

The Saga of Sell's Liver *Pâté*

1940 to 2020 and Beyond



Franklin P. Mason II

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by Franklin P. Mason II, Summer 2020

It was 1940. The Second World War was raging in Europe. Hitler had invaded Poland in 1939 and France in 1940, and the bombing of London and the Battle of the Atlantic were in full swing. But the United States had not yet entered the war.

Henry B. Sell had just ended his involvement in *Vitamins Plus*, and, very unusually, he had not yet taken on another project.

1940:

During [this] interlude, while having cocktails with Jerome Frank, then Chairman of the Securities and Exchange Commission and an old friend from the Chicago days, it was suggested that Sell think about Government service. Believing himself temperamentally unsuited to the work, he at first pooh-poohed the idea. But when Jerry told him that he was inquiring for the Department of Agriculture, in need of help, Henry began to listen, knowing the department was deeply interested in nutrition, a subject that had not lost its fascination for him.¹

And continuing, still 1940:

It all began when a tousle-headed young man appeared in the offices of Blaker Advertising Agency with a message from Paul Appleby, Number Two man under Henry A. Wallace, in the Department of Agriculture. The young man was James L. McCamy, Defense Coordinator of the United States Department of Agriculture, and he brought the message that someone was needed in the department to develop accurate information about the commercial availability of vitamins for the supplements the United States Government was providing to the British, who were already in dire need because of the German blockade. The department, said McCamy, did not believe it was getting completely frank answers from the pharmaceutical houses, who gave only vague replies to questions about their total production capacity for vitamins. Henry Sell, with his *Vitamins Plus* experience, might be helpful.

Within a week Henry Sell journeyed to Washington to have a luncheon meeting in the office of Paul Appleby, who described the work to be done and suggested that the title of Special Assistant to the Secretary of Agriculture would be well suited to cover the task. Soon afterward Henry wrote of his new role: "Apparently it is true that anything can happen. I am now wearing the perhaps too large toga of Special Assistant to the Secretary of Agriculture. The title is provocative; the stationery is official."

The specific problem of the availability of vitamins was readily solved.

Once the pharmaceutical houses received a request for information on official stationery, signed by the former president of *Vitamins Plus*, the figures they provided went through a magical transformation. Apparently, the firms felt it was no longer worth bluffing, because they knew his company had bought more Vitamin B1 (thiamine hydrochloride) than they had indicated they could produce.

¹ *A Talent for Living: The Story of an American Original*, Janet Leckie, Hawthorn Books, New York, 1970, p. 200

In 1940 Henry Wallace left the department to become Vice President.²

Claude Wickard, a successful farmer from Indiana, took his place. But Appleby continued in the key operating post of undersecretary, and was hopeful that the lively, effective new employee would address himself to other problems since the task he had come to do was successfully completed. The post of Director of Information, then held by Milton Eisenhower,³ was soon to be vacated, said Appleby. Perhaps Henry Sell would entertain the idea of taking on a full-time job?⁴

And continuing: 1941

At the United States Department of Agriculture, Jim McCamy, who had been devoted to Henry Wallace and missed his presence, left in mid-1941 to take a teaching job at Bennington College; and wrote soon after that he preferred Vermont to Washington because he was really a "mountain man" who enjoyed a quieter pace than was possible in the capital.

By the time of Jim's departure Henry Sell was so deeply involved in department problems that he had little free time. From Mexico, where the McCamys had gone on a holiday, they sent Henry a serape. In answer to the message on the card enclosed he wrote: "So I should wrap myself in that beautiful serape and lie down on a couch! Wouldn't that be nice. The serape is beautiful. But I have not wrapped myself for a couch for many's the long day."

It was about that time that Claude Wickard held a meeting to discuss the worldwide shortage of animal protein the war had produced. If only it were possible, he said, to make a product for human consumption using the abundant vegetable and milk proteins such as was being done scientifically in animal feeding. Remarked the secretary: "I can grow one-hundred-and-eighty-pound hogs in one hundred and eighty days. I never have to feed them over the winter, as my father had to do, to achieve that weight. Can you imagine what a saving that is?" Henry Sell, remembering the pemmican Vitamins *Plus* had prepared for the Byrd Antarctic expedition, spoke up: "Such a product can be produced, but only under special circumstances can you get anyone to use it. The general public refuses to eat anything that fails to look and taste like the food they're used to." Henry Sell told of the work we had done with Dr. Harris at MIT, and the secretary asked if Henry could bring Harris to Washington for a meeting with Sir Jack Drummond, a world-renowned biochemist and chief of the British Food Mission.

From that moment the invisible pattern Henry had mentioned took a series of astonishing turns. When Paul Appleby had accepted Jerome Frank's suggestion that Henry Sell might be useful on department problems, Jerry had laughed and said, "At this moment I'll bet Henry thinks that spaghetti is a crop but give him six months as your consultant and he will be in the food business." The prediction turned out to be frightfully accurate. From the moment Henry Sell was confronted with the challenge of making a pemmican-like mixture palatable, he never rested.⁵

² The 33rd Vice President of the United States during Franklin D. Roosevelt's third term. Wallace served as Secretary of Agriculture under President Roosevelt from 1933 to 1940, and later, in early 1945, Roosevelt appointed Wallace as Secretary of Commerce.

³ The younger brother of Dwight D. Eisenhower, who was soon to become a five-star general in the Army and Supreme Commander of the Allied Expeditionary Force in Europe and later to become the 34th President of the United States.

⁴ *A Talent for Living: The Story of an American Original*, Janet Leckie, Hawthorn Books, New York, 1970, p. 201

⁵ *A Talent for Living: The Story of an American Original*, Janet Leckie, Hawthorn Books, New York, 1970, pp. 203-204

And continuing: 1941

He rounded up some of his vitamin researchers and set them up in a laboratory in Brooklyn to dope out a formula. He worked right along with them. Dressed in white duck butcher apron's and high rubber boots, he and his men [and at least one woman] slopped around in animal blood, soup stocks, skimmed milk, and grease for almost a year. In that time, stirring these elements up into various combinations and permutations, they made five hundred and six mixtures, in batches of two hundred and fifty pounds apiece, which they tried out on the laboratory's white rats. Finally, using pig liver as the base, they came through with a formula on which the rats grew exceptionally powerful and acquired I.Q.s that qualified them for Princeton. The stuff bulged with protein, exuded carbohydrates, and bristled with calories.⁶

And continuing: 1941

By late October [1941] a product had been developed that answered the secretary's question, and what's more, Henry Sell had licked the problem of palatability. He wrote to Jim McCamy: "We call the product Q.E.D. To science-minded friends that means we rest. To the public it means Quick, Easy, Delicious. We hope both groups like it. It is, to the best of our knowledge, the only product of its kind, built, as an animal feeding mixture would be built, for nutrition. Chickens and hogs and cows and such can't be fooled by labels and taste and claims. Human folks can be fooled. Now we have the label, the taste, and the claims. We throw in the nutrition for good luck."

The product consisted of foods that provided high nutrition in as small a bulk as possible: pork livers, pork fat, whole fresh onions, Viobin (a defatted wheat germ), milk powder, primary grown yeast. However, before the seasonings were added to the high-nutrition mixture Henry Sell took it to an expert in taste, his friend Rene Black of the Waldorf-Astoria. Black and his chefs worked some culinary witchcraft, adding a pinch of this and a smidgen of that, and Sell's "simply delicious" *pâté* was born.⁷

And continuing: still 1941

But Sell wasn't in the food-producing business then. He had no plant, no machinery, only a formula. He tried to get packers to accept the formula without charge so that the British order could be filled. Nobody was interested, and the British never got their liver product. Meanwhile the Red Cross had heard of the *pâté* and wanted to include it in food packages for American prisoners of war. After some discussion, the Red Cross convinced Henry Sell to find a way to make 10,000 tins; Sell leased some machinery in a corner of a meat plant in Brooklyn and made them. The next order was for 25,000 tins, then 50,000. That really stumped Sell, who knew that no such quantity could be made on the limited machinery available to him. While he was puzzling how to solve the problem, the telephone rang. It was the purchasing agent for the Red Cross, who said: "I realize this is rather sudden, but we want to place a firm order for a million tins a month. We'll give you an order for two years so you can equip yourself with proper machinery and get the necessary priorities."

The International Red Cross made Sell's *pâté* a must in every prisoner-of-war food parcel. Like the American cigarette, it acquired a high trading value. Prisoners collected twenty or thirty tins and, with no need for any other food, could survive after an escape.⁸

⁶ "Specialties", *The New Yorker*: Profiles: A three-part series on Henry Blackman Sell, Richard H. Rovere, I-Revising Meat, March 27, 1948, p 34

⁷ *A Talent for Living: The Story of an American Original*, Janet Leckie, Hawthorn Books, New York, 1970, pp. 203-204

⁸ *A Talent for Living: The Story of an American Original*, Janet Leckie, Hawthorn Books, New York, 1970, p. 205



1941, Outer packaging for an American Red Cross POW Food Package

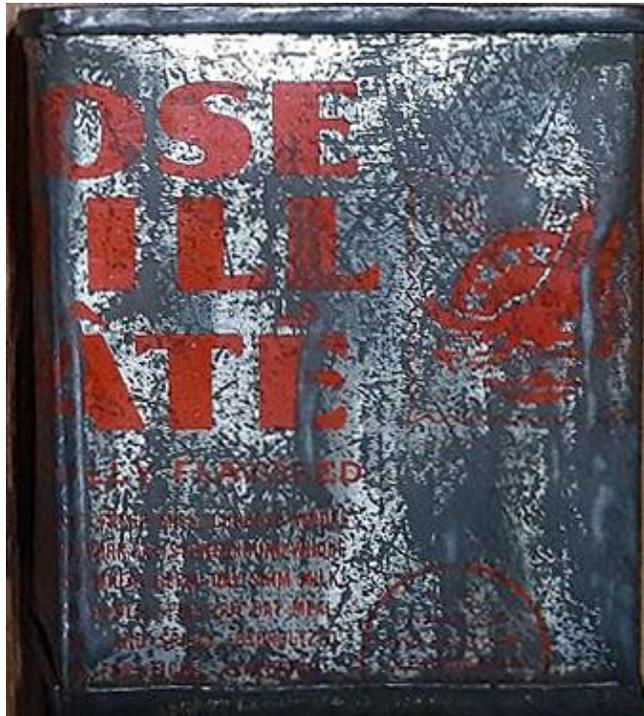


1941, Typical American Red Cross POW Food Package, showing a can of "Liver Paste", produced by Henry Sell

And continuing: 1942

Soon after the Red Cross work began, it became obvious that it was important and would continue for a lengthy period. Henry, who felt there might be some problems about conflict of interest, reluctantly resigned from the Department of Agriculture.⁹

With his resignation from the Department of Agriculture, Henry Sell was free to sell his liver *pâté* to the general public as well as to the Red Cross. Public sales of the product began in 1942. It was offered by the company Sell's Planned Foods, under its original name Rose Mill¹⁰ *Pâté*. At first the product was offered only in New York.



1942, Rose Mill Pâté (flattened) container from an American Red Cross POW food package. This is a very rare image that shows the name of this product, which was produced in the tens of millions during World War II.

And continuing: still 1942

Since both the liver and the tin containers were still rationed, there was not yet enough product available to make any wider distribution. Most of our business up to then had been with the American Red Cross. Keeping up with the procurement and manufacturing problems involved in their order for a million tins a month had kept us pretty breathless. We were grateful for even the limited supplies we were now allowed to purchase for the manufacture of liver *pâté* to be sold to the public.

Before it was possible to offer even this limited quantity to the public, it had been necessary to leap over a variety of hurdles. First, we had to be assigned allocations of scarce raw ingredients,

⁹ *A Talent for Living: The Story of an American Original*, Janet Leckie, Hawthorn Books, New York, 1970, p. 206

¹⁰ Rose Mill was the name of a farm in Connecticut owned by Earle McHugh, an executive for the publishing empire of William Randolph Hurst.

then we had to locate someone willing to sell them to us. Next, we confronted the Office of Price Administration, to whom we were obliged to present products of a like nature currently being marketed so that we might be given a classification and a price. This series of steps was required because neither our company nor our product had existed before the war.¹¹

Soon, Rose Mill Pâté was available throughout the entire country, as an advertisement from March of 1942 in a California newspaper attests.

FOR VICTORY--BUY UNITED STATES DEFENSE BONDS AND STAMPS

LEVY BROS. FANCY FOODS and BEVERAGES

Specials for March 19th to 21st. Free Delivery. Phone 2700 or 5000

<p>Hunt's Supreme Freestone Peaches In a favorite "home style" pack. Stock up! No. 2 1/2 size tins. 6 tins \$1.69 each 30c</p>	<p>Pride of California TOMATO JUICE A great peninsula favorite. Packed by Hunt Bros. No. 1 tall tins. Single tins 10c. Case of 48. 12 tins \$1.09 \$2.90</p>	<p>Pickled Walnuts . . . Made in England. Morton's brand. Large 12-oz. jar. . . . each 99c</p> <p>Portuguese Sardines. Skinless and boneless. Extra fancy. 3 1/2-oz. tins. 3 tins \$1</p>
<p>Rose Mill Pate A new treat. For hors d'oeuvres and salads. 8-oz. jars 59c</p> <p>Kipperd Sturgeon Bowden's fancy quality and pack. 7 1/2-oz. size lbs. tin 67c</p>	<p>Pride of California ROYAL ANNE CHERRIES Full blush cherries of exceptional flavor. Single tins 32c. 3 tins 89c</p>	<p>Hunt's Luscious BLACK CHERRIES Glistening black, delicious heavy syrup. No. 1 tall tins 3 tins 59c each 21c</p>
<h3>LIQUORS :: WINES</h3> <p>(prices quoted include excise tax)</p> <p>California Port, Superior, Muscatel and Angelica wines, gal. \$1.39</p> <p>California Sauterne, Zinfandel, Burgundy and Brandy wine, gal. \$1.19</p> <p>Santa Lucia Vermouth, Your choice of sweet or dry, qt. 63c</p>		
<p>5 Yr. Old Crystal Springs Bourbon Whiskey Exclusive with Levy Bros. Qt. \$1.98. pt. \$1.05</p>	<p>Grand MacNish 10 Yr. Old Scotch Whiskey An excellent import. Case of 12 4 1/2 lbs. \$11.71. 5th \$3.69</p>	<p>Freshly Roasted COFFEE of quality</p> <p>Prize Medal Coffee 1 lb. 3 lbs. 93c 32c.</p> <p>Hawaiian Kona Coffee 1 lb. 3 lbs. 99c 35c.</p> <p>Mocha and Java Angola Coffee. 1 lb. 44c. 3 lbs. \$1.26</p>
<p>Hillsboro Gin, 100% neutral grain spirits, 5th. \$1.43</p> <p>Cognac Brandy, 100% pure, 5th. \$1.05</p> <p>White Horse Scotch, 8 years old, 5th. \$4.30</p>	<p>HEUBLEIN'S CLUB COCKTAILS Ready to serve Manhattan, Dry Martini, Old Fashioned, Side Car and Daiquiri mixtures. 5th \$2.90. Pint \$1.81</p>	<p>MIXERS</p> <p>SIESTA WATER \$1.50 Qt. 15c. 12 cts.</p> <p>BELEAST GINGER 23c A.F.C. 2 qts.</p>
<p>Ramona Beer, Golden State Brewery product. Case of 24 bottles, \$1.40. Non-Alcoholic. Bottled in Europe. 4 bottles, 27c</p> <p>Club Rum, 5th. \$1.89</p> <p>Western Beer, Lucky Lager or Stout. Case of 24 bottles, \$1.05. 3 bottles 26c</p>	<p>Delicatessen</p> <p>Holland Herring . . . Freshly marinated 2 for 25c</p> <p>Homemade Enchiladas . . . with special sauce. . . . ea. 20c</p> <p>Wisconsin Cheddar Cheese, 2 years old lb. 39c</p> <p>Delicately Baked Half Hams</p> <p>Cooked with wine sauce. each \$1.89</p> <p>Fresh Shrimp Salad . . . Friday only pt. 35c</p> <p>Luncheon Meats . . . sliced. Assorted lb. 43c</p> <p>Armour's Pure Lard . . . in bulk 2 lbs. 21c</p> <p>Genuine Finnan Haddie . . . best quality. lb. 39c</p> <p>Delicatessen Orders Please Call 2700</p>	

The Times (San Mateo, California) • 18 Mar 1942, Wed • Page 5

18 March 1942, *The Times of San Mateo, California*, advertising a 9-ounce jar of Rose Mill Pâté for 59 cents

¹¹ *A Talent for Living: The Story of an American Original*, Janet Leckie, Hawthorn Books, New York, 1970, pp. 207-208

And continuing: still 1942

Despite all the difficulties, however, Henry Sell knew he wanted to be in the food business and that his liver *pâté* was going to be a great success with the public. Because he wanted eventually to have the widest possible distribution, Henry Sell believed radio was the ideal advertising medium. To spearhead his campaign, he engaged the interest and the services of radio's fascinating team, Ed and Pegeen Fitzgerald. Millions of listeners soon thought of him as "Uncle Henry," as Ed took to calling him.¹²

Radio Advertisers

WARD BAKING Co., New York, began sponsorship Nov. 9 of the program *Tip-Top o' the Morning*, on WEEI, Boston, Mon. thru Sat. 7-7:15 a.m. The program features Carl Moore and Ray Girardin, and is presented for promotion of Tip-Top Bread. Format of the show is strictly informal, consisting of songs by Moore and Girardin, piano playing by Moore, and humorous patter. Jack Lawrence announces. Agency is J. Walter Thompson & Co., New York.

AMERICAN SCHOOL, Chicago, offering high school home study courses, has started sponsorship of weekly quarter-hour program titled *Music Hours With Milton Charles* on WBBM, Chicago. Account was placed through Buchanan & Co., Chicago.

LITTLE CROW MILLING Co., Warsaw, Ind. (Coco Wheats) is sponsoring a quarter-hour juvenile program six times a week on WLS, Chicago, featuring Jay Gould as "Uncle Jay".

O'KEEFE & MERRITT Co., Los Angeles (gas stoves, appliances), in a local institutional campaign which started Oct. 26 for 52 weeks is using daily spot announcements on KTL, in addition to a thrice-weekly quarter-hour newscast on KFI. Richard B. Atchison Adv., Los Angeles, has the account.

BLUE BIRD POTATO CHIPS Inc., Oakland, Cal. (Laura Scudler food products), is continuing its Northern California spot campaign in selected markets, having renewed Nov. 9 for six weeks daily announcements on KTN that city: KMYC. Marv-

PROFESSIONAL SERIES New England Optometrists Combine Sponsorship

WEIM, Fitchburg, Mass., is presenting a transcribed series each Sunday titled *The Marvel of Vision*, produced by the Better Vision Institute. The program is unusual in that it is sponsored by a professional group. All optometrists in Fitchburg, Gardner, Leominster and Winchendon join in the presentation.

The program is completely institutional, commercial time being used for two purposes: (1) To promote greater attention to care of the eyes, and (2) To acquaint the public with the services of an optometrist as compared to similar practices. Names of individual contributors are not mentioned. They are referred to only as the optometrists of the cities participating. The program was sold by means of a meeting and audition, arranged by the station and attended by the entire group.

B. C. TREE FRUITS Ltd., Vancouver (apples) has started spot announcements on a number of Western Canadian stations. Account was placed by Canadian Advertising Agency Ltd., Kelowna, B. C.

REGENT KNITTING MILLS Ltd., Montreal (knitting wool) has started spot announcements for its baby knitting book on CKAC, Montreal. Account was placed by Stevenson & Scott Ltd., Montreal.

LONGINES-WITNAUER Co., of Canada Ltd., Montreal (Longines Watches) has started Sunday half-hour transcribed programs on a number of Canadian stations. Account was placed by Russell T. Kelley Ltd., Montreal.

Falls City Beer Using 10 Hours on One Outlet

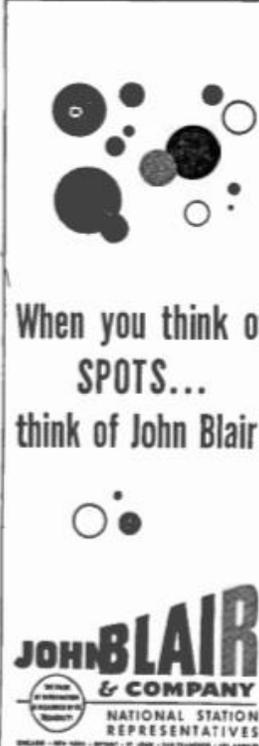
FALLS CITY BREWING Co., Louisville, through Anfenger Adv. Agency, St. Louis, has placed 10½ hours of advertising weekly on WGKV, Charleston, W. Va. Set for a 52-week run, the campaign includes UP newscasts, sports and late evening dance sessions, Monday through Saturday.

Utilizing their consumer slogan, the programs on WGKV are titled *Morning News Get Together*, *Let's Get Together on Sports*, *11th Hour News Get Together* and *Let's Get Together and Dance*. Joe Matthews, WGKV sportscaster, and Sam Balter are featured on the sports show. Ray Penner handles the late evening shift. Series is produced by Vernon Moreluck, radio director of Anfenger from the agency's St. Louis office.

McCann Hour Sponsors

WITH THE addition of Pinned Foods, New York, and Florida Citrus Exchange, Tampa, Fla., as sponsors of the Alfred W. McCann *Pure Food Hour* on WOR, New York, the five-weekly program now has a total of eight sponsors. Agency for Pinned Foods, makers of Rose Mill Pâté Grn., is Blaker Adv., New York, while W. W. Garrison Co., Chicago handles the Florida Citrus Exchange account.

TO PROMOTE the start Nov. 9 of the new Lockheed & Vega Aircraft Corp. program starring Orson Welles, CBS has issued a large red-white-and-blue folder on the story of American aviation, along with its usual program promotion envelope.



When you think of
SPOTS...
think of John Blair!

**JOHN BLAIR
& COMPANY**
NATIONAL STATION
REPRESENTATIVES

CHICAGO - NEW YORK - BOSTON - ST. LOUIS - SAN FRANCISCO - LOS ANGELES

16 November 1942, *Broadcasting* magazine, showing Planned Foods Company Rose Mill Pâté as a new advertiser on the Alfred W. McCann *Pure Food Hour* on WOR radio. (Blaker Advertising Agency was Henry Sell's advertising agency.)

¹² *A Talent for Living: The Story of an American Original*, Janet Leckie, Hawthorn Books, New York, 1970, p. 208

Rose Mill *Pâté* continued to be sold throughout the country and continued to be included in Red Cross POW packages 1942, 1943, and 1944 with great success.

Then, in September of 1944, the product name was changed to "Sell's Liver *Pâté*". This name was made official in December of 1945. At about this time, the name of the company was also changed from "Sell's Planned Foods, Inc." to "Sell's Specialties, Inc." In addition, at about this time, the packaging of the product was changed from a 9-ounce jar to a 6-ounce can.

418,168. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) HOSSEGER'S & Co., also doing business as Honegger Feed Mills, Forrest, Ill. Filed Nov. 24, 1944. Serial No. 470,842.



FOR FEED FOR BABY CHICKS.
Claims use since 1936.

418,166. (CLASS 44. DENTAL, MEDICAL AND SURGICAL APPLIANCES.) BOY W. DE WELLES, Kansas City, Mo. Filed Nov. 24, 1944. Serial No. 476,830.



FOR APPARATUS FOR IRRIGATING THE HUMAN BOWELS.
Claims use since September 1940.

418,167. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) ERGENE BERTSCHE, doing business as Arlene Chocolate Co., Brooklyn, N. Y. Filed Nov. 29, 1944. Serial No. 476,909.



FOR CANDY.
Claims use since May 22, 1944.

418,168. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) KNAPP, SHREFFY & KOELLE, Donna, Tex. Filed Dec. 9, 1944. Serial No. 477,261.

GOLD SKIN

FOR FRESH CITRUS FRUITS.
Claims use since Sept. 27, 1944.

418,169. (CLASS 22. GAMES, TOYS, AND SPORTING GOODS.) HOLGER LAWSON, doing business as Lawson Machine Works, Montreal, Quebec, Canada. Filed Dec. 16, 1944. Serial No. 477,626.

LAURENTIAN

FOR FISHING RODS AND FISHING REELS.
Claims use since June 6, 1944.

418,170. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) SELL'S PLANNED FOODS, INC., New York, N. Y. Filed Dec. 16, 1944. Serial No. 477,667.



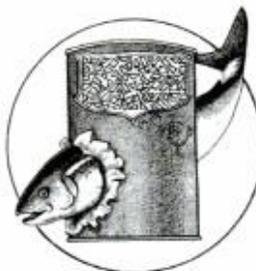
FOR LIVER PASTE MIX.
Claims use since Sept. 28, 1944.

418,171. (CLASS 6. CHEMICALS, MEDICINES, AND PHARMACEUTICAL PREPARATIONS.) KOPFERA COMPANY, Inc., Kearny, N. J. Filed Dec. 23, 1944. Serial No. 477,987.

CAMPHORETTES

FOR CAKES OF REFINED NAPHTHALENE WITH GUM CAMPHOR FOR USE AS A MOTH PREVENTIVE.
Claims use since December 1918.

418,172. (CLASS 46. FOODS AND INGREDIENTS OF FOODS.) J. T. LAIR, doing business as J. T. Lair Co., Seattle, Wash. Filed Jan. 3, 1945. Serial No. 478,180.



FOR CANNED SALMON.
Claims use since July 27, 1921.

STOX Soup Mix

 Pkg. **10c**

FOODS OF HIGH QUALITY

IGA
TOMATO JUICE
 16-Oz. Can **20c**

PURE CINNAMON . 1½-Oz. Pkg. 9c
 PUMPKIN PIE SPICE, 1½-Oz. Pkg. 9c
 WOODBURY SOAP . . . 3 Bars 23c
 BAKING SODA Arm & Hammer Lb. Box 7c
 SNO-KREEM SHORTENING, 3 Lbs. 67c
 IGA SOAP GRAINS . . Lge. Pkg. 21c
 BAKING POWDER Chickens Gist 10-Oz. Can 9c

Phoenix Coffee

 1-Lb. Glass Jar **33c**

DAISY
GREEN BEANS
 No. 7, Can **18c**

OLD RELIABLE
COFFEE
 1-Lb. Glass Jar **33c**

Fresh FRUITS & VEGETABLES

IGA Royal Guest
CUT GREEN BEANS
 No. 2 Can **16c**

GRAPEFRUIT Pink or White Seed 2 Lge. 15c
 EMPEROR GRAPES, Calif. . . Lb. 20c
 ORANGES, Lge. California, Texas or Florida Doz. 40c
 POTATOES, Mich. . . 10 Lbs. 39c
 POTATOES, Idaho . . 10 Lbs. 45c
 POTATOES, Maine . . 10 Lbs. 45c
 CELERY, Pascal or Bleached, Lge. 15c
 HEAD LETTUCE . . Lge. Size 10c

Fishes Martha Washington
MINGEMEAT
 Branded,
 16-Oz. Jar **79c**

Kellogg Factory, Special Size
PEAS
 No. 2 Can **19c**

TRUE BLUE
MINGEMEAT
 1-Lb. Jar **39c**

IGA
SPINACH
 No. 1 Can **15c**

MEATS

SELLER'S
LIVER PATE
 2 Cans **35c**

MORTON'S SALT

 1 Pkg. **15c**

CHUCK ROAST Lb. 27c
 SWISS STEAK Lb. 35c
 LOIN STEAK Lb. 39c
 OX TAILS Lb. 22c
 BEEF LIVER Lb. 32c
 PURE GROUND BEEF . . Lb. 28c
 PORK LIVER Lb. 19c
 PORK BRAINS Lb. 19c
 PURE PORK SAUSAGE . . Lb. 35c
 FRESH PORK FEET . . . Lb. 9c

FLAKO
PIE CRUST
 Pkg. **14c**

VINE RIPE
GATSUP
 16-Oz. Bottle **18c**

FANCY
Seedless Raisins
 11-Oz. Box **14c**

GOLD MEDAL
FLOUR
 25 Lb. Bag **\$1.17**

Freshest Flavor Ever . . .
JELKE'S
GOOD LUCK
 MARGARINE

 25¢ Pkg. 1 Lb.

Comet Whole Grain
RICE
 11-Oz. Pkg. **9c**

PARK and SHOP

1000 SOUTH WALNUT STREET JUST NORTH OF WILLARD

09 November 1944, Muncie Evening Press of Muncie, Indiana, advertising two (6 ounce) cans of Sell's Liver Pâté for 35 cents



GROCKER - CONSUMER
PLEGED TO
KEEP PRICES DOWN
ANTI-INFLATION CAMPAIGN

BUY WAR BONDS

SELLS LIVER
PATE
2
6-Oz. Cans
35c



08 February 1945, *Muncie Evening Press* of Muncie, Indiana, showing the new, 6-ounce can for Sell's Liver Pâté

Snacks for six? Quick, the can-opener. There you are, friends without more ado. it's a new *pâté* made of pork livers, of fresh pork, or pork fat, of soup stock, of wheat germ. There's dried skim milk in the mixture, and French-fried onions, pulverized to powder, and dried brewer's yeast for its vitamin impact, and seasonings, of course! A tin of six ounces is priced around 17 cents and is selling right now in hundreds of stores in New York City and other cities right across the nation. Its name is Sell's Liver Pate, made by Henry B. Sell, of Sell's Planned Foods, 501 Madison.

This *pâté* is a great, great grand-daughter of the Rose Mill liver *pâté*, remember? That came along with the war. That Rose Mill *pâté* was the civilian version of a protein-fortified *pâté* Mr. Sell was packing—and still is, for that matter—for Red Cross shipment abroad. The new liver spread still carries a double-barreled load of nutrition, but nevertheless is sophisticated and pleasant eating. It makes a quick spread for sandwiches. It combines easily with other flavorful ingredients such as chopped celery and onion to heap on a cracker.

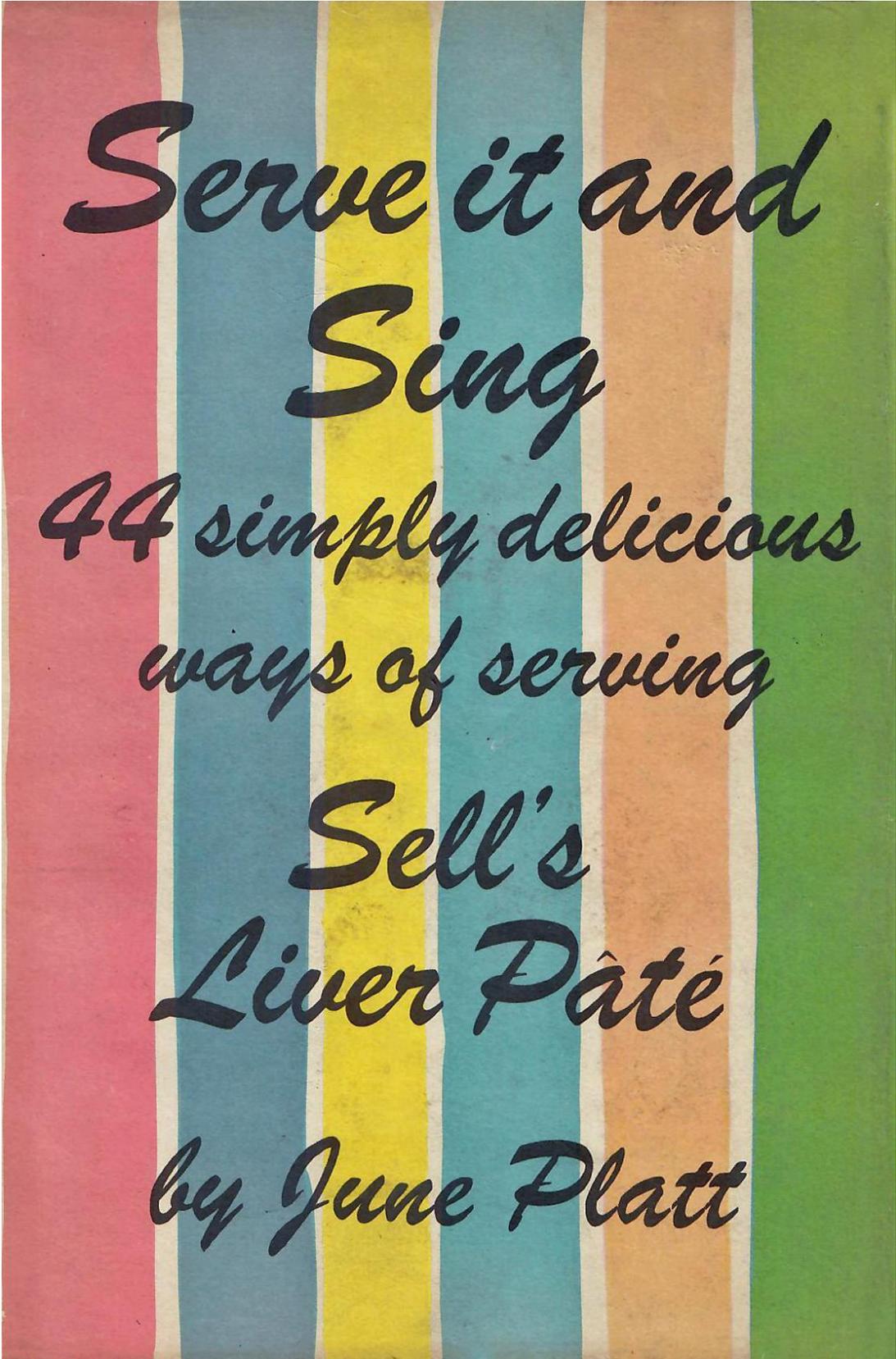
It's not a gourmet's delicacy such as that *pâté de foie gras* that once came from France, re-refrigerated every mile of the journey, that was made of the liver of the fatted goose of Strasbourg. It was truffled and sealed over with its own rich butter, a stuff smooth as silk and twice as subtle, exciting to the palate with its flavor so faintly decadent. Mr. Sell's *pâté* isn't like that, of course, but it doesn't cost you a fortune. It's a sound, simple *pâté* with a fresh, pleasant taste, and is not overly seasoned. It curls the mouth with anticipation—but not voluptuously.

January 1945 Excerpt from *Gourmet Magazine* "Food Splashes" article, detailing the transition from Rose Mill *Pâté* to Sell's Liver *Pâté*

And continuing: 1944

To be ready for the time when we would be able to buy freely all the needed supplies and containers, Henry pressed June Platt, an old friend talented in the culinary as well as the graphic arts, to devise a variety of recipes using Sell's Liver Pate. She undertook the commission and after a summer of work produced a book titled *Serve It and Sing*. The subtitle read: "44 Simply Delicious Ways of Serving Sell's Liver Pate." Alfred A. Knopf published it as a Borzoi Book in 1945, a few months before the war ended. He gave it a beautiful design and printing. June Platt did six charming pen-and-ink drawings, one to introduce each chapter. They were printed on six different colors of paper. Said June Platt about her reasons for getting involved in the project: "Liver *pate* is one of Henry Sell's many pet enthusiasms, and whenever Henry gets excited about anything, his friends simply have to follow suit and get excited too."¹³

¹³ *A Talent for Living: The Story of an American Original*, Janet Leckie, Hawthorn Books, New York, 1970, p. 208



*Serve it and
Sing
44 simply delicious
ways of serving
Sell's
Liver Pâté
by June Platt*

*Serve it and Sing: 44 simply delicious ways of serving Sell's Liver Pâté,
June Pratt, 1945, cover*

And continuing: 1945

Soon Sell was busy working out a merchandising program and making plans to expand into a line of products. The first two were *pâtés* in which chicken and deviled ham took the place of liver in the formula. Then half a dozen other products followed, including Braised Beef, Beefsteak and Kidney, and Corned Pork Hash. Although Sell's Specialties was far from a giant in the business in terms of sales, in prestige it probably ranked first. *Gourmet* described Sell's products as "inspired canning." *Woman's Home Companion*, *Mademoiselle*, and *Town & Country* all used superlatives to describe the products. Clementine Paddleford, of the *Herald Tribune* Home Institute, called Sell's Corned Pork Hash a "heavenly hash," and praised not only the meat but the potatoes as well. "They have texture," she said, "and are not a mashed mess." We had achieved the effect, at Henry's insistence, by using expensive Idahos instead of run-of-the-mill potatoes.

The Second World ended in Europe on 07 May 1945 and in the Pacific on 02 September 1945. Thus, there was no longer a need for prisoner of war food packages. However, Europe had been devastated by the ravages of the war. Thus, there was a new need: to help the survivors. To help fill that need, a new organization—CARE—was created.¹⁴

And continuing: 1946

One day in 1946 Maurice Pate, for whom Henry had developed a warm affection during the rigorous days of the Red Cross project, called to say he would like some help and advice. Henry gave a prompt yes to the request, which turned out to involve a private relief organization called Cooperative for American Remittances to Europe (CARE), which had sprung up at the close of the war to attempt to deal, at least in part, with the widespread post-war misery on the Continent. The organization had shown an ingenuity, flexibility, and efficiency often lacking in Government agencies. For ten dollars anyone in the United States could provide family or friends in Europe with ready-assembled food packages of excellent quality, with transportation and guaranteed delivery included. At that time, packages sent through regular channels by private individuals were subject to heavy loss, theft, and damage.

General William N. Haskell, first executive director of CARE, had arranged with the War Assets Administration for the purchase of the surplus "10-in-1" [the old POW] rations that were in warehouses when hostilities ceased. With the end of the surplus ration packages in sight, the question was whether to disband the organization or design and assemble additional packages and continue to ship. General Haskell felt that something far superior to the Army package could be designed, but he had neither food people nor nutritionists on his limited staff. His question: Could Henry Sell, with his experience in the origins of the prisoner-of-war parcel, be able to suggest a well-balanced package of about twenty-two pounds of food that could be delivered overseas for ten dollars? It was just the kind of problem Henry likes best, so he set to work. Before long, an excellent package had been designed and presented to General Haskell.

At about that same time, Paul Comly French, a Quaker with a broad background in charity work, had been called in to advise on ways to cut down overhead and speed up deliveries. So

¹⁴ From <https://www.history.com/news/the-first-care-package>: On May 11, 1946, relief arrived from across the ocean as the cargo ship *American Traveler* steamed into the war-torn city's harbor with a shipment of food—and hope. Aboard were 15,000 brown cardboard boxes paid for by the Cooperative for American Remittances to Europe (CARE), which had been founded the previous year to bring humanitarian aid to millions starving in post-war Europe. These first "CARE Packages" contained everything from whole-milk powder and liver loaf to margarine and coffee. The contents of CARE Packages soon expanded to include soap, diapers, school supplies and medicine as well as fabric, thread, and needles to allow recipients to make and mend clothes.

impressive were his recommendations that when General Haskell resigned in November, 1946, the board of directors of CARE hired French to be the new executive director. Immediately Paul French began to put his reforms into effect. The program produced spectacular results: The sale of packages quickly rose from five thousand to twenty thousand per day.

Sell's Specialties was invited to bid on the canned meats. We won the contract both on price and excellence of product. Thus, for Henry Sell began work on another exciting project, with another creative man, Paul French, who, like himself, believed that if an idea had merit, means could be found to carry it through successfully. Not only did Sell's Specialties supply products but Henry Sell became an enthusiastic unpaid promoter and public relations worker for the project. He set himself the personal task of selling as many parcels as possible. In October, 1947, he went to his old friend Fred Lewis at the Hearst International Magazine Company, which owns, among other publications, *Good Housekeeping* and *Harper's Bazaar*. Henry suggested that a CARE parcel be sent to each of the employees at the National Magazine Company, Ltd., their London branch. Fred Lewis agreed, and Henry Sell joyfully wrote the news to his old friend there, B. Y. McPeak. Delighted, Ben McPeak responded: "I know the recipients of the parcels—which we are hoping, if possible, to distribute by Christmas—will be surprised and thrilled." Also, during the holidays that year Henry Sell gave a gala party for Paul French at Henri Soule's Pavillon restaurant, during which it was announced that hundreds of packages would be sent for general distribution to children abroad.¹⁵

¹⁵ *A Talent for Living: The Story of an American Original*, Janet Leckie, Hawthorn Books, New York, 1970, pp. 250-251



1947, A typical CARE Package, showing Sell's Liver *Pâté*
(as well as Sell's Corned Beef Loaf and Sell's Braised Beef in Gravy)

Sales of Sell's Liver *Pâté* continued unabated throughout the remainder of the 1940s and into the 1950s. In about 1947, the size of the can was changed from 6 ounces to 4½ ounces. But otherwise, the product remained unchanged.

Then in 1959:

When Henry reached his three-score years and ten, on November 14, 1959, he and Anne Sharkey and I decided it was time to begin passing the very demanding job of president of Sell Specialties into younger hands. Several attractive offers had been made for the business. The big issue, with us, was to find someone who really believed in quality so that our products would never be corrupted. They would, after all, continue to carry Henry Sell's name. The decision was to sell our little business to the William Underwood Company, makers of Underwood's Deviled Ham, a firm with a long reputation for quality. Henry Sell was also impressed with the worldly elegance of George Seybolt, a young man who had recently taken over the presidency of the privately held

firm. After some months of negotiation, the transition was made, and Henry entered his eighth decade with some free time on his hands, although he stayed on as a consultant. . .¹⁶

Thus, in 1960, Sell's Liver *Pâté* entered a new phase. For almost 20 years, the product had been lovingly watched over by its creator, Henry Sell. Now, it had been passed on to new hands, those of the William Underwood Company.¹⁷

And the William Underwood Company faithfully produced Sell's Liver *Pâté*, it is believed with the original formula, for 22 years.

Then in 1982:

Underwood, which up to this point had been privately owned by the Underwood family, was sold to Pet, Inc., in 1982. B&M Foods was included as part of the sale, and the Underwood headquarters building in Westwood, Massachusetts, was closed as a result. Thirteen years later, in 1995, the Pillsbury Company acquired Pet, Inc., and began a modernization process that included warehousing, production, and processing. In 1999, New York's B&G Foods acquired the Underwood foods business, including the line of Underwood's canned meat spreads, sardines, B&M products, and Accent.¹⁸

B&G Foods has now produced Sell's Liver *Pâté* for 21 years¹⁹ and counting. (Somewhere along the line, in this long list of owners, the can size was changed to 4.25 ounces.)



2020, Sell's Liver *Pâté*. The label has hardly changed in 80 years of production.

Over the last 60 years (since it was first sold to Underwood in 1960), the right to produce Sell's Liver *Pâté* has been passed to four companies—Underwood, Pet, Pillsbury, and finally B&G. With a history

¹⁶ *A Talent for Living: The Story of an American Original*, Janet Leckie, Hawthorn Books, New York, 1970, pp. 250-251

¹⁷ The author of this history has a personal connection to Sell's Liver *Pâté* and its creators. I knew Henry Sell for many years through Mr. Sell's business partner and friend, Janet Leckie, who was my aunt Jennie. Thus, I know from personal experience the following: When Henry Sell was in the process of selling Sell's Specialties to William Underwood Company, my aunt Jennie told me that Underwood had tried to develop a liver spread of their own, but they were never satisfied with the end result. Henry Sell had developed a process such that his *pâté* had a fresh pink color when the can was first opened. In their attempts to develop a liver spread, Underwood could not duplicate that fresh color. Their liver spread was always brown, even when the can was just opened. The color did not affect the quality of the product, but it did affect the psychology of the consumer. My aunt told me that that was one of the principal reasons that Underwood wanted to purchase Sell's Specialties: To get the trade secret of that pink color.

¹⁸ From: https://en.wikipedia.org/wiki/William_Underwood_Company

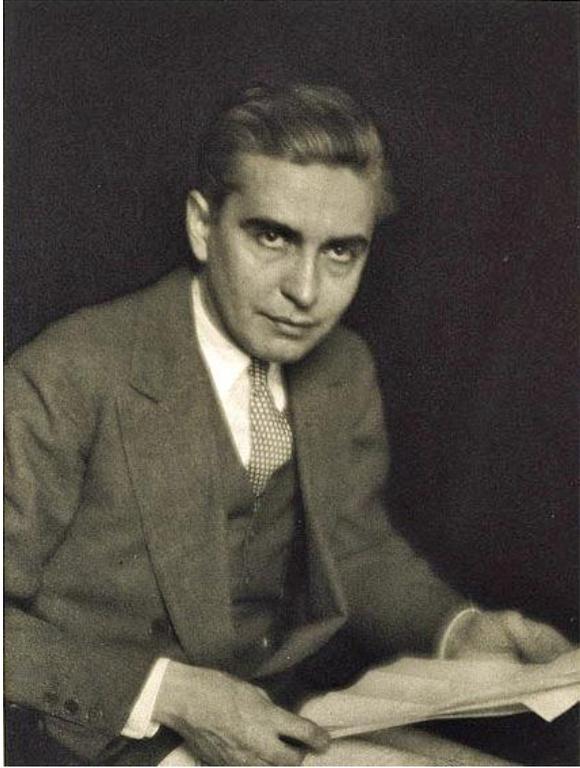
¹⁹ As of the year 2020.

like that, a lesser product would probably have been discontinued long ago. However, not Sell's Liver *Pâté*. Its following today is, perhaps, greater than it has ever been. For example, it is listed as two of the top four products on the "Amazon Best Sellers" list in the "Foie Gras & Pâtés" category.

It is a lasting tribute to Henry Blackman Sell, who developed such a wonderful product way back in the 1940s, that Sell's Liver *Pâté* still has such a loyal following today, 80 years later. And its following is for good reason: Sell's Liver *Pâté* has a great taste and texture and, most importantly, it has a wonderful nutritional value—all at a reasonable price.

Appendix

Related Pictures and Documents



Henry Blackman Sell in 1925



Janet Thompson Leckie in 1943

* * *

CONSOLE THE EPICURES

4—The food columnists in the glossy magazines have been writing about this Rose Mill Pate—but, hunt high and low, we couldn't find it here till just this week!

Just this week it's arrived in Pittsburgh, to console the epicures for the loss of their pate de foie gras—and to entrance the neo-epicures who haven't even known what they were missing up to now!

It's American made. Not of goose livers, of course, but of pork livers and all sorts of wonderful seasonings and stuff, to supply an equally delicate flavor.

It comes in big jars at 55 cents (very reasonable) or two for \$1—so you can chill it and slice it down. French fashion, if you don't want a sandwich spread.

Serve this pate as a first course with melba toast on the side. Serve it as an accompaniment to salad.

Mix it with butter and spread it on canapes, or add watercress, chives, nuts, or what like you.

This mixture also mates beautifully with eggs, or other casserole dishes—can be a whole meal in itself, with a green salad on the side.

Incidentally, it will keep in any cupboard, until opened. You needn't take up room in the refrigerator.

* * *

IT'S SO
GOOD

4—We didn't know our own strength when we first told you of Rose Mill Pate—we thought we had just discovered a delicious sandwich spread, and maybe a salad accompaniment on the side!

But now it develops that this epicurean mixture is not only delectable, but is full of vitamins and other popular ingredients.

Made according to the fashion of European households in the good old days, it starts with pork livers and seasonings—but it goes on from there to soya meal, whole wheat, wheat germ, milk, and whatnot, the most vitamindful things we know.

Eat it cold, sliced with salad. Eat it hot in a wonderful hash.

Try it as an appetizer (there are dozens of suggestions in their recipe leaflet)—use it for stuffing eggs, peppers, mushrooms, or tomatoes, or mixed up with omelet instead of ham.

The flavor is hard to describe (not liver sausage, not hamburger, not pate de foie gras)—as we said before, it's most like the "pate de maison" that one used to meet in every provincial French inn.

But anyway it's so good (and nourishing) they're including it in many of the Prisoners of War parcels—and the price is only 55 cents, or two cans for \$1, which saves on your meat budget, too.

You'll be eating it!

Polly X

26 June 1942, Pittsburgh Post-Gazette, Pittsburgh, Pennsylvania, article on Rose Mill Pâté

ROSE MILL PATE SURPRISE. For six salads, chop one jar of chilled ROSE MILL PATE into medium sized pieces. Add 1½ cups chopped celery, 4 tablespoons chopped chives and 6 tablespoons mayonnaise. Fill centers of six partially quartered whole tomatoes with the mixture and garnish with mayonnaise, paprika and olives. Serve on crisp lettuce leaves with melba toast or hot buttered rolls. ROSE MILL PATE is easy on your ration points. Only TWO POINTS for a jar which makes 6 large salads. Have you had trouble getting ROSE MILL PATE? It is now available in EVERY Gristede and Peter Reeves store. Also at Big Ben Super Markets and Kings Super Markets. Also at Packard Bamberger. If your regular grocer does not carry any ROSE MILL PATE, he can obtain it quickly by calling his wholesaler. If you cannot buy ROSE MILL PATE, write to: PLANNED FOODS INC 501 MADISON AVE., NEW YORK 22, N. Y.

28 August 1943, New Yorker Magazine
(From: https://archive.org/stream/New_Yorker_Magazine_1943-08-28/New_Yorker_Magazine_1943-08-28_djvu.txt)

FIND CLIP PRI

Kings

It's Back To School Time for the Youngsters — and Back To Saving Time for Homemakers at Kings



BACK TO SCHOOL Time!

Send the Children to Class With A Hearty Breakfast

- | | |
|---|--|
| ROASTER-FRESH
ASTOR COFFEE lb. 27c | QUAKER
FARINA 28-oz. pkg. 15c |
| PRIDE OF THE FARM
CAT SUP 14-oz. bott. 15 points 15c | DELICIOUS HOT CEREAL
MALTEX pkg. 22c |
| LIBBY'S HAWAIIAN
Pineapple Juice No. 2 can 10 points 16c | NEW SHAPE and CRISPNESS
CORN KIX pkg. 11c |
| VAN CAMP'S
Evaporated Milk 3 full cans 7 point each 27c | POST
TOASTIES 5c
Reg. Pkg. |
| AUNT JEMIMA
PANCAKE FLOUR pkg. 10c | SUNSHINE
RIPPLED WHEAT pkg. 9c |

KITCHEN FRESH Miracle Whip

Miracle Whip pint jar **25c**

THE MAKINGS FOR BETTER LUNCHES

SANDWICH FILLINGS In Abundant Variety

- REALLY FINE **GRATED TUNA** 3 red points 29¢
- HONEY BRAND **MEAT LOAF** 3 red points 35¢
- UNDERWOOD'S **DEVILED HAM** 1 red point 18¢
- MILLER'S **SOYA SPREAD** no point 23¢
- MIRACLE SANDWICH **SPREAD** 4¢
- BLUE PAUL LACQUA **Prune Butter** 14¢
- REXLEY STRAWBERRY OR RASPBERRY FLAVORED **HONEY** 10¢
- THUNDERBOLT ALURED BY McCANN **Rose Mill Pate** 49¢
- BELLEVUE **APPLE BUTTER** 16¢
- MUSSELMAN'S **APPLE JELLY** 24¢

- WHITE ROSE TOMATO JUICE**
- 12-oz. can **7c** 2 blue points
 - 18-oz. can **11c** 3 blue points
 - 26-oz. glass **16c** 5 blue points
 - 96-oz. can **53c** 14 blue points

- S & W CREAMY WHITE APPLE JUICE**
- 2 12-oz. bott. no points **29c**

- S & W FLORIDA Grapefruit Juice**
- giant 46-oz. can **38c** 4 blue points

- NO POINTS — SILVER FLOSS Sauerkraut Juice**
- 9-oz. can **8c**

- Want To Be Slender? Make Salad With DI-ET-RO Mineral**
- Salad Oil** pt. bot. **25c** NO POINTS

- Non-Fattening Mayonnaise LEANER-MAISE**
- 8-oz. jar **21c** no points

- LIBBY'S POTTED MEAT**
- 3 1/2-oz. can **7c** 5 1/2-oz. can **10c**
 - 1 red point 2 red points

- A MEAL IN SEVEN MINUTES**
- KRAFT DINNER** 3 for 1 red point **3** pkg. **29c**
 - WHITE ROSE **CHICKEN and NOODLES** no points 16-oz. jar **36c**
 - WHITE ROSE — PIQUE **FRENCH DRESSING** 8-oz. bott. **24c**
 - 6 O'CLOCK **GINGERBREAD MIX** pkg. **17c**
 - KILLS KITCHEN ODORS QUICK **AIR WICK** COSTS LESS THAN complete 1c A DAY **69c**
 - JUICE OF 8 VEGETABLES **V-8 COCKTAIL** 2 No. 2 cans 2 points each **27c**
 - FLIGRE **Cranberry Sauce** 16-oz. jar **18c**
 - S & W NEW ENGLAND **BAKED BEANS** 12-oz. jar 8 points **16c**
 - CHECKER ALL GREEN **Asparagus Cuts** 14 blue points 16-oz. jar **20c**
 - VAN CAMP'S **TENDERONI** pkg. **5c**
 - VALERIO **RAVIOLI** 12-oz. jar **19c**
 - HURRY'S TOMATO SAUCE AND **EGG NOODLES** 12-oz. jar **21c**
 - SILVERDALE PURE **TOMATOES** 24 cans **15c**

BUTTER ALL YOU WANT! Make It Yourself With Our Handy and Economical **Butter Churns . . 1.95**

CURED AND AGED **SHARP CHEESE** 8 red points 12-oz. pound **39c**

ASSORTED FLAVORS BLUE LABEL **JAR CHEESE** 17c 2 jars for 1 red point

NON-RATIONED ITEMS

- WHITE ROSE **SHADE ROE** 61c
- ANGONIA **BREAD STICKS** 15c
- WINDSOR DASH **CREAM WHIP** 19c
- G. WASHINGTON INSTANT **COFFEE** 27c-oz. jar 66c

- Fresh Fruits & Vegetables.**
- TABLE GRAPES** SWEET CALIFORNIA lb. **19c**
 - JUICY CALIFORNIA **LEMONS** Jumbo size doz. **25c**
 - CALIFORNIA JUICE **ORANGES** 12-oz. 29c
 - JUICY SEEDLESS **GRAPEFRUIT** 2 for 9c
 - SWEET CALIFORNIA **CARROTS** full crop, bott. **9c**
 - FRESH CALIFORNIA FULL POOLED **SWEET PEAS** 12c
 - FANCY U. S. NO. 1 GOLDEN **Sweet Potatoes** 2 for 15c

IDEAL FOR SANDWICHES IT'S FRESHER WARDS BREAD loaf **11c**

- PEANUT BUTTERS** ALL SIZES—ALL BRANDS—ALL PRICES
- BEARDSLEY'S** 12-oz. jar **24c**
 - BEECH-NUT** 8-oz. jar **20c**
 - WHITE ROSE** 8-oz. jar **16c**
 - PREMIER** 8-oz. jar **34c**
 - ARMOUR'S STAR** 8-oz. jar **35c**

- BUTTER WAFERS SUNSHINE**
- HI-HO** lb. **22c**
 - SUNSHINE **Potato Chips** 5-oz. pkg. **19c**
 - KEESLER **SALTINES** 5-oz. pkg. **11c**

KINGS SUPER MARKET
127 EAST SECOND STREET • PLAINFIELD
Formerly Ben Franklin Food Centre

KINGS Will Be CLOSED All Day LABOR DAY

Grocery Prices Effective Thurs., Sept. 2, to Wed., Sept. 8.—All Other Prices for Weekend Only. * POINT VALUES SUBJECT TO OPA ADJUSTMENTS *

The Courier-News (Bridgewater, New Jersey) • 02 Sep 1943, Thu • Page 9

SANDWICH FILLINGS In Abundant Variety

REALLY FINE **GRATED TUNA** 5 red points flat can **29c**

HONEY BRAND **MEAT LOAF** 3 red points 12-oz. can **35c**

UNDERWOOD'S **DEVILED HAM** 1 red point 3-oz. can **18c**

MILLER'S **SOYA SPREAD** no point 13-oz. can **23c**

MIRACLE SANDWICH **SPREAD** no points 8-oz. jar **15c**

BLUE PAUL LACQUA **Prune Butter** 14-oz. jar **20c**

REXLEY STRAWBERRY OR RASPBERRY FLAVORED **HONEY** 16-oz. jar **40c**

ENDORSED BY ALFRED W. McCANN **Rose Mill Pate** per **49c**

BELLEVUE **APPLE BUTTER** jumbo jar **16c**

MUSSELMAN'S **APPLE JELLY** 4¢ jar **24c**

02 September 1943, The Courier-News, Bridgewater, New Jersey advertisement for Kings Super Market

Detail showing Rose Mill Pate for 49 cents per jar and endorsed by Alfred W. McCann

A poem was written about using Red Cross parcels and I include it because of the indication it gives of the importance which was attached to them. The boys who liked their grub in a tub and those who took no risk, existed - and the poem was written to send them up. The word *legge* or *leggy*, is a bastardization of the Malay word *lagi* meaning 'more'.

'Legge' was adopted into our prisoner of war language equally by R.A.F. and H.K.V.D.C men and became a word of considerable consequence. As written earlier when any meal was being served out no one was allowed to start eating until the server had satisfied himself (and so informed the gathering) that there was neither a tax to be collected or *legge* to be distributed.

Parcel bashing - for and against

*We are the boys who like our grub
And when we have it, it's in a tub.
If for a snack you have a yen
Gather round boys, here's the gen.*

*First for bulk you need it seems,
About eight bowls of rice and beans.
And we hardly think it rash
To use our milk in one big bash.
For sugar we use every dot
As for butter? All the lot.*

*And for fruit? Well why not whack it
Why mess around with half a packet?
And while you're mixing, it's rather natty
To throw in your bully and Rose Mill paté
I say you chaps, that was very nice
Has anyone got any legge rice?*

*We are the boys who take no risk
We eat our parcel sixth by sixth.
We're sad our Camels do not grate*

*And ration our butter eighth by eighth.
If you want something really nice,
Gather round - here's our advice.
First you take a single prune,
As for butter - half a spoon.
For sugar a single dot will do,
Oh! Can we afford it? Make it two!
Now cream is really quite a cinch,
Use your Nestles - just a pinch.
Mix it well into a basin
And add the juice of a single raisin.
I say chaps, that's a lot that's gorn in!
Better save half 'till the morning.*

Another page of the notebook details the contents his first Red Cross package which he received at Funatsu in 1944. The contents were (exactly as my father had it listed):

- 7 packs camels
- 1 coffee Barrington 2 oz.
- 2 packs chewing gum Dubblemint
- 1 cheese Borden's American
- 12 ascorbic acid
- 1/2 lb sugar Jack Frost
- 2 Gayla toilet soap
- 2 Emergency D chocolate
- 1 lb whole milk Beatrice
- 6 oz Rose Mill Pate
- 1 lb Sugar Drop prunes
- 2-12 oz. Peer Spiced Luncheon meat
- 1-7 3/4 oz Red poppy Salmon
- 6 oz Grape Jam Schimmel
- 12 oz Successo corned beef
- 4-3 3/4 oz Preserved butter

1944, From the POW notebook of Holger L. Holm, New Hartford, Iowa. From:
http://www.mansell.com/pow_resources/camplists/Nagoya/funatsu_3/holm_1.html

RED CROSS PACKAGES

The typical Red Cross package weighed four pounds and would keep you healthy for a week. Each allied prisoner was supposed to get one package a week. There was never any regular distribution of Red Cross packages at IX B. On Jan. 31 received one package per four men. I think we received one package per 17 men later on. That was it. According to my diary here is what was in our first Red Cross Package. Four of us shared it. The things I remember rare I received 25 cigarettes and had never heard of M & M's but thought they were great. I am actually eating some M & M's at this time!

- 5 packs Chesterfield cigarettes
- 4 oz. chocolate bar, Walter Baker & Co.
- 4 oz. M & M's
- 15 oz. Raisins, Sugar Drop Brand, Calif. Packing Co.
- 1 lb. Klem powered milk, Borden Co.
- 2 oz. Instant all coffee, John L. Kellogg & Co.
- 6 oz. Rose Mill liver pate
- 6 oz. Schimmel pineapple jam
- 1 lb. Oleomargarine, Miami Margarine Co., Cincinnati
- 12 oz. meat and beans
- 2 bars Swan soap
- 12 oz Swift Premium chopped ham
- 1 oz. salt and pepper mixture
- 8 oz. American Cheddar processed Cheese, Swift & Co.
- 7 tablets Ascorbic Acid 50 mg, Beacon Lab.
- 7 oz. C ration crackers, J. B. Carr Co.

The troop commander of the assault guns of the 106 Recon (not related to the 106 Division) that broke down our gate on April 2 told me recently that they found many Red Cross packages in the town of Bad Orb. I suspect they could be found throughout Germany by people who had connections with transportation and the Stalags.

1944, Excerpt from *Life In Stalag IX-B*, by Pete House. From:
<http://www.indianamilitary.org/German%20PW%20Camps/Prisoner%20of%20War/PW%20Camps/Stalag%20IX-B%20Bad%20Orb/Pete%20House/Life/House-Pete-Life.pdf>

This is the entry in my father's diaries from that day: "Tuesday, October 24, 1944. Holiday. Up at 7 AM. Breakfast and Tiffin daikon top soup. Then a Red Cross dinner!! Wonderful eats: – hors d'oeuvres of daikon and pickled

onion, a clear but excellent Red Cross soup, salmon cake, daikon tops well seasoned with red pepper, corned pork loaf pie (excellent taste), Rose Mill pate bun, a rice sweet decorated with jam, prunes and buttercream – very sweet and nice, then coffee. Everyone in excellent spirits. A Chesterfield and a letter from Arthur completed a wonderful day. Roll on the day when we shall have eats like this every meal. I nearly forgot, with the pie we had a piece of tongue each, about 2” square, a Nip issue, and that issue, all very welcome. 200 letters arrived altogether. Mr. Pritchard saw a list in the camp office which he presumed was part of the nominal roll of the new prisoners due shortly. We had our tablecloth for dinner, also I used a knife and fork. Wizard.” My father didn’t use the faux French on that day – but he did a couple of weeks earlier: “Tuesday, October 10, 1944. Holiday. Beautiful day. Breakfast seaweed, Tiffin sweet potato tubes, then dinner! What a dinner: easily the best dinner we have had as POW. It was a wonderful effort. We started off with hors d’oeuvres Nipponaise (some daikon, tickled onion and pickled seaweed, served up nicely on plates for six persons) then Potage Miso (lots of miso and some barley): next came Salmon à la Orientale (15 tins of salmon mixed with rice): then Rissoles à la Mode de Prisoners des Guerres (meat pie in other words made from 13 tins of ham and eggs, two tin Spam, two tins Vogt, 12 tins Rose Mill pate), also ¾ bucket of Les plus belles feuilles des potatoes douces (sweet potato tubes): then Coupe McKenzie (a rice ball with chocolate sauce [15 bars of chocolate and one tin milk]): then Rigatto Americano – rice and cheese ball made from 13 packets of cheese and finale of two ladles of coffee (10 tins coffee and one tin milk). Excellent meal: words fail me. A Chesterfield followed, then the news!! Boy, wonderful news. We have pushed 100 miles into Germany to Reutlingen in a direct line from unit: more wedges in the Aachen and Arnheim areas: headlines say ‘Allied ring Titans around greater Germany, situation critical.’ It is certainly getting near the end. Let’s hope it comes next week. Bill Gegg moved into room five leaving us with 29 men in our room.”

1944, Excerpt from *Hong Kong War Diary* by Janet Sykes (daughter of Len Sykes, HKVDC). From: <http://www.hongkongwardiary.com/>

Prisoner of War Food Parcels Packed by American Red Cross

The American Red Cross packs monthly for shipment overseas more than a million prisoner of war food parcels. With several Ithacans and many relatives of Ithacans on the prison lists of Germany, Italy and Japan, interest in this Red Cross service is mounting.

One complete parcel is now on display in a Tioga St. window of the First National Bank. It contains a sustaining diet totalling 11 pounds in weight: corned beef, tuna fish, American cheese, oleomargarine, Rose Mill Pate, instant coffee, sugar, powdered whole milk, preserves, raisins, biscuit, 2 bars of soap, 5 packages cigarettes, 4 2-ounce chocolate bars.

This diet is planned to supplement the prison food fare, which is lacking in fruits, milk, and butter fats.

Reserves of food packages are being laid up in Switzerland, as well as at established German camps, against the possibility that

military operations may interrupt the flow of supplies.

In the first 11 months of 1943, over 75,000,000 pounds of prisoner of war relief freight was shipped. This includes clothing and comfort supplies in addition to food.

Newest developments on the prisoner of war program are reported in the "American Red Cross Prisoner of War Bulletin," issued each month to 100,000 relatives of war prisoners. The "Red Cross News," printed in small type on onion skin paper, is sent by air through the International Red Cross committee to Americans in prison camps in Europe.

The Brooklyn Daily Eagle (Brooklyn, New York) • 07 Aug 1947, Thu • Page 5

EAM . . .	1½ pint container	32¢
ESN E CHEESE . . .	8 oz. cup	14¢
.	2 3 oz. pks.	29¢
ISTS AU CHEESE . . .	8 oz. pkg	28¢
PECTLY LISH	8 oz. pkg	33¢
SNACKS AND COOKING PURPOSES		
CHEESE	lb.	47¢
-LIKE FLAVOR CHEESE	lb.	65¢
PLUS BOTTLE DEPOSIT		
Potted Meat	Popular Brands 3¼ oz. can	7¢
	5½ oz. can	12¢
Vienna Sausage	Broadcast 4 oz. can	15¢
Hamburgers	Claridge All Beef 16 oz. can	43¢
Sell's Beef Stew	16 oz. tall can	35¢
Sells Liver Pate	4½ oz. can	15¢

07 August 1947, The Brooklyn Daily Eagle, Brooklyn, New York advertisement for Sell's Liver Pâté, indicating the new can size of 4½ ounces for 15 cents

The Brooklyn Daily Eagle (Brooklyn, New York) • 12 Oct 1950, Thu • Page 9

Frank's Chickory . . .	6¾ oz. package	17¢
Raspberry Preserves	Louis Sherry 12 oz. jar	27¢
Pineapple Preserves	Bohack's 1 lb. jar	29¢
Musselman's Apple Butter	1 qt. 28 oz. jar	19¢
Bohack's Grape Jam . . .	16 oz. jar	23¢
Chiver's Orange Marmalade	1 lb. jar	29¢
Skippy Peanut Butter . . .	15 oz. jar	39¢
Beech-nut Peanut Butter	11 oz. jar	35¢
Blue Label Ketchup . . .	14 oz. bottle	18¢
Flotill Chili Sauce . . .	12 oz. bottle	15¢
French's Mustard	Salad Style 9 oz. jar	13¢
Salad Dressing	Island Manor 1 pint jar	27¢
Bohack's Mayonnaise . . .	1 pint jar	37¢
Bohack's Cider Vinegar	quart bottle	19¢
Bohack's White Vinegar	quart bottle	15¢
Campbell's Tomato Soup	10½ oz. can	10¢
Ruby Foo's Egg Drop Soup	2 10oz. cans	33¢
Heinz Vegetable Soup	2 11 oz. cans	25¢
Chef Boy-ar-dee Ravioli	15½ oz. can	23¢
Van Camp's Pork and Beans	3 16oz. cans	33¢
Dinty Moore's Beef Stew	24 oz. can	47¢
Swift's Pork Sausage . . .	10 oz. can	45¢
Meat Balls	with Spaghetti-Cliffside 11½ oz. can	41¢
Sell's Deviled Ham Pate	4½ oz. can	20¢
Sell's Liver Pate	4½ oz. can	17¢
Red Alaska Salmon	Icy Point 8 oz. can	49¢
Tuna Fish	Bohack-Fancy White Meat 7 oz. can	39¢
Tuna Fish Flakes	Light Meat-Shoreview 6oz. can	33¢
Codfish Cakes	Beardsley's 10½ oz. can	19¢
Shredded Codfish	Beardsley's 4 oz. pkg	18¢

21 October 1950, The Brooklyn Daily Eagle, Brooklyn, New York advertisement for Sell's Liver Pâté, showing a slight price increase for 4½ ounce can to 17 cents