

MJW

PMS

Booker Prize
JNM for info

14th October 1971

BOOKER PRIZE

I spoke to John about Toynbee's expenses and he has agreed with Marilyn that we should meet Toynbee's expenses for his next visit to London in connection with the presentation of the prize.

I attach a copy of the embargoed press release for your information.

I spoke to Marilyn regarding the costs of advertising. The advertising proposed is as follows:-

Smiths Trade News (full page)	£58.50 ✓
The Book Seller (full page)	60.00
Times Literary Supplement (22nd Oct.)	72.00
New Statesman (22nd Oct.)	45.00
New Statesman (5th Nov.)	45.00
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	£280.50
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I raised this with John late yesterday evening and he was adamant that the total expenses should not exceed £240. Consequently, one of the inserts in the New Statesman should possibly be abandoned.

I have spoken to Marilyn's assistant this morning and she says it may be difficult to change the advertising now, and I have left it that Mr. Murphy will speak with Marilyn on this tomorrow morning.

MJW