

## ORLANDO C. HARN, 84, OF CIRCULATION UNIT

Special to The New York Times.

SANTA BARBARA, Calif., Oct. 11—Orlando Clinton Harn, one of the founders of the Audit Bureau of Circulations, died yesterday afternoon in Cottage Hospital after a heart attack at his Santa Barbara residence. His age was 84.

Mr. Harn, who was born in Dayton, Ohio, studied at Ohio Wesleyan University and graduated from Cornell University with the class of 1894. His early newspaper work was in Cleveland, where he was telegraph editor of The Press and news editor of the Scripps-McRae Association. The Audit Bureau of Circulations compiles figures on some 3,000 publications in the United States and Canada. He became its president in 1920 and was managing director, 1927-39. He also had been advertising manager of the H. J. Heinz Company and the National Lead Company.

The Bok Gold Medal was awarded to him in 1926 by the Harvard School of Business Administration "for distinguished service to commerce and industry." He wrote "Lead, the Precious Metal," "Marketing a Nationally Advertised Product." During World War I he was a member of the Government's Division of the Advertising Committee on Public Information.

He leaves his wife, Merry.