

A version of this archive appears in print on October 25, 1974, on Page 42 of *The New York Times*, New York edition with the headline:

HENRY SELL DIES; MAGAZINE EDITOR

Henry Blackman Sell, editor at large of Harper's Bazaar and something of a legendary figure in the worlds of publishing, society, and food, died Wednesday evening at Mount Sinai Hospital. He was 84 years old and lived at 320 East 57th Street.

Mr. Sell was injured Oct. 16, when he fell while entering a taxicab in front of his home. He was recovering from broken pelvis when he died of cardiac arrest.

Mr. Sell, a kinsman of William F. Cody, the frontiersman and Indian fighter known as Buffalo Bill, was born Nov. 14, 1889 in Whitewater, Wis.

In his 20's, he became a noted figure in Chicago journalism and the literary editor of the country's first paper to publish signed reviews, *The Chicago Daily News*.

Hired by Hearst

William Randolph Hearst hired him in 1920 as editor in chief of Harper's Bazaar, but he left after six years to become president of the Blaker Advertising Agency.

In this post he developed Sell's Specialties, a major food processing operation, and created Sell's Liver Pate, a widely known product.

Retaining his link to Harper's Bazaar, he discovered Anita Loos, the writer, and the first chapters of her "Gentlemen Prefer Blondes" appeared in the magazine before the book was completed.

Mr. Sell had something of flair for attracting what nowadays are called "the beautiful people," and he was retained in the Depression to fill the large public rooms of the then new Waldorf-Astoria and other hotels with attractive persons.

Desired Effect

While they had little to spend, they made the hotels appear to be thriving, and the effect was to attract those with money.

In World War II he spearheaded a drive to improve the quality of children's lunches. Thousands of mothers were working in defense plants, and their children had cold lunches or none at all. A bill was introduced in the House of Representatives to provide inexpensive nourishing lunches, but was defeated, 136 to 54, in March of 1944.

Outraged, Mr. Sell organized a national publicity and lobbying campaign in the districts of the 136 Congressional dissidents: Two months later the bill was reintroduced and passed, 113 to 54.

Mr. Sell returned to the Hearst fold as editor of Town & Country, in 1949. The following year he was lunching with an admiral who remarked that he wished he could put better food into submarines and also conserve space then used to stock fresh foods.

Did Research with Navy

Still interested in precooked and packaged foods, Mr. Sell tackled the problem with the Navy's research and development people.

In trial runs he stocked the submarine *Toro* with processed foods and the *Halfbeak* with bulky fresh foods. The results of a 90-day test indicated that use of the processed foods saved 30 per cent of the storage space, 25 per cent of the cooks' time, and 20 per cent of the expenditure.

Mr. Sell returned to Harper's Bazaar, as editor at large in 1972.

He is survived by his widow, Ann.

A funeral service will be held at the Frank E. Campbell Funeral Home, Madison Avenue at 81st Street, Monday at 11:30 A.M.