

Key to Major Characters



BAC is Bennett Cerf
DSK is Donald S. Klopfer
RH is Random House
ML is Modern Library

CERF AND EXTENDED FAMILY

Glen Boles, 1913–2009, actor, later psychoanalyst, partner of Herbert A. Wise.

Bennett Cerf (born “Benoît,” aka Beans, Bennett Alfred Cerf, Cerfie, Jesus Jr., Sonny), 1898–1971; Columbia Phi Beta Kappa; began in publishing at Liveright; reimaged ML; co-founded RH; TV panelist, *What’s My Line?*; author, columnist, lecturer, bon vivant; husband of Sylvia Sidney and later Phyllis Fraser; father of Christopher and Jonathan Cerf; visionary publisher straddling books, TV, Broadway, Hollywood.

Christopher “Chris” Bennett Cerf, born 1941, first son of BAC and Phyllis Fraser Cerf; former RH editor; author/composer/lyricist; associated with children’s TV, e.g., *Sesame Street*. Deputy editor of *Harvard Lampoon*. Girlfriend and first wife, Genevieve Charbin.

Fredericka “Frieda” Wise Cerf, 1873–1914, New York City–born mother of BAC; wife of Gustave Cerf; daughter of Nathan Wise; sister of Herbert Wise.

Gustave Cerf (aka Augustin, Gus, Pop), c. 1868–1941, Brooklyn-born father of BAC; husband of Fredericka Wise; lithographer; later, RH general factotum; close to BAC.

Jonathan Fraser Cerf, born 1946, second son of BAC and Phyllis Fraser Cerf; married Rosanne Novick in 1970; former editor, *Harvard Lampoon*; worked briefly in publishing, later in computing.

Phyllis Cerf (aka Helen Brown, Helen Nichols, Phyllis Fraser, “Thrup,” “The General,” Phyllis Cerf Wagner), 1916–2006; wife of BAC 1940–71; mother of Christopher and Jonathan; first cousin of Ginger Rogers; co-founder of Beginner Books; RH editor; columnist; Hollywood starlet; wife of former New York mayor Robert F. Wagner Jr.

Ginger Rogers (see under *Show Business*)

Lela Rogers (see under *Show Business*)

Herbert A. Wise (aka Uncle Herbert), 1892–1961, youngest son of Nathan Wise; brother of Fredericka Wise Cerf; uncle of BAC but only five and a half years older; exerted great influence on BAC; partner of Glen Boles.

Nathan Wise, born Germany c. 1842, immigrated to New York c. 1863, died 1908; BAC maternal grandfather; father to Fredericka and Herbert Wise; made a fortune in tobacco and land speculation; BAC’s inherited share financed his publishing start.

RH AUTHORS

W. H. (Wystan Hugh) Auden, 1907–73, born U.K., naturalized U.S.; major twentieth-century poet; circle included Christopher Isherwood, Stephen Spender, C. Day Lewis. Threatened to leave RH when BAC tried to exclude poems by Ezra Pound from an RH anthology.

Truman Capote (aka Truman Streckfus Persons), 1924–84; published first novel with RH in 1948, and all later books, including *Breakfast at Tiffany’s* and “nonfiction novel” *In Cold Blood*. Favored author close to both Cerfs. Childhood friend of Nelle Harper Lee.

Ralph Ellison, 1913–94; in 1953 the first African American to win the National Book Award for Fiction for his debut novel, *Invisible Man*, overcoming competition from Steinbeck and Hemingway. Championed by editors Frank Taylor and Albert Erskine.

William “Bill” Faulkner, 1897–1962; wife Estelle; daughter Jill. Nobel Prize-winning modernist steeped in the South and fictional Mississippi Yoknapatawpha County, he was published by Liveright, later Smith & Haas; came to RH 1936, with S&H–RH merger.

Theodor “Ted” Seuss Geisel (aka Dr. Seuss), 1904–91, first wife Helen Palmer Geisel; second, Audrey Stone Dimond Geisel. He transformed children’s literature from *The Cat in the Hat* on, while becoming (and remaining) a financial bulwark of RH; regarded by

BAC as “genius” and friend. Partnered with Phyllis Cerf to start Beginner Books.

Moss Hart (see under *Show Business*)

James Joyce, 1882–1941, wife Nora, son Giorgio, daughter-in-law Helen Kastor Fleischman Joyce. Irish Modernist master, self-exiled to continental Europe 1904 on; RH mounted a landmark court case that allowed Joyce’s *Ulysses* to be legal in the United States.

Sinclair “Red” Lewis, 1885–1951, Nobel Prize-winning novelist who anatomized Middle America. Came to RH late in career, diminished by alcoholism, for final five books, of which *Kingsblood Royal* remains noteworthy.

James A. “Jim” Michener, 1907–97, authored highly researched, bestselling fiction of epic sweep, often introducing Americans to foreign locales and their history. An early “brand name” author, his prolific success was crucial to RH bottom line and cash flow.

Nancy Mitford, 1904–73, Jessica Mitford’s older sister, author of novels and biographies. RH published the first U.S. editions of her two most famous novels, *The Pursuit of Love* and *Love in a Cold Climate*, with DSK her primary contact. The most important British novelist on the RH list in the 1940s.

John O’Hara, 1905–70, second wife Belle; third, Katherine “Sister” Barnes Bryan. Set early template for *New Yorker* stories; published novels of unusual frankness about sex and class. Many, from 1949 to the 1960s, became RH bestsellers. Combative but close to BAC.

Eugene “Gene” O’Neill, 1888–1953, third wife Carlotta Monterey O’Neill, daughter Oona, sons Eugene Jr., Shane; America’s first world-class dramatist, winner of the Nobel Prize, his plays remain staples of the repertoire. First great living author BAC signed; remained singularly important to him. Brought editor Saxe Commins to RH.

Ayn Rand (born Alisa Rosenbaum), 1905–82, Russian-born, naturalized U.S.; conceived “objectivism” philosophy, promulgating ethical egoism and unmitigated capitalism, and used novels to amplify beliefs and win adherents. BAC published her most famous work, *Atlas Shrugged*, despite its philosophy running counter to his beliefs.

Philip Roth, 1933–2018, Newark-born novelist focusing on Jewish American experience; after winning National Book Award for first book,

Goodbye Columbus, published by Houghton Mifflin in 1959, recruited by RH for next four, including *Portnoy's Complaint*.

William Saroyan, 1908–81, Armenian American writer. RH published his first two books. His debut story collection, *The Daring Young Man on the Flying Trapeze* (1934), was important for both Saroyan and RH.

Budd Schulberg (aka Seymour Wilson Schulberg), 1914–2009, early Hollywood princeling whose father, B. P. Schulberg, was discoverer and lover of Sylvia Sidney; writing career encouraged by BAC; five books with RH; “friendly” HUAC witness.

Gertrude Stein, 1874–1946, partner Alice B. Toklas; U.S.-born modernist who settled in Paris; famed art collector and convener of avant-garde salon; many of her books republished or published by RH in the 1930s and '40s; BAC helped organize her American tour 1934–35; close to BAC.

William “Bill” Styron, 1925–2006, wife Rose, daughter Susanna; Southern-born/raised; after first novel in 1951 with Bobbs-Merrill, went to RH and remained. Pulitzer for *The Confessions of Nat Turner*; best known for *Sophie's Choice*; close to BAC.

Robert “Red” Penn Warren, 1905–89, wife Eleanor Clark, daughter Rosanna; Southern Agrarian who recanted pro-segregationist stance in favor of integration; only writer to have won both fiction and poetry Pulitzer; prior to RH, published most famous book, *All the King's Men*, in 1946 with Harcourt; came to RH with friend, editor Albert Erskine.

Jerome “Jerry” Weidman, 1913–98, wife Peggy, son John; prolific novelist/playwright focused mainly on underside of first- and second-generation Jewish NYC experience.

INSIDE RH

Elmer “Pa” Adler, 1884–1962, founder of the Pynson Printers; he was one of three partners, along with BAC and DSK, who founded Random House in 1927, and active until 1932.

Robert L. “Bob” Bernstein, 1923–2019, wife Helen. After working at S&S in sales, recruited by BAC as RH sales manager in 1957 and chosen by BAC to succeed him as president and CEO of RH in 1966, after the firm was sold to RCA. Bernstein greatly expanded RH. Was fired by later owner Samuel Irving “Si” Newhouse Jr. in 1989. From 1970s on,

pioneering human rights advocate and force behind Human Rights Watch.

Louise Bonino, 1904–84. Longtime head of juvenile books at RH, she had been an editor at Smith & Haas and came to RH when S&H and RH merged in 1936.

Saxe Commins, 1892–1958, wife Dorothy Berliner, aunt Emma Goldman; practiced as a dentist before becoming an editor, brought in to RH by his close friend, playwright Eugene O’Neill. A pillar of RH from 1933 on, he edited the ML and many authors, including O’Neill, William Faulkner, Edgar Snow, and Budd Schulberg. Close to BAC.

Jean Ennis, 1916–70, came to do publicity at RH in 1950, promoted to VP publicity and PR shortly before she died, one of the first women to be made a VP in publishing.

Jason Epstein, 1928–2022, wife Barbara. Recruited by BAC as an editor in 1958, he’d already distinguished himself by creating Doubleday’s Anchor Books, the first modern U.S. trade paperback line. Involved in running the ML, later RH, a visionary, but very much a maverick. Instrumental in founding *The New York Review of Books*.

Albert Erskine, 1911–93, wife Marisa Bisi, daughter Silvia. Raised in Tennessee, joined RH with friend and fellow editor Frank Taylor in 1947. After Commins’s death, BAC’s favorite editor. Worked with Ralph Ellison, James Michener, William Faulkner, Cormac McCarthy, and Robert Penn Warren. Managed some of Michener’s RH earnings.

Joseph Fox, 1926–95, hired by BAC as an editor in 1960, blue-blood Fox helped Truman Capote through *In Cold Blood*, Philip Roth through his first three RH novels. Renowned for devotion to his work, Fox died in his RH office.

Michael Frith, born 1941, Bermuda; best friend of Christopher Cerf in high school, college, and “adopted” member of Cerf household. Worked as editor under Phyllis Cerf at Beginner Books, later as RH New York editor for Ted Geisel, and editor of early *Sesame Street* books. Later, creative director of the Jim Henson Company.

Robert K. Haas, 1890–1964, wife Merle, son Bob Jr., daughters Betty, Priscilla “Pat” (aka “the Brat”); owned Little Leather Library, later co-founded Book-of-the-Month Club; in 1932 co-founded, with Harrison Smith, publisher Smith & Haas; from 1936, when S&H merged into RH, until retirement in 1956, RH partner. Brought

Faulkner, Isak Dinesen, et al. to RH; wife Merle translated *Babar* books for S&H, RH.

Emanuel “Manny” Harper, 1908–2002, bookkeeper at Boni & Liveright. BAC recruited him in 1925 as ML’s first employee; longtime RH company treasurer, retired in 1970.

Hiram “Hi” Haydn, 1907–73, recruited by BAC in 1955 to be RH chief editor; stayed till 1959, when he co-founded Atheneum. Editor of Ayn Rand. Brought Styron to RH.

Richard “Dick” Kislik, 1927–2010, hired by BAC in 1961 as administrator akin to CFO. Lost out to Robert L. Bernstein in rivalry to succeed BAC as RH CEO; left RH in 1968.

Donald Simon Klopfer, 1902–86, mother Stella Danziger Klopfer Jacobson, daughter Lois Klopfer Levy; BAC acknowledged DSK as best friend and indispensable partner. They bought the ML in 1925, co-founded RH with Elmer Adler in 1927, and stayed together at RH, apart from DSK’s military service during WWII, until BAC’s death.

Florence “Pat” Selwyn Klopfer, 1906–79, second wife of DSK, mother of Charles A. “Tony” Wimpfheimer, DSK’s stepson; Tony later became a company officer at RH.

Marian Ansbacher Klopfer (aka Hart, aka Gruber), 1903–93, first love of Bennett Cerf, first wife of DSK, mother of Lois Klopfer Levy.

Bertha “Bert” Krantz, 1911–2003, doyen of RH copy editors; indispensable to Michener, Rand, and many others, from Robert Penn Warren to Cormac McCarthy.

Pauline “Jezebel” Kreiswirth, 1907–54, husband RH controller Abe Friedman. Essential, beloved secretary to BAC and his partner DSK from 1927 until her death.

Robert “Bob” N. Linscott, 1886?–1964. After forty years at Houghton Mifflin, recruited in 1944 by BAC; senior editor until 1957. Edited Truman Capote’s first books.

Robert “Bob” D. Loomis, 1926–2020, recruited by Hiram Haydn, editor 1957–2011. Edited William Styron, Shelby Foote, John Toland, Neil Sheehan, Maya Angelou, et al.

Lewis “Lew” Miller (n.d.), bringing fifteen years’ experience in publishing, joined RH as sales manager in 1936, retired 1967. During the intervening years was one of four—BAC, DSK, and Robert K. Haas the others—running RH. Offered a partnership but declined.

- Toni Morrison** (aka Chloe Anthony Wofford), 1931–2019, a textbook editor at L. W. Singer in Syracuse, then moved to RH in New York in 1967. She became a trailblazing RH trade editor of books about the African American experience, and later a world-renowned Nobel Prize winner for her own fiction steeped in the subject. Close to DSK.
- James “Jim” Silberman**, 1927–2020. Recruited by BAC in 1963, he became chief editor of RH and publisher of adult trade until 1975, working with Hunter S. Thompson, Alvin Toffler, E. L. Doctorow, David Halberstam, Muhammad Ali, et al. Highly valued.
- Frances Singer**, 1900–(n.d.), head of L. W. Singer, Syracuse-based textbook firm. She sold it to RH in 1960, continuing to run it for some years. In 1964, she hired Toni Morrison as an editor.
- Nan Ahearn Talese**, born 1933, husband Gay. Joining RH as a copy editor aged twenty-five in 1959, she was the first female RH employee to become a “homegrown” literary editor, working with A. E. Hotchner, Rod McKuen, et al. Leaving RH in 1973, she retired from publishing in 2020, one of the most distinguished editors of her era.
- Charles A. “Tony” Wimpfheimer**, 1928–2020, son of Florence “Pat” Selwyn Klopfer, stepson of DSK; worked at RH from 1952 until his retirement, first in production, later becoming a shareholder, VP, and company officer.

PUBLISHING AND JOURNALISM OUTSIDE RH

- Ian Ballantine**, 1916–95, wife Betty, nephew of RH editor Saxe Commins. He founded a U.S. office for Penguin Books in 1939, and in 1945 was the key editorial figure recruited to start Bantam Books, of which RH was part-owner. In 1952, he and his wife founded Ballantine Books. He was a true pioneer of paperbacks.
- Cass Canfield Sr.**, 1897–1986. At Harper, later Harper & Row, more than forty years, many as president or chairman, lastly as senior editor. As the latter, published some of BAC’s books.
- Norman Cousins**, 1915–90, editor of *Saturday Review* (aka *The Saturday Review of Literature*) and BAC’s column there.
- Robert A. “Bob” Gottlieb**, 1931–2023, editor, publisher, journalist, and author. He was the wunderkind chief editor of S&S before Robert L. Bernstein and Bennett Cerf recruited him, along with his colleagues Nina Bourne and Anthony M. “Tony” Schulte, to run Knopf in 1968.

Harold K. Guinzburg, 1899–1961, wife Alice, son Tom. Early scout for S&S; co-founded the Viking Press in 1925; co-founded the Literary Guild in 1927; chief of the Office of War Information domestic publications division, and subsequently chief of its London publications division during WWII. Son Tom later ran Viking, then sold it to Penguin.

Geoffrey T. Hellman, 1907–77, journalist who profiled BAC for *The New Yorker*.

Benjamin W. “Ben” Huebsch, 1876–1964, the first prominent Jewish person in American publishing, establishing his eponymous firm in 1900. The first American to publish James Joyce. Merged into Viking in 1925.

Alfred Abraham Knopf (aka AAK), 1892–1984. **Blanche Wolf Knopf** (aka BWK), 1894–1966. Alfred and Blanche co-founded eponymous firm in 1915, aided by Alfred’s father, Sam (aka S.K.). Noted for fine design and production; history books; novelists in translation, e.g., Albert Camus, Thomas Mann; American novelists included Willa Cather, Raymond Chandler. Longtime friends of BAC, sold Knopf to RH in 1960. The combination made RH paramount U.S. publisher.

Alfred Abraham Knopf Jr. (aka Pat), 1918–2009, only child of AAK and BWK; heroic WWII pilot; worked in family firm under challenging circumstances; founded Vintage Books at Knopf. Left to co-found Atheneum Publishers in 1959. Close to BAC and DSK.

Allen Lane, 1902–70, U.K. publisher, in 1935 founded Penguin Books with brothers.

Irving Paul “Swift” Lazar, 1907–93, lawyer and powerful talent/literary agent, represented Moss Hart, Irwin Shaw, et al. Admired BAC’s ability to sell to Hollywood.

Horace Brisbin Liveright, 1884–1933, co-founded the ML and Boni and Liveright (B&L) with Albert Boni, but soon split with Boni to publish the imprints on his own. Built a stellar, adventurous list, including first books of Faulkner, Hemingway, O’Neill. Broadway producer of *Dracula* starring Bela Lugosi, as well as other plays. Gave first job in publishing to BAC, Richard L. Simon, Donald Friede, others. Model for BAC.

Leonard Lyons, 1906–76, Broadway columnist bylining The Lyons Den six days a week in the *New York Post* for forty years. He and BAC

began as friends, but after Lyons accused BAC of stealing jokes from his columns, they became implacable enemies.

Horace Manges, 1898–1984, wife Natalie; founding partner of Weil, Gotshal and Manges, BAC and RH’s lawyer; Columbia classmate, long-time friend.

Francis Meynell, 1891–1975, second wife Vera Mendel. English book designer, founded Nonesuch Press. Collaborated with BAC, DSK, Elmer Adler on early RH books.

Jessica Mitford, 1917–96, one of six daughters of British aristocrats, she became an American citizen, a Knopf author, and a muckraking journalist. Late in BAC’s life, she investigated his connection to the Famous Writers School.

Harold Ross, 1892–1951, co-founder and founding editor of *The New Yorker*; member of the Algonquin Round Table; frequented many of the same circles as BAC; early poker companion of BAC; introduced him to Phyllis Fraser; ultimately disenchanted with BAC.

Barney Rosset, 1922–2012, Grove Press, *Evergreen Review* founder; avant-garde publisher of Beat poets, Samuel Beckett, unexpurgated *Lady Chatterley’s Lover*.

Max Lincoln Schuster, 1897–1970, co-founded Simon & Schuster with Richard L. Simon in 1924; with Simon and Leon Shimkin backed Robert de Graff in founding Pocket Books in 1939. Talented copywriter; editorially focused; obsessive. Overlapped a year with BAC at Columbia Journalism School.

Leon Shimkin (aka “the Silent S,” the “Little Bookkeeper”), 1907–88, began as bookkeeper at S&S, ended as sole owner of both S&S and Pocket Books. Number-savvy, focused on dollars and cents. Later, antagonist of Richard Simon.

Richard “Dick” Leo Simon, 1899–1960, wife Andrea, musical daughters Carly, Lucy, Joanna. Co-founded Simon & Schuster with Max Schuster in 1924; with Schuster and Shimkin backed Robert de Graff in founding Pocket Books. Piano prodigy; started at Liveright; pioneered crossword books, affordable illustrated books, known for taking risks. Graduated from Columbia with BAC; rivalry and friendship throughout.

Walter Winchell, 1897–1972, New York-born, was for most of his work life the most powerful newspaper gossip columnist as well as a radio commentator.

SHOW BUSINESS

John Daly (aka John Charles Daly), 1914–91, South African-born American journalist and broadcaster. Daly was moderator of *What's My Line?* on CBS TV. After the death of panelist Fred Allen in 1956, Daly was introduced by BAC each week; the two engaged in pun-filled repartee. Served concurrently as VP in charge of ABC News and anchor.

Arlene Francis (née Kazanjian), 1907–2001, husband actor Martin Gabel (blacklisted during the McCarthy era), son Peter Gabel (best friend of Jonathan Cerf). Brilliant, ambitious Jewish Armenian American actress, pioneering female radio host, and fellow panelist of BAC on *What's My Line?*; close Mt. Kisco neighbor and friend.

Mark Goodson (1915–92) and **Bill Todman** (1916–79), principals of the eponymous production company responsible for midcentury TV game shows such as *What's My Line?* and *To Tell the Truth*.

Kitty Carlisle Hart (née Catherine Conn), 1910–2007; husband Moss Hart, 1946 until his death in 1961. A singer and actress, famously the female lead in the Marx Brothers' *A Night at the Opera*; longtime panelist on the Goodson–Todman game show *To Tell the Truth*; later in life, chairwoman of the New York State Council on the Arts; Carlisle and Hart were among the closest friends of BAC and Phyllis Cerf.

Moss Hart, 1904–61, wife Kitty Carlisle. New York-born playwright (often co-wrote with George S. Kaufman, including *You Can't Take It with You*); screenwriter (e.g., for *A Star Is Born* with Judy Garland); theater director (including original Broadway production *My Fair Lady*); memoirist (*Act One*, an RH bestseller). BAC greatly admired Hart, one of two male non-relatives—DSK the other—whom he most loved.

Miriam Hopkins, 1902–72; an intellectual, Southern-born stage and screen actress, she became one of Paramount's top female stars. Although an early love interest of BAC, relationship quickly developed into friendship.

Leonora Hornblow (aka Leonora Salmon; Schinasi; Morris; also “Bubbles,” “Bubs”), 1920–2005. BAC's confidante. Briefly married actor Wayne Morris, son Michael; second husband, movie producer Arthur Hornblow Jr. New York-born; tobacco heiress; published novels, an anthology, children's books with RH; extremely close to Cerfs.

George S. Kaufman, 1889–1961, prolific American comedic playwright, director, producer. Collaborated often, with Moss Hart, Edna Ferber, the Gershwins, the Marx Brothers. Member of Algonquin Round Table. First wife Beatrice. Friends to BAC.

Dorothy Kilgallen, 1913–65, Hearst Corporation daily columnist bylining *The Voice of Broadway* in the *New York Journal-American*; radio personality; longtime panelist on *What's My Line?* Under contract to RH for *Murder One* book, published posthumously.

Eugene O'Neill (see under *RH Authors*)

Richard “Dick” Rodgers, 1902–79, wife Dorothy (aka “La Perfecta”), friends of BAC. New York–born composer whose songs, with lyrics by Lorenz “Larry” Hart, form an integral part of the Great American Songbook, and whose partnership with lyricist Oscar Hammerstein II in shows such as *Carousel* and *South Pacific* brought a new level of drama, social awareness, and tragedy to American musical theater.

Ginger Rogers (aka Virginia Katherine McMath, “Cousin Ginger”), 1911–95, first cousin and surrogate sister of Phyllis Cerf; daughter of Lela Rogers; Hollywood star.

Lela Rogers (aka Aunt Lela, Lelee), 1891–1977, mother of Ginger Rogers; maternal aunt of Phyllis Cerf; early Marine; Hollywood talent school operator and producer; friend of FBI director J. Edgar Hoover; friendly witness at HUAC hearings.

Madeline Hurlock Sherwood (aka “the Dowdy Duchess”), 1897–1989, silent movie star known for her beauty in many Mack Sennett films. Robert Sherwood was her third husband, from 1935 until his death in 1955. A friend of the Cerfs, close to their sons.

Robert Sherwood, 1896–1955, stood six foot seven and was a prolific American playwright (*Abe Lincoln in Illinois*); screenwriter (*The Best Years of Our Lives*); and biographer (*Roosevelt and Hopkins: An Intimate History*). Greatly admired friend of BAC.

Sylvia Sidney (born Sophia Kosow), 1910–99, a New Yorker who began to act at the age of fifteen. Discovered on Broadway by Paramount head of production, B. P. Schulberg, and his agent wife, Adeline, she became a leading Paramount actress during the 1930s (also Schulberg’s mistress). In October 1935 she married BAC, who was wildly in love with her. They divorced six months later. He never forgot her.

Frank Sinatra (born Francis Albert Sinatra), 1915–98, one of the greatest American entertainers of the twentieth century and likely a musical

genius. He and BAC were close friends during the last half dozen years of BAC's life. Actress Mia Farrow was Sinatra's girlfriend and later wife during part of that period.

OTHER MAJOR CHARACTERS

J. Edgar Hoover, 1895–1972, director of the Bureau of Investigation (1924–35) and later the FBI (1935–72). Longtime friend of Ginger Rogers's mother, Lela. Cooperated with RH on *The FBI*, a 1954 Landmark series children's book by Quentin Reynolds, and *The FBI Story: A Report to the People*, by Don Whitehead, a 1956 book for adults.

David Sarnoff, 1891–71, son Robert ("Bobby"). "General" Sarnoff was longtime head of the Radio Corporation of America (RCA), and bought RH in 1966.

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