

Henry B. Sell and the Italian ENIT Gold Metal

The Ente Nazionale Italiano per il Turismo (Italian National Agency for Tourism, ENIT) was founded in 1919 under the Liberal-Radical government of Francesco Saverio Nitti. The Italian ENIT is responsible for promoting tourism in Italy. It gives awards for outstanding contributions to the knowledge of Italy and its people.

In 1956, Henry B. Sell was awarded the Italian ENIT Gold Metal. Henry B. Sell was the Editor of *Town & Country Magazine* from 1949 to 1964. And he loved all things Italian. He received the award because of the many articles he published in that magazine from 1949 to 1957 on Italian fashion and on Italy's beautiful cities and on its magnificent countryside.

The Italian ENIT Gold Metal award was presented to Henry Sell in New York City by the Italian Ambassador to the United Nations, Leonardo Vitetti.

A newspaper article was published on October 26, 1956 detailing the awarding of this honor. In the 40 years between 1919 and 1956, many Americans received awards from the ENIT. Unfortunately, there is no comprehensive list of recipients in existence. Thus, this newspaper article is the only record that Henry B. Sell received this award.



HENRY B. SELL
... for aiding Italy ...

Italy Honors Hearst Editor

Henry B. Sell, editor of *Town & Country*, a Hearst magazine, is one of three Americans to be honored by a gold medal in recognition of "outstanding contributions this past year to this country's knowledge of Italy and its people."

The medals were presented by Ambassador Leonardo Vitetti, permanent representative of Italy to the United Nations, to Sell, and to Andrea Ragusa, owner and director of Vanni Bookstores, and G. E. Kidder Smith, author of "Italy Builds."

This is the second annual award of the medals and similar awards will be made each year by E.N.I.T. (Ente Nazionale Per Le Industrie Turistiche) known in the United States as the Italian State Tourist Office.

Sell's citation was "to the editor of the magazine who has issued one or more important articles on Italy."



Newspaper article

Original photograph, showing Leonardo Vietti (left) and Henry Sell