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Marjorie Standish Correspondence

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Cookbook Is Now Reality
For Telegram Columnist

AUGUSTA — Marjorie Standish, popular Maine Sunday Telegram cooking columnist, had a new experience last week. After producing "Cooking Down East" for more 20 years, she watched early chafers of her first hard-cover cookbook start rolling from the presses at the Kennebec Journal Print Shop.

The book also is titled "Cooking Down East." Every effort is being made to have it available before Christmas.

This new cookbook will be distributed by the Maine Sunday Telegram as a public service. The accompanying coupon will facilitate advance reservations.

Marjorie says her cookbook is the answer to queries from "Cooking Down East" fans who have been asking when she was going to have one published.

"Some of the recipes I learned from my mother, who got them from her mother," she says. "Others came from family members, neighbors, friends and acquaintances. Many were used in cooking schools which I conducted for the Central Maine Power Co., and of course there are scores that have come from my column's friends all over Maine."

Marjorie Standish is the type of cook who believes that when a State of Maine thinks of apple pie he sets his belt forward a notch.

"It is being done today, just as always, but perhaps a little more carefully," she says. "That's why the recipes in "Cooking Down East" have definite amounts, specific temperatures and times, a help especially to young cooks."

From the print shop "Cooking Down East" will be forwarded to Clinton, Mass., where the initial order of 5,000 copies will be bound in attractive cloth covers.

RESERVATIONS WILL BE ACCEPTED IMMEDIATELY. These will be processed in the order which they are received and as soon as the first shipment is received from the bindery. The accompanying coupon is for your convenience.

FIRST OFF THE PRESS—Marjorie Standish checks the first uncut pages of her hard-cover cookbook, "Cooking Down East," after they have rolled from the press at the Kennebec Journal Print Shop.

"COOKING DOWN EAST"
MAIN P SUNDAY TELEGRAM
PORTLAND, MAINE 04104

Enclosed is $—— for —— reservations of Marjorie Standish's first cookbook at $4.00 per copy, which includes tax, postage, and handling.

Name

Street

City or Town

Zip
Cookbook Author Admits She Has Mixed Emotions

AUGUSTA—Marjorie Standish, Maine Sunday Telegram food columnist, finds she is living in a world of contradictions.

On the one hand, she says, she is happy to know that with more than 1,000 advance orders in less than a week, success appears assured for her first hard cover cookbook, "Cooking Down East."

On the other, she is concerned because publishing complications mean the book will not be available for distribution until the middle of December, at least. And it might be later than that.

The status of her book is this:
- Printing has been completed at the Kennebec Journal Print shop and the book has been forwarded to the bindery in Boston.
- Unless unforeseen delays crop up, the first shipment of books should be received during the week of Dec. 16.
- "Cooking Down East" will contain more than 309 of Marjorie Standish's favorite and most sought-after recipes. It will be attractively bound between pumpkin yellow covers. Illustrations by Penelope Watts will mark chapter breaks.
- The cookbook is being distributed by the Maine Sunday Telegram as a public service. Reservations are now being processed and will be handled on a first come, first served basis. The accompanying coupon is provided for your convenience.