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30 YEARS OF RADIO-TELEVISION PIONEERING

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Frank Andrea— RADIO and TELEVISION PIONEER



*Thirty years of progress in the radio industry
is typified by the life and work of this pioneer.*

By
ARTHUR PINE

NO HISTORY of the radio or television industry would be complete without the saga of Frank A. D. Andrea, for during the 60 years of his life, this pioneer has added much to the advancement of electronics.

Today, as president of the *Andrea Radio Corporation* of Long Island City, New York, he is still busy each day with experimental work directed toward perfecting television to the point where it is flawless.

1950 is a landmark in his career for it marks his 30th year in radio and television, and places him, along with Lee DeForest and others of that caliber, as one of the pioneers in the industry. Few men still active in radio and television today were in this field back in 1920 when he organized *Frank A. D. Andrea, Inc.* in a small room on Jerome Avenue at 176th Street in the Bronx.

At that time, the entire organization consisted of Frank Andrea and two helpers. Their first efforts were concentrated on producing such items as rheostats, crystal detectors, and sockets for the pioneer set builders of that time.

His interest in radio was stimulated by two of the pioneers in the communications field—Guglielmo Marconi, the "Father of Wireless" and Lee DeForest, one of radio's early "masterminds."

In 1917 he went to work for Lee DeForest. Then in July of 1920, *Frank A. D. Andrea, Inc.*, came into existence. Broadcasting soon came into its own and the company started to expand. By 1922, the organization had begun to prosper, a large percentage of the business being in "Neutrodyne" kits which were sold to amateur set builders for home construction. These were the first radio kits to be offered to the amateur, according to Mr. Andrea.

In 1923 the company produced the first commercial "Neutrodyne" receiver, based on designs by Professor L. A. Hazeltine of Stevens Institute of Technology. By March of that year the new receivers were being turned out in quantity and shipments were on their way to jobbers throughout the country. This receiver captured the pub-



A typical Andrea "Neutrodyne" set of the 1925 era.

The 19" "Normandy" model, one of the latest Andrea television receivers, with AM-FM radio and an attachment for a record player.

Frank Andrea with one of his engineers, Louis Clement (now Director of Research and Engineering for Crosley Div. of AVCO Mfg. Co.) working on their first cone speaker in the year 1925.





The present-day Andrea cabinet assembly line where the completed chassis are installed into the television cabinets.



The television assembly line at the Andrea plant. Here table model video receivers are being produced in quantity.

lic's fancy and over 30,000 were put on the market before the year was out—an undreamed of output for that era.

By the end of 1925 the company was well on its way to success. Throughout this period and until 1932, Mr. Andrea was interested in the development of television and spent a great deal of time and money developing the scanning method of television. This system used a revolving disc to obtain a picture. In 1931, the *National Broadcasting Company* was telecasting experimentally with the picture being received on television sets via the scanning method.

In 1932, Mr. Andrea was bitten by the "retirement bug," and he relinquished control of the company. It took only two years, however, for him to realize that his interests were too closely allied with radio and electronics to retire, so in 1934 he organized the *Andrea Radio Corporation*.

After much experimentation the first *Andrea* television kit was offered to the public in 1938, and, like the original "Neutrodyne" kit, was sold to those people who wanted to "assemble their own." Over 5000 of these kits were sold in the first year they were offered.

Today Mr. Andrea and his staff of engineers are busily engaged in the problems involved in color television. Like others in the industry, Mr. Andrea believes that the ultimate in television will be color and a third-dimension picture.

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The original Andrea "Knockdown Neutrodyne Receiver Kit."

(Left) Scene at the original Andrea factory in the Bronx shows engineers testing one of the first Neutrodyne sets in 1923.
(Right) Frank A. D. Andrea demonstrating one of his early Neutrodyne chassis to a group of Canadian engineers.

