

Ross Higgins, Esq.,
John B. Wylie & Co. Ltd.,
406, Sauchiehall Street,
Glasgow, C.2.

23rd January, 1970.

Dear Mr. Higgins,

I am delighted by your counter-suggestion in your letter of 16th January. We would be very pleased to write an article on the Prize along the lines you suggested, and I think it would be most effective if there were to be a message from you, suggesting ways of cashing in, on the same page or opposite the article. I have asked Marilyn Edwards to liaise with Miss Curtis on dates etc. Do you think three hundred to three hundred and fifty words is about right for length? I am sure that would be quite sufficient to say all that needs saying.

Incidentally, we are following your thought on having a fairly large struttet show card for the announcement of the short list, with some sort of "come on" message, asking the public which book on the short list they think is the best, and we hope to have this distributed by one or more of the short list publishers and we certainly hope that you will persuade booksellers to use these. The only other piece of promotional material we are contemplating is a band for the winning book which does seem to be almost an essential. I am copying my letter to Miss Curtis and Marilyn Edwards.

Thank you again for your positive answer to my suggestion and I look forward to meeting you before long.

Yours sincerely,

(J. N. Murphy)

c.c. Miss M. Edwards
Miss Curtis