

Henry B. Sell, editor of Harper's Bazaar

NEW YORK — Henry Blackman Sell, renowned editor-at-large of Harper's Bazaar, died last night. He was 84.

Mr. Sell, trim and dapper, was a near legendary figure in the publishing, society and food world. He was a kinsman of William (Buffalo Bill) Cody. When he was born in Whitewater, Wis., on Nov. 14, 1889, his father, the Rev. Henry T. Sell, was told there was little chance of the child's survival. Similarly, the head of Culver Military Academy informed the father that since the youth was "allergic to the drudgery of organized education, he was unlikely to make an average career for himself in the great world."

Within a few years, however, Mr. Sell became a journalist in Chicago and literary editor of the nation's first book to publish signed reviews.

His copy soon came to the attention of Publisher William Randolph Hearst, who hired him in 1920 as editor-in-chief of Harper's Bazaar.

Six years later, he resigned to become president of an advertising agency. He then developed Sell's Specialties, a major food processing business, and discovered writer Anita Loos, whose first chapters of "Gentlemen Prefer Blondes" appeared in Harper's Bazaar before the book was completed.

Mr. Sell worked with the U.S. Naval Research and Development Department, using two submarines — the *Toro*, stocked with pre-processed foods, and the *Halfbeak*, stocked with bulky fresh foods. The subs were sent on a 90-day trial run. The results were startling.

Thirty per cent of the storage space was saved, 25 per cent of the cooks' time was saved and the cost per man went down nearly 20 per cent.

Mr. Sell returned to his first assignment with Hearst — Harper's Bazaar — in 1972.

He is survived by his wife Ann.