

## Thorndike Deland Sr., Founder Of Agency for Executives, Dies

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Thorndike Deland Sr., founder of and a partner in Thorndike Deland Associates, 1440 Broadway, specialists in executive recruiting, died Wednesday in Stamford (Conn.) Hospital. He was 83 years old and had lived for 50 years in Scarsdale N. Y.

Mr. Deland was known in the corporate field for his pioneer work in executive selection and evaluation. After World War I, A. Lincoln Filene, the Boston merchant, then president of the Retail Research Association, called on Mr. Deland to direct an executive search activity here for member department stores.

In 1926 he founded his own management consulting firm, devoted to recruiting executives, many for the nation's major retailing companies.

He was born Aug. 16, 1888, in Cleveland and began in 1903 with the Detroit Chamber of Commerce where he rose to assistant secretary. He was with the Chicago Association of Commerce from 1907 to 1909 and served as secretary of the Boston Chamber of Commerce from 1909 to 1916 and the Denver Chamber from 1916 to 1918.

His wife, the former Janet Dunbar, an actress, died in 1970. Surviving are two sons, Thorndike Jr. of Scarsdale and Rawle of Darien, Conn., and eight grandchildren.

A funeral service will be held tomorrow at noon in the Episcopal Church of St. James the Less in Scarsdale.

In World War I as a lieutenant in the Army he won the Distinguished Service Cross for capturing 17 Germans singlehanded under enemy fire in France. He also received the Croix de Guerre With Palm.

His clubs included the Union League, Advertising, St. Andrew's Golf, American Yacht and New York Rotary.