FRIDAY, SEPTEMBER 3, 1965 The Hornsbys Are a Happy Lot

(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 airwave 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 spin-Station WNAC, Boston in 1939. Then he became part-Elliot and Hornsby, specializing in radio accounts. But Len knew his forte was sellstation as salesman. A year waves in those days, beckand a half later he was gen- oned for his talents. Len aceral manager: Even this was cepted the post as national too confining.



WIFE ROCHELLE, SON EVAN. LEN

ity, Len first came to Las

Vegas. At that time it was to

train the sales crew of a local

ty outlet. He liked what he

was determined to come back

opportunity, when presented,

an opportunity to serve the

That is why he grasped the

and settle among us.

sales manager for Radio Ad- to train sales personnel in vertising Bureau, which ad- | radio and tv stations in the vised national manufac- United States. It was during turers how to spend their ad, the five years in this capacmoney more advantageously. One notable achievement was inducing Ford Motor Co. to spend \$3,000,000 on spot radio throughout the nation. saw on the quickie-visit, and

Along the way he graduated ning records after school for from Emerson College, majoring in drama and radio and served in World War 2 ner in an advertising agency, as a Cadet Pilot. He further to come to Vegas as manager matriculated at the Univers- for Keno. He never shrugs off ity of Missouri.

It wasn't long before New community, and often ining and he joined a leading York, the center of the air stitutes the promotion that is as civic advantage, like sponsoring Teenagers for Cancer. He works closely with the Sheriff's manager of sales develop-

His next step up was as ment for a firm organized Department, the Clark



LAS VEGAS ISRAELITE

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



building.

the Youth House schedule of winter hours will go into effect, as follows:

SUNDAY 2 to 4 p.m. - All age groups SATURDAY. 7:30 to 10 P.M. - Seniors and Intermed. Admission is by Youth Center membership card. Each member is permitted to bting one guest to all activities. The facilities consist of:billiards, ping pong, tennis, basketball, free juke box, color TV, chess, piano, books and magazines. Educational lectures and social dances will be included in the winter program.

time, when not doing major Boston accent. Don't wait to 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 Rachelle 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 washerboss, 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 profession at least 20 years. medium-height, round-faced He spends most of his spare chap with sharp eyes and a

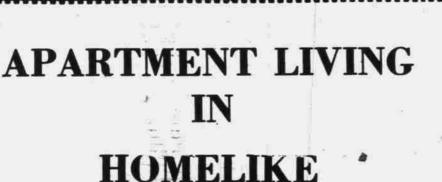
be introduced. Walk right up and say hello. He's that kind of person.



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YOUTH HOUSE

By JAY INGERLID

The summer program of cultural and recreational activities at the Danny Kolod Youth Center of Temple Beth Sholom, now drawing to a close, proved to be one of the most successful in recent years. Many youngsters availed themselves of the ten-week art course, as well as the free tennis instructions and the series of educational films. In addition, a hootennany and several dances with live bands were well attended. Throughout the summer, the Youth House hosted out-of-town boys and girls, as well as such visiting groups as the B'Nai Brith Youth and the USY on Wheels who came from as far as New York.

Also, attendance by children of the community enjoying the facilities has increased. Should this trend continue, series though would be given to enlarging the Youth House

Now that the youngsters are about to return to school,

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ATMOSPHERE

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