

BOOKER GROUP INTERNAL MEMORANDUM

Booker Prize

From PMS

To JNM

Date 14 October, 1971

I refer to MJW's memorandum of 14 October. I realise that the proposed advertising expenditure is £40.50 over and above the £240 that we shall be receiving from the publishers. However, I did agree to this on Bookers' behalf because I felt that it was important to the long term interests of the prize that if we could not have adequate poster display of the short list, that the best alternative, namely media advertising, should be adequate.

As you will see from a separate memorandum, I have done the arrangements for the prize giving and have been able to cost this out at £80 less than budget you originally gave me.



PMS