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David SCHWIRNOFSKY aka SARNOFF

b. 27 Feb 1891, Uzlian, Minsk, BELARUS

d. 12 Dec 1971, 44 E. 71 St., Manhattan, NY, USA

Burial: Kensico Cemetery, Valhalla, Westchester County, NY, USA

Bio by Tomas Rosales for David:

Pioneer of American Radio and Television, Founder of the National Broadcast Company (NBC). Throughout most of his career he led the Radio Corporation of America (RCA) in various capacities from shortly after its founding in 1919 until his retirement in 1970. He ruled over an ever-growing telecommunications and media empire that included both RCA and NBC, and became one of the largest companies in the world. Named a Reserve Brigadier General of the Signal Corps in 1945, Sarnoff thereafter was widely known as "The General." Sarnoff is credited with Sarnoff's law, which states that the value of a broadcast network is proportional to the number of viewers. He was first to receive the wireless message from the sinking Titanic.

1900 moved to USA:

Dep.: 1 Jul 1900, Liverpool, ENGLAND

SS: "AGENTIC"

1900 United States Federal Census

243 Monroe St., Manhattan, NY, USA

Household members:

Abram Schreufsky, 33y

Lena Schreufsky, 30y

David Schreufsky, 9y

Louis Schreufsky, 7y

Morris Schreufsky, 5y

1910 United States Federal Census

Thatford Av., Brooklyn Ward 26, Kings, New York, USA

Household members:

Abram Schwirnofsky, 45y

Lena Schwirnofsky, 42y

David Schwirnofsky, 19y

Morris Schwirnofsky, 15y

Isidore Schwirnofsky, 9y

Ida Schwirnofsky, 8y

1911:

Sarnoff David, 20y, *Telegraphist*

Dep.: 19 Apr 1911, St. Johns, NY, Newfoundland, CANADA

Arr.: 27 Apr 1911, Philadelphia, Pennsylvania, USA

Final Dest.: Brooklyn, NY, USA

SS: "CARTHAGINIAN"

1915:

Sarnoff David, 24y

Dep.: 29 Oct 1915, Havana, CUBA

Arr.: 31 Oct 1915, New Orleans, USA

SS: "EXCELSIOR"

1917-1918 WWI Registration Card:

Sarnoff David, *Radio Engineer* employed by Marconi Wireless Co. at the address: 233 Broadway St. NYC

Marriage: 4 Jul 1917, Manhattan, NY, USA

Lizette Hermant Sarnoff

b. 30 Nov 1894, City of Paris, Île-de-France, FRANCE

d. 9 Jan 1974, Manhattan, NY, USA

Burial: Kensico Cemetery, Valhalla, Westchester County, NY, USA

Children:

1. **Robert William**

b. 2 Jul 1918, NY

d. 22 Feb 1997, (Cancer)

Burial: Kensico Cemetery, Valhalla, Westchester County, NY, USA

Chairman of RCA. Robert Sarnoff joined RCA in 1948, when he was hired as an account executive in the sales department of RCA's National Broadcasting Company subsidiary. He became president of NBC in 1956, and then president of RCA in 1965. Two years later he became CEO, and then assumed the position of Chairman from his father in 1970.

Spouses:

1. Esmé Beatrix O' Brien Hammond¹²

b. 17 Jan 1920, Manhattan, NY, USA

d. 21 May 1986, Manhattan, NY, USA

Burial: Corpus Christi Monastery, Bronx, NY, USA

Children: Rosita Sarnoff

2. Anna Moffo³, *Opera Singer*⁴

¹ Marriage: 1942

² Esme O'Brien Hammond, long a prominent member of New York society, and lived in Manhattan. Mrs. Hammond was active in the Junior League and was, for 35 years, a member of the board of the Hewitt School, from which she graduated. She was the wife of John Hammond, the record producer and a former vice president of Columbia Records. An earlier marriage to Robert W. Sarnoff, a former chairman of NBC and the RCA Corporation, ended in divorce. They had a daughter, Rosita Sarnoff.

³ Marriage: 1974

⁴ Opera Singer. She was a star soprano with the New York City Metropolitan Opera for over two decades. She was born in Wayne, Pennsylvania and studied voice at the Curtis Institute of Music in Philadelphia and the Accademia di Santa Cecilia in Rome. She made her professional stage debut in Chicago in 1957 and appeared in her first starring role for the New York City Metropolitan Opera in Verdi's "La Traviata" on November 14, 1959. She made her first television appearance in 1955 performing in the TV production of "Madame Butterfly" and she also appeared as a television regular on the "Bell Telephone Hour" during the

b. 27 Jun 1932, Wayne, Delaware, Pennsylvania, USA

d. 9 Mar 2006, Manhattan, NY, USA

Burial: Kensico Cemetery, Valhalla, Westchester County, NY, USA

Children:

1. Serena Benenson
2. Claudia Parrot
2. Edward
 - b. 9 Jan 1921, NY, USA
3. Thomas Warren
 - b. 23 Feb 1927, NY, USA

6 Mar 1918: Passport Application

Occupation: *Commercial Manager of the Marconi Wireless Telegraph Company of America since 1906 – Radio Engineer by Profession – Vice President of the Pan-American Wireless Telegraph & Telephone Company*

On the purpose of travelling to Havana, CUBA on the business of the Marconi Company

1918:

Sarnoff David, 27y

Sarnoff Lizette, 25y

Dep.: 23 Mar 1918, Havana, CUBA

Arr.: 26 Mar 1918, NY, USA

SS: "MORRO CASTLE"

Address in USA: 90 Pinehurst Ave., NYC, NY

1920 United States Federal Census

Manager, Electrical Co.

Married to Lizette Sarnoff

Pinehurst Avenue St., Manhattan, NY, USA

Household members:

David Sarnoff, 28y, Naturalized

Lizette Sarnoff, 25y, Naturalized

Robert W. Sarnoff, 1y, b. NY

Margaret Frazer, 25y, b. IRELAND, Servant, Alien

1922 City Directories, NY, Mount Vernon

Sarnoff David (Lizette), **Mgr**, h 180 Pennsylvania Av., MT. Vernon, NY, USA

1924:

Sarnoff David, 33y, *President*, Marconi Wireless Tel. Co.

Dep.: 19 Jul 1934, NY, USA

Arr.: 19 Jul 1924, Southampton, ENGLAND. Savoy Hotel London

SS: "HOMERIC"

Sarnoff David, 33y, *Vice President*

1950's. From 1960 to 1973 she appeared on Italian TV as the host of the opera program "The Anna Moffo Show" and also appeared in the motion pictures "Austerlitz" (1960) and the "Adventurers" in 1970. She was a two time Grammy nominee for Best Classical Vocal Soloist for her performances in "A Verdi Collaboration" in 1962 and "Songs of Debussy" in 1972. In 1974 she married Robert Sarnoff, former head of the National Broadcasting Corporation (NBC) and the chairman of the Radio Corporation of America (RCA). She retired from the stage in the mid 1970's after developing voice problems. She died in New York City at the age of 73.

Dep.: 23 Aug 1924, Southampton, ENGLAND
Arr.: 29 Aug 1924, NY, USA
SS: "BERENGARIA"
Address in USA: Radio Corp of America, Woolworth Bldg. NYC

1925:

Sarnoff David, 34y
Sarnoff Lizette, 30y
Dep.: 18 Jul 1925, Southampton, ENGLAND
Arr.: 24 Jul 1925, NY, USA
SS: "AQUITANIA"
Address in USA: 233 Broadway, NYC

Dep.: 27 Oct 1925, Hamilton, BERMUDA
Arr.: 29 Oct 1925, NY, USA
SS: "FORT VICTORIA"
Address in USA: 180 Penn. Ave., MT. Vernon, NY

1925 United States Federal Census

180St., Mount Vernon, Westchester,

Household members:

David Sarnoff, 34y
Lizette Sarnoff, 32y
Robert Sarnoff, 6y
Edward Sarnoff, 4y
Lilly Palmer, 52y, *Governess*
Cecil Canatos, 34y, *Servant*

1926:

Sarnoff David, 35y, *Vice Pres. Rad. Corp. Amer.*
Address in USA: 233 Broadway, NYC, NY
Dep.: 25 Aug 1926, Le Havre, FRANCE. Savoy Hotel London
Arr.: 1 Sep 1926, NY, USA
SS: "FRANCE"

1926 City Directories, NY, Mount Vernon

Sarnoff David (Lizette), *Mgr*, h 180 Pennsylvania Av.

1928:

Sarnoff David, 37y, *Executive*
Sarnoff Lizette, 33y
Dep.: 20 Jun 1928, Plymouth, ENGLAND
Arr.: 26 Jun 1928, NY, USA
SS: "ILE-DE-FRANCE"
Address in USA: 17 E. 89 St., NYC, NY

1929:

Sarnoff David
Sarnoff Lizette

Dep.: 20 Apr 1929, Southampton, ENGLAND
Arr.: 26 Apr 1929, NY, USA
SS: "LEVIATHAN"
Address in USA: 233 Broadway, NY

Sarnoff David, 38y
Sarnoff Lizette, 35y
Dep.: 14 May 1929, Cherbourg, FRANCE
Arr.: 20 May 1929, NY, USA
SS: "LEVIATHAN"
Address in USA: 11 E. 68 St., NYC, NY

Sarnoff David, 38y
Dep.: 29 May 1929, Southampton, ENGLAND. Savoy Hotel
Arr.: 4 Jun 1929, NY, USA. 233 Broadway, NY, USA
SS: "OLYMPIC"

Dep.: 8 Jun 1929, Southampton, ENGLAND
Arr.: 14 Jun 1929, NY, USA
SS: "AQUITANIA"
Address in USA: 11 E. 68 St., NYC, NY

1930:

Sarnoff David, 39y
Sarnoff Lizette, 36y
Dep.: 25 Feb 1930, Havana, CUBA
Arr.: 28 Feb 1930, NY, USA
SS: "CARONIA"
Address in USA: 11 E. 68 St., NYC, NY

Dep.: 5 Sep 1930, Plymouth, ENGLAND
Arr.: 10 Sep 1930, NY, USA
SS: "ILE-DE-FRANCE"
Address in USA: 11 E. 68 St., NYC, NY

1930 United States Federal Census

East 69 St., Manhattan, NY, USA
Household members:
David Sarnoff, 39y, *Resident, Radio Corp*
Lizette Sarnoff, 34y
Robert Sarnoff, 11y
Edward Sarnoff, 9y
Thomas Sarnoff, 3y
Anna Ryan, 25y, *Servant*

1931:

Sarnoff David, 40y, *Executive*
Dep.: NY, USA
Arr.: 25 Aug 1931, Southampton, ENGLAND. Savoy Hotel London
SS: "LEVIATHAN"

Sarnoff David, 40y, *President*

Dep.: 5 Sep 1931, Southampton, ENGLAND. Savoy Hotel London

Arr.: 10 Sep 1931, NY, USA

SS: "EUROPA"

Address in USA: 11 E. 68 St., NYC, NY

1933:

Dep.: 7 Sep 1933, Southampton, ENGLAND

Arr.: 13 Sep 1933, NY, USA

SS: "MAJESTIC"

Address in USA: 11 E. 68 St., NYC, NY

Dep.: 15 Nov 1933, Plymouth, ENGLAND

Arr.: 21 Nov 1933, NY, USA

SS: "ILE-DE-FRANCE"

Address in USA: 11 E. 68 St., NYC, NY

1934:

Sarnoff David, 43y

Dep.: 3 Feb 1934, Hamilton, BERMUDA

Arr.: 5 Feb 1934, NY, USA

SS: "QUEEN OF BERMUDA"

Address in USA: 11 E. 68 St., NYC, NY

Sarnoff David, 43y, *President*

Dep.: 31 Jul 1934, Southampton, ENGLAND. Savoy Hotel London

Arr.: 6 Aug 1934, NY, USA

SS: "LEVIATHAN"

Address in USA: 11 E. 68 St., NYC, NY

1935:

Sarnoff David, 43y

Sarnoff Lizette, 39y

Dep.: 25 Jan 1935, NY, USA

Arr.: 6 Feb 1935, NY, USA

SS: "STATENDAM"

Address in USA: 11 E. 68 St., NYC, NY

Sarnoff David, 44y

Dep.: 25 Sep 1935, Southampton, ENGLAND

Arr.: 1 Oct 1935, NY, USA

SS: "MAJESTIC"

Address in USA: 11 E. 68 St., NYC, NY

1936:

Sarnoff David, 45y

Sarnoff Lizette, 41y

Dep.: 18 Jan 1936, Hamilton, BERMUDA

Arr.: 23 Jan 1936, NY, USA

SS: "QUEEN OF BERMUDA"
Address in USA: 11 E. 68 St., NYC, NY

Dep.: 16 Sep 1936, Southampton, ENGLAND
Arr.: 21 Sep 1936, NY, USA
SS: "QUEEN MARY"
Address in USA: 11 E. 68 St., NYC, NY

1937:

Sarnoff David, 46y, *Executive*
Dep.: 18 Sep 1937, Southampton, ENGLAND. Savoy Hotel London
Arr.: 25 Sep 1937, NY, USA
SS: "PARIS"
Address in USA: 11 E. 68 St., NYC, NY

1938:

Sarnoff David, 47y
Sarnoff Edward, 17y
Dep.: 17 Mar 1938, Hamilton, BERMUDA
Arr.: 19 Mar 1938, NY, USA
SS: "QUEEN OF BERMUDA"
Address in USA: 44 E. 71 St., NYC, NY

Sarnoff David, 47y, *Press Corp*
Dep.: NY, USA
Arr.: 8 Aug 1938, Southampton, ENGLAND. Savoy Hotel London
SS: "NORMANDIE"

Sarnoff David, 47y, *Executive*
Dep.: 15 Sep 1938, Southampton, ENGLAND. Savoy Hotel London
Arr.: 21 Sep 1938, NY, USA
SS: "ILE-DE-FRANCE"
Address in USA: 44 E. 71 St., NYC, NY

29 May 1940, Rio De Janeiro, Brazil, Immigration Card

Robert William Sarnoff, *Student*

1941:

Dep.: 30 Oct 1941, San Francisco, California, USA
Arr.: 5 Nov 1941, Honolulu, HAWAII
SS: "LURLINE"

Dep.: 14 Nov 1941, Honolulu, HAWAII
Arr.: Los Angeles Harbor, California, USA
SS: "MATSONIA"

1947:

Sarnoff David, 56y, *Executive*
Dep.: 20 Nov 1947, Southampton, ENGLAND. American Express Co. London
Arr.: 25 Nov 1947, NY, USA

SS: "QUEEN MARY"

1949:

Sarnoff David, 58y, *Director*, c/o Radio Corporation of America, Radio City, NY. 6 weeks

Sarnoff Robert, 30y, *Television*, 127 E. 81 St., NY, 2 months

Dep.: 12 Jan 1949, NY, USA

Arr.: 17 Jan 1949, Southampton, ENGLAND. Savoy Hotel London

SS: "QUEEN MARY"

Sarnoff David, 58y, *Executive*

Sarnoff Robert, 30y, *Executive*

Dep.: 26 Feb 1949, Southampton, ENGLAND. Savoy Hotel London

Arr.: NY, USA

SS: "AMERICA"

1951:

Sarnoff David, 60y, *Executive*

Sarnoff Lizette, 56y

Dep.: 15 Jun 1951, NY, USA

Arr.: 21 Jun 1951, Southampton, ENGLAND. Savoy Hotel London for 2 months

SS: "QUEEN MARY"

Dep.: 7 Aug 1951, Cherbourg, FRANCE

Arr.: 13 Aug 1951, NY, USA

SS: "QUEEN ELIZABETH"

44 East 71 St., NY, USA

1952:

Sarnoff David, 61y

Sarnoff Lizette, 58y

44 East 71 St., NY, USA

Dep.: 3 Jul 1952, NY, USA

Arr.: Le Havre, FRANCE

SS: "UNITED STATES"

Dep.: 28 Aug 1952, Southampton, ENGLAND

Arr.: 2 Sep 1952, NY, USA

SS: "UNITED STATES"

1958:

Sarnoff Thomas W, c/o USL, One Broadway, NY

Sarnoff Janyce L., c/o USL, One Broadway, NY

Sarnoff David, 44 East 71 St., NY, USA

Sarnoff Lizette H., 44 East 71 St., NY, USA

Dep.: 29 Aug 1958, Le Havre, FRANCE

Arr.: 2 Sep 1958, NY, USA

SS: "UNITED STATES"

1959:

Sarnoff David, 68y, Co. *Chairman*
Dep.: NY, USA
Arr.: 1 Jun 1959, Southampton, ENGLAND, Savoy Hotel London
SS: "QUEEN ELIZABETH", Cunard Steamship Co.

Dep.: 25 Jun 1959, Cherbourg, FRANCE
Arr.: 30 Jun 1959, NY, USA
SS: "QUEEN MARY"
Address in USA: 44 E. 71 St., NYC, NY

Dep.: 27 Oct 1959, Southampton, England
Arr.: 2 Nov 1959, NY, USA
SS: "LIBERTÉ"

1960:

Sarnoff David
Sarnoff Lizette
Dep.: Hamilton, BERMUDA
Arr.: 6 Sep 1960, NY, USA
SS: "QUEEN OF BERMUDA"
Address in USA: 44 E. 71 St., NYC, NY

1961:

Sarnoff David
Sarnoff Lizette
Dep.:
Arr.: Jan 1961, NY, USA
SS: "OSLOFJORD"
Address in USA: 44 E. 71 St., NYC, NY

Parents

Father: Abraham Schreufsky, Painter
b. Aug 1865
d. 29 Dec 1910, NY, USA. MT Zion Cemetery
Daughter: Lillian Sarnoff
b. 26 Oct 1881, Minsk, BELARUS
Immigration: 1895

Mother: Lena/Leah Privin Schreufsky
b. Dec 1870
d. 4 Dec 1941, Bronx, NY, USA

Marriage: 1888
Immigration: 1900

Children:

1. David
 - b. Feb 1891
 - d. 12 Dec 1971, Manhattan, NY, USA
2. Louis
 - b. 15 Feb 1893, Uzlian, Minsk, BELARUS
 - d. 15 Feb 1990, Yorktown Heights, Westchester, NY, USA
3. Morris Moshe

- b. 1 Jul 1894, Uzlian, Minsk, BELARUS
- d. 16 Nov 1973, Hollywood, Broward, Florida, USA
- 4. Irving
 - b. 12 Mar 1901, NY, USA
 - d. 19 Mar 1961, NY, USA
- 5. Ida
 - b. 23 Jul 1902, NY, USA
 - d. 13 Aug 1996, Laguna Hills, Orange, California, USA
- 6. Rachel
 - b. ?
 - d. 1918

Links:

<https://www.britannica.com/biography/David-Sarnoff>

https://en.wikipedia.org/wiki/David_Sarnoff

<https://www.hagley.org/who-was-david-sarnoff>
<https://www.hagley.org/who-was-david-sarnoff-2>

<https://interviews.televisionacademy.com/interviews/thomas-w-sarnoff>
 Thomas Sarnoff on his father, David Sarnoff

<https://www.delawarepublic.org/post/history-matters-david-sarnoff-library-collection>

<https://ia800202.us.archive.org/23/items/radioageresearch194245newyrich/radioageresearch194245newyrich.pdf>

Radio Age:

October 1942, pp: 3-7

January 1943, pp: 3-5, 13

April 1943, pp: 25, 31-32

July 1943, pp: 1, 6, 12, 28-29, 31-32, 35

October 1943, pp: 22, 28, 30, 33

January 1944, pp: 3-4, 10, 14, 16-17, 22

April 1944, pp: 5, 22, 25

July 1944, pp: 3-4, 26-27, 30

October 1944, pp: 11, 20, 24, 29-30

January 1945, pp: 2-3, 7-11, 19, 22, 27

April 1945, pp: 3, 7, 14, 21, 24, 26, 29

July 1945, pp: 16, 23, 25-27