

The Hornsbys Are a Happy Lot

Len

(Continued from Page 1)
sight, touch, taste or smell, but he is a master of your faculty of hearing. He is an authority on the sounds that are most attractive to you. That is why the station he manages has more listeners than any other, and also explains why he outlasted two ownerships.

The No. 1 status was attained because mainly Len's format is to spin the top forty tunes of the nation, which apparently is exactly what most of us want to hear. But that's not all. To make certain there are no flaws, Len carefully screens each new disc jockey he hires and then spends considerable time in institutional promotions and never passes up an opportunity to participate in community and civic ventures. To top all this, he is a super-salesman for air-wave commercials.

He has been in one phase or another of radio since attending Fairfax Hall, a private high school in Boston, where he was born Jan. 20, 1924. His dad, Sam, also a native of Boston, his mother, Ethel, and his sister, Louise, comprise the rest of his family.

Len's first job was spinning records after school for Station WNAC, Boston in 1939. Then he became partner in an advertising agency, Elliot and Hornsby, specializing in radio accounts. But Len knew his forte was selling and he joined a leading station as salesman. A year and a half later he was general manager. Even this was too confining.

His next step up was as



WIFE ROCHELLE, SON EVAN, LEN

sales manager for Radio Advertising Bureau, which advised national manufacturers how to spend their ad money more advantageously. One notable achievement was inducing Ford Motor Co. to spend \$3,000,000 on spot radio throughout the nation.

Along the way he graduated from Emerson College, majoring in drama and radio and served in World War 2 as a Cadet Pilot. He further matriculated at the University of Missouri.

It wasn't long before New York, the center of the air waves in those days, beckoned for his talents. Len accepted the post as national manager of sales develop-

ment for a firm organized to train sales personnel in radio and tv stations in the United States. It was during the five years in this capacity, Len first came to Las Vegas. At that time it was to train the sales crew of a local tv outlet. He liked what he saw on the quickie-visit, and was determined to come back and settle among us.

That is why he grasped the opportunity, when presented, to come to Vegas as manager for Keno. He never shrugs off an opportunity to serve the community, and often institutes the promotion that is as civic advantage, like sponsoring Teenagers for Cancer. He works very closely with the Sheriff's Department, the Clark



EVAN, 2 1/2



THE HORSEMAN

County Board of Education and any and every agency that desires to remove delinquency from juveniles. Currently, his Radio Keno is sponsoring the local division of American Junior Bowling Congress League and Len is president of Merry Makers Bowling, a mixed league of ten teams.

In his earlier years, Len did special work for the Big Brother Association of Boston, where he was also radio and television officer for the American Legion Post. He's a Mason, and a member of the coveted Radio Pioneers, which is exclusively for those who have been in the profession at least 20 years. He spends most of his spare

time, when not doing major jobs around his home, making his own jewelry.

You wouldn't think he had time for other activities, but he did and does. He is a member of New Jersey Professional Horsemen's Assn., where he rode jumping horses. He mastered tricks, well enough to be hired professionally as a magician.

Len's marriage seven years ago to Rachele Winnick, followed a whirlwind courtship, that included sending flowers to her at the company where she worked as a sportswear designer. A friend of his was her boss, who introduced the couple. They eloped and were married in Norfolk, Virginia by a Justice of Peace named James Cagney. Their son Evan 3-1/2, attends Temple Beth Sholom Pre-school.

At the next Temple affair or even at Friday evening services, which he attends regularly now, you'll see a medium-height, round-faced chap with sharp eyes and a Boston accent. Don't wait to be introduced. Walk right up and say hello. He's that kind of person.

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