

Look

April 26, 1938

Page 6

David Sarnoff

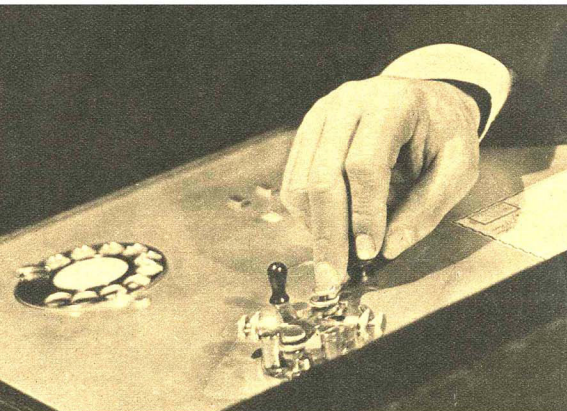
Radio's

Guiding Genius

David Sarnoff came to America in 1900, a 9-year-old immigrant boy, unable to speak English. Today, at 47, he directs RCA's activities, including NBC broadcasts, which command both America's tongue and ear.



David Sarnoff Has Grown Up With the Radio Industry. He became office boy for the Marconi Wireless Telegraph Co. in 1906 and began his steady climb to the presidency of Radio Corporation of America. Last year he scored two coups—RCA paid its first common dividend and Sarnoff brought to the radio public Arturo Toscanini, one of the greatest symphony conductors of this, or any, age.



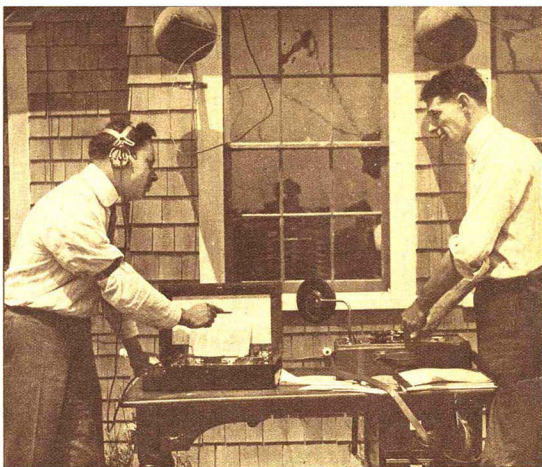
Just to "Keep His Hand In," Sarnoff has a wireless key at his desk. He uses it to communicate with other RCA executives in New York. When he was 21 he sat at a wireless key for 72 hours, directing the rescue of survivors of the Titanic. The next year (1913) he became chief radio inspector for the Marconi company.

OldMagazineArticles.com

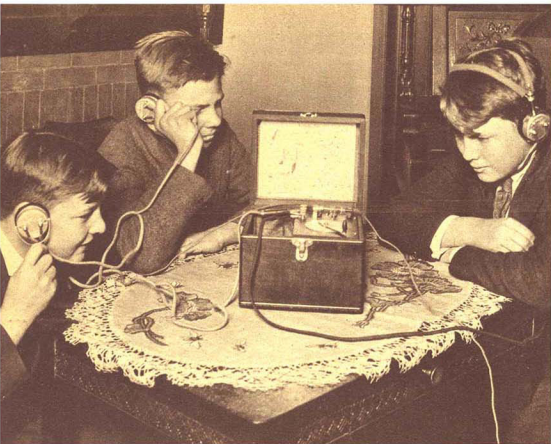
Radio



Radio's Feeble Start was made in this Newfoundland hut in 1901, when Guigliemo Marconi (left) received the first signals to span the Atlantic from England. Signor Marconi died last year in Italy. His protege and close friend was David Sarnoff (right), who thinks the Italian inventor was one of the greatest men who ever lived.



Wireless Telegraphy was well established in 1908, when Sarnoff (left) was an operator at the Siasconset station on Nantucket Island, Mass. It was not until 1915 that radio telephony (voice transmission) was proved workable and not until 1922, with the invention of the vacuum tube, that it became successful and began to develop rapidly.

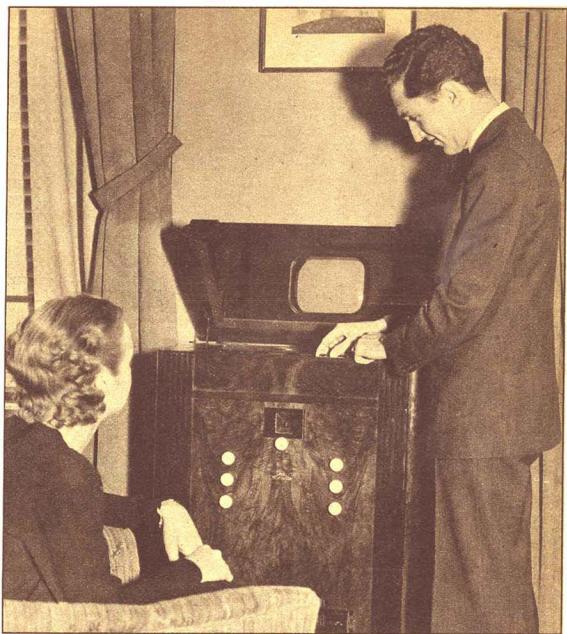


In 1921 radio broadcasting was in its infancy. Listeners with earphones crowded around crystal sets. Sarnoff was RCA general manager then. Six years earlier his

idea for a "radio music box" was dismissed as "visionary." But in 1920 stations KDKA Pittsburgh and WWJ Detroit, broadcast election returns on commercial programs.

(continued)

Radio



Television Is Just Around the Corner and Sarnoff is active in its development. The above experimental set has a television screen at the top of the radio. Sarnoff refuses to predict how "visible radio" will be received by America—or how soon.



Three radio bigwigs lunched together to observe the seventy-fifth birthday (Jan. 28, 1937) of Walter Damrosch (left), first symphony conductor to broadcast nationally. John D. Rockefeller, Jr., (right) built Rockefeller Center in Manhattan, which houses Radio City, ably combines his love of good music with his business acumen.

Look