

MEMORANDUM on the Prize

1. The Publishers' Association ("P.A.") and Booker McConnell Limited ("Bookers") have agreed jointly to promote the Prize under the arrangements contained in this Memorandum.
2. Bookers have agreed to finance the Prize for three years beginning with the Prize to be awarded for 1968 as follows:-
  - (i) They will provide the Prize of £5,000;
  - (ii) They will pay up to an additional £2,500 a year to meet expenses, including the Judges' fees described in paragraph 6 and the out-of-pocket expenses referred to in paragraph 3.
3. The P.A. will ~~do its best to~~ publicize the Prize among its members, ~~and to ensure their co-operation.~~ It will supply the services of <sup>ITS BOOK PROMOTION OFFICER</sup> Miss Jill Mortimer to carry out administration and publicity, but her out-of-pocket expenses such as postage, telephones, entertaining and travelling will be met by Bookers under paragraph 2 (ii).
4. The P.A. and Bookers will each appoint three members who will form a Committee to administer the arrangements. The Chairman at each committee meeting will be alternately a nominee of the P.A. and a nominee of Bookers, but he will have no casting vote.
5. The Rules for the 1968 prize are attached and may be altered for future years by the Committee in the light of experience.
6.
  - (a) The Committee will appoint between five and seven judges to decide the Prize-winning entry, and it is hoped that they will include a literary editor (who shall be the Chairman of the Panel), a reviewer, a novelist, a publisher and a literate public person ~~outside the book trade.~~ <sup>in one of the Arts. STET</sup>
  - (b) The first Panel of judges will be announced at a press conference to be held in mid-September 1968 at which details of the Prize will be given. Judges may serve on the Panel for more than one year.
  - (c) The only guideline to be given to the judges is the suggestion that the award should be given to a book <sup>97</sup> "capable" <sup>AN</sup> of communicating with the intelligent general audience.
  - (d) Each judge will be paid £250. <sup>at least</sup>
7. The judges will be requested to make a short list ~~about~~ a month before the winning book is announced.

THE PRIZE

Rules of the competition for the Prize to  
be awarded for 1968 in 1969

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1. The Prize

- (a) The Prize is £5,000 and it will be awarded between the 15th March and the 15th April, 1969 to the author of "the best work of fiction in the opinion of the judges" that is entered for the Prize.
- (b) The panel of judges will be chosen jointly by the Publishers' Association and Booker McConnell Limited.

2. Eligible books

- (a) All works of fiction written in English by citizens of *the British Commonwealth, Eire and South Africa* and first published in the United Kingdom between the 1st December, 1967 and the 30th November, 1968 by a United Kingdom publisher ~~who regularly publishes~~ works of fiction are eligible for entry for the Prize.
- (b) An English translation of a book written originally in some other language is not eligible.
- (c) Previous publication of a book outside the United Kingdom does not disqualify it.
- (d) The decision of the judges as to whether a book is eligible shall be binding.

3. Entry of books

- (a) *not more than* Each United Kingdom publisher who regularly publishes works of fiction may enter ~~either one or two~~ eligible *8 per cent* books published by him between the 1st December, 1967 and the 30th November, 1968. Entries must be submitted not later than the 30th November, 1968.
- (b) The judges may not later than the <sup>31st</sup> ~~15th~~ December, 1968 call for any other eligible books to be submitted to them.
- (c) Six printed copies of each entry must be submitted to "The judges of the 1968 Prize" care of The Publishers' Association, 19, Bedford Square, London, W.C.1.

4. Condition of Award

An eligible book which is entered for the Prize shall not qualify for the award unless its publisher agrees:-

- (i) to spend not less than £500 on direct advertising of the winning book within the                    months following the announcement of the award, and
- (ii) to have not less than 3,000 copies of the winning book in stock and available to booksellers on the day of the announcement of the award.