RAND, LESTER

Lester Rand, 91

NEW YORK, N.Y. – Lester Rand died after brief illness on Dec. 17. He was the husband of the late Gloria Levitt Rand of Lakeville, N.J. He was the former husband of the late Bobbie Racklin Rand. He was the son of Regina and Sigmond Rand of Central Falls and Providence R.I.

He was the devoted father of Jill Dachman (Gary), and the proud grandfather of Benjamin and Jason Dachman of Fairfield, Conn. He is also survived by his sister Selma Rand of Bridgeport, Conn.

He was a graduate of Central Falls High School and Brown University, class of 1948. He was a World War II veteran. After graduating from college, he moved to New York City, where he spent more than 65 years.



He was the founder and President of Youth Research Institute, one of the first marketing research firms focusing on the habits of teenagers. In the 1960s he wrote a newspaper column "Teens Today." He had a gift for writing poetry for his family and friends. He was an avid Red Sox fan, and enjoyed traveling, swimming and, most of all, his family, including his beloved late wife Gloria, his daughter Jill, his sister Selma and, especially, his grandchildren Ben and Jason.

In lieu of flowers, donations may be sent to Myasthenia Gravis Foundation of America, 355 Lexington Ave., 15th floor, New York, N.Y., 10017