Alfred · A · Knopf *Incorporated*

PUBLISHER OF BORZOI BOOKS

Cables: KNOPF NEW YORK
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201 East 50th Street
New York, N.Y. 10022

March 28, 1984

Dear Nela,

I am so sorry that Evan and I didn't get to the party the week before last. We had been up in New England, intending to drive down Monday in plenty of time to get there, but the little French Renault we'd rented didn't like the cold weather and was acting up so that we spent hours in a garage, which put us so far behind schedule ~~and~~ we didn't get home until nine. I hear it was a good party and I hope it generated more excitement about the book.

We had the enclosed memo about the French sale from Michelle LaPautre. Not a very convincing argument but somehow typically French. You'd be amazed at how hard it's been for us ever to sell a cook-book to a French publisher but I thought you would be the exception.

Here is a review from Entree, which is a paper read by a lots of pros in the food business, and except for chiding you for your boullion cubes, the reviewer seems very taken with the book. I'm sorry that it seems to make such slow progress but I can't believe that word of mouth isn't going to have its influence in the long run.

All the best to you,

Judy

MICHELLE LAPAUTRE TO Alfred A. Knopf, Inc.

ATTENTION: Ms. Nina Salter

SUBJECT: NELA'S COOKBOOK by Nela Rubinstein

DATE: March 6, 1984

Dear Nina,

Please share with Carol and Judith Jones Laffont's comment when declining the above: "J'ai relu ce livre que je trouve bien du point de vue des recettes, mais je ne peux que maintenir ce que j'avais déjà dit: je ne vois pas l'angle commercial pour vendre ce livre. Il n'y a pas d'autre fil conducteur que "les recettes préférées de Mme Rubinstein". Or Mme Rubinstein n'est pas suffisamment connue en France pour que cela fasse vendre. Même si elle était connue, c'est un argument qui marche aux Etats-Unis, en France on achète plus un livre de spécialiste qu'un livre de vedette..."

We are now submitting the book to Flammarion.

All the best,

Michelle

ML:ns

cc: Judith Jones