow: Model Q, 1931 and Model MM, together with six valve superhet Model S in 1932. That year the output of radio receivers reached 40,000. The Pye Transportable Receiver, Model MM in particular, established a great reputation for reliability and consistency of performance from its three valve mains operated circuit, with built-in frame aerials and moving-coil speaker. Model Q was similar in design, but battery operated, and contained an additional valve.

After Baird's demonstration of true television before members of the Royal Institution on 27th January, 1926, the Company watched his experiments with interest and built a 30-line receiver to display the first official test of television from the studio of Baird Television Development Company. The test was transmitted from 2LO, the London station of the B.B.C., on 30th September, 1929.



Pye 817

1938

In 1930, Pye commenced development on cathode ray tubes, and by 1935, a vacuum laboratory had been established to manufacture both valves and cathode ray tubes. Subsequently, this laboratory was formed into a subsidiary company known as Cathodeon Ltd. Pye was ready with its television receivers when the B.B.C. commenced the first public high definition (405 lines) television service in 1936. With the advent of television, Pye Radio Ltd. dropped the word "Radio" from its title and from 15th June, 1937, was known as Pye Ltd.

On the introduction of television in 1936, most receivers were using a 12 inch (or occasionally 9 inch) cathode ray tube and the following year, this still applied. However, by 1938, to reduce prices most firms had extended their range with new models having 7 inch, 6 inch and 5 inch tubes. Pye Model 815 had a 9 inch tube and Model 817 gave

a picture measuring only $4 \times 3\frac{3}{8}$ inches, on a 5 inch tube. Model 817 was similar to Model 815, but the sound receiver consisted only of RF and detector stages, its output being connected to the pick-up terminals of any radio set. Considerable research and development went into Model 915, first seen at the 1939 Radio Show. This was designed with a new 45megacycle I.F. strip which was of such advanced design, that when the war put a stop to exhibitions, and the manufacture of domestic television receivers, it became adopted as one of the first to be standardised in British Radar equipment.

Pye set up their first Radiolocation (Radar) receiving equipment at Walton-on-the-Naze, to detect the approach of enemy aircraft, in 1939. This was followed by the development of a very wide range of air-to-air, air-to-ground and ground-to-air Radar devices, culminating in a degree of accuracy that enabled a fighter-pilot to shoot down his enemy without even seeing him, and bomber-pilots to release their bombs, so that they landed within yards of the selected targets. Another development of great importance, was that of a Radar device, the proximity fuse, which could be built into an anti-aircraft shell, so that when it was near to an enemy aircraft, it would cause the shell to explode. Many problems had to be solved, not least that of designing a radio valve that would stand up to the stress of being fired from a gun. The Pye Proximity Fuse was eventually made in the

United States, in time for use against the flying bomb attacks on Southern England. After the war, a substantial Government award was made to the Pye Company for prototype development work carried out in Cambridge on this project, acknowledged as one of the outstanding achievements of the war years.

At the request of the War Office, Pye radio design experts developed in 1939, a two-way radio set for the infantry, which, designated the WS18, became standard equipment, and 40,000 sets were made. A year later, Pye was asked to develop a two-way radio for tanks. This also became standard equipment, not only of British but of all Allied fighting forces, and for a long period, production was maintained at 1,000 a week. Three other British companies were brought in to make it, as well as six in the United States and Canada. One of the most remarkable contributions to the war effort, was the creation of Pye village industries throughout East Anglia. The Government had suggested that Pye should build a giant shadow factory in an industrial area, but Pye resisted this idea, knowing that by taking the work to the villages, the vast productivity capacity of the area could be used. Numerous units were formed, and the most complicated electronic equipment was being made in every corner of East Anglia, with many people working in their homes. By the end of the war, Pye had over 14,000 employees in village industries.

With the start of B.B.C. television

service after the war, on 7th June, 1946, Pye entered the field with Model B16T. This set was very superior to pre-war models, having a brighter, clearer picture and a considerably smaller cabinet. Compact layout, and improved workmanship, was the benefit of war-time experience, and for the next two years the B16T was recognized as the best set on the market. In 1948, this was followed by the first mains transformerless television, Model B18T, which reduced costs, and simplified bulk manufacture and servicing. The next Pye first, was Black Screen television, which enabled the picture to be viewed in daylight, then followed Automatic Picture Control and 13-Channel Switch Tuning, which combined to bring a new standard of quality to television and first again with a public demonstration of 3D television. Pye Automatic Picture Control in particular was one of the greatest improvements towards television reception, because it counteracted variations in the transmitter signal, which reduced picture fading and aeroplane "flutter" to the minimum — entirely automatically.

After the war, development also commenced on television transmission, and when the Brussels Trade Fair opened in 1947, Pye was there with a complete transmitting station. This was followed by demonstrations in many parts of the world, bringing to many thousands of people of all nations their first glimpse of television. Pye engineers installed a complete TV Studio at the British Trades Fair in Baghdad in 1954.



Pye B16T 1946

Pye B18T 1948



Pye PE 80 1953



An 83 ft. TV mast was erected and a 2 Kw signal was sent out covering the whole of Baghdad. Receivers were set up in the Royal Palace and in other important buildings, and many more were distributed in coffee shops in the City. The complete TV Studio was prefabricated in England and shipped in packing cases to Basra.

Closed-circuit television, and the many areas in which it could be of service, was soon developed. Links between provincial banks and their London offices, facilitated the transmission of information, particularly signatures. Conditions in hazardous areas such as atomic piles, foundries, wind tunnels, etc. could be examined. Traffic could be controlled on roads and airfields, and Pye cameras made possible new advances in the technique of under-water television in the location of wreckage and marine research.

Pye development knew no boundaries, from instrument landing systems for aircraft, for use in blind-flying weather conditions, to stereo on record, and high fidelity record players like the original Pye "Black Box". Pye realized that transistors would revolutionise electronics, and were first in this country to introduce a transistorised portable in 1956, through a subsidiary company, Pam (Radio & Television) Ltd. Pam Model 710 not only contained transistors, but a new development to replace wires, called a Printed Circuit. This new method of circuitry offered uniform chassis wiring, fewer wiring troubles, and simplified circuit tracing. Another subsidiary



Pye "Black Box"

1954

Pye FenMan II

1955



company, Invicta Radio Ltd., had earlier introduced a Victographic printed circuit on their 4 valve all-dry portable type "Vicki" Model 26, released in January 1955.

The Company first demonstrated colour television using a "Field Sequential" system at the 1949 Radio Show. Choice of a colour

standard was debated through the early 1960's, but Britain was not finally committed to 625-line as its sole colour standard until early in 1967. December of that year was announced as the opening date for a BBC-2 colour service, but in the event, a colour service was launched on 1st July with the Wimbledon Lawn Tennis Championships. Thus manufacturers had less than six months in which to produce colour receivers, but Pye was ready — if only just. Three receivers, hand-made, at the Company's Lowestoft factory were got ready just in time and taken to London where some 100 Press and other V.I.P's were invited to the Hilton Hotel in Park Lane to witness the tremendous step forward in television history. A number of American visitors staying at the Hilton, gate-crashed the party — and even on that first showing declared that they had seen "nothing half so good at home", despite the fact that the United States had been first to enjoy colour transmissions on a 525-line system.

Pye merged with E.K. Cole Ltd. (Ekco), in 1960, to form British Electronic Industries Ltd.; this name was changed to Pye of Cambridge Ltd. in 1963. Pye was built into an International Group under its Chairman for twenty years, Mr. Charles Orr Stanley. He retired in May 1966, and the following year Pye of Cambridge was taken over by the Dutch Philips Group, who now own 60% of the Pye Group through their shareholding in the public quoted Company, Pye Holdings Ltd. The remaining shares are held by some

12,000 outside shareholders. From 1st January, 1977, the whole of the issued share capital of the company now known as Pye Ltd. was sold to Philips Industries by Pye of Cambridge Ltd., thus transferring the Pye audio/video interests from the Pye Group to Philips Industries.

Today Pye remains a leader in the audio/video field, with television sets capable, not only of being linked with video recorders, but also of giving viewers at home, as well as in business, banking and commerce, the advantages of Teletext — the information service operated by the hand-held "page" selector — and Viewdata, bringing together the television set and telephone in what the Post Office has itself described as "an exciting new dimension in telecommunications".

The future is clear; Pye will be pioneering advanced technical design and new developments in the years that lie ahead. Today, perhaps more than ever before, the Company has the backing and resources to ensure that this is so. Pye not only has the benefits of its long history and reputation, but also the vast research and technical resources of Philips — with direct access to the forward thinking and planning of a group competing with enormous success in a world market.

In the final analysis, of course, Pye still stands alone on its own two feet, as any senior member of a family must, but it is a constant source of both comfort and encouragement to know that the family is in the background if ever it is wanted.

To get all the latest scores within seconds, get 'the electronic newspaper' from Pye

The sporting headlines and the scores of all the days matches are only seconds away for viewers of the electronic newspaper. If you had a Pye TV set with Teletext it would all be at your fingertips right now. Or indeed whenever you want it.

Teletext is the fastest news and information guide in the world. See a live demonstration as soon as possible. For the name and address of your nearest Pye dealer, write to Pye Teletext Dept. 137 Ditton Walk, Cambridge CB5 8QD.


You can
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