

26th August, 1968

Peter du Sautoy Esq.,
Publishers Association,
19, Bedford Square,
London, W.C.1.

Dear Mr. du Sautoy,

Name for the Prize

Having now returned from holiday I am getting down to the name problem. There seem to be two alternatives:

One is to call it THE BOOKER PRIZE (for fiction)

The advantages of this are :

- (i) It is quite a good name as such: the slight play on words (Booker in relation to books) is probably good rather than bad. It trips off the tongue quite well and has not bad overtones.
- (ii) There is a reason for calling it The Booker Prize since Bookers are financing it.

The only disadvantage is the length of time of Bookers commitment. At present this is three years which is not really very long. I have been talking to David Powell and Roy Roche (whom you met), the Booker Chairman and Vice-Chairman and they believe that if it is to be called Booker - which they would welcome - we should commit ourselves for seven years. I agree with this and if you thought this sufficient we might decide on THE BOOKER PRIZE.

Two is to call it by some other name. Attached you will find a short list of names to which I would welcome your reaction.

Yours sincerely,

John Murphy

Enc:

cc T. Maschler
Till Malina.

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The British Fiction Prize
The National Fiction Prize

The Paternoster Prize
The Novel Prize
The Parnassus Prize
The Apollo Prize

The Victoria Prize
The Regent Prize
The Ludgate Prize
The Bucklersbury Prize

The one I like best is The Bucklersbury Prize: it is a good and memorable name and has some meaning in so far as Booker's Head Office is at Bucklersbury House. It has no other overtones as far as I know. It might therefore be a suitable candidate being neither old fashioned nor new fashioned but sounding not unimpressive.