

Personal

12th January, 1970.

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

Dear Mr. Higgins,

George Hardinge was telling me of his discussion with you the other day on the question of how to get booksellers to participate in the Booker Prize both in relation to the short list and to the actual winner. I was wondering - with considerable diffidence - whether I might make a suggestion.

It seemed to me that if you - wearing your bookseller's hat as opposed to your judge's hat - were to write an article for 'The Bookseller' or 'Smiths Trade News' (or both!) in which you described how you, as a bookseller, intended to get the greatest benefit from the Prize, that this would have a strong effect on a number of booksellers. I feel sure that an editorial article of this kind written by you, might have a lot more effect than any number of circular exhortations.

From what George said you seemed to have such a clear-cut view of what a bookseller should and could do that I can't help feeling that, with a lead from you, there really might be a chance of getting quite a number of booksellers to get behind the Booker Prize. I realise that this means getting the right promotional material to the bookseller, but this should not be insuperable.

I am copying this letter to George and to Marilyn Edwards of the P.A. I'd love to know what you all think.

Continued /

Ross Higgins, Esq.

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Please forgive my writing to you out of the blue: I believe we have met ' though we, for reasons we understand, didn't have the pleasure of your company at the lunch Bookers gave to this years judges in October.

With kind regards,

Yours sincerely,

(J. N. Murphy)

c.c. Lord Hardinge of Penshurst
Miss M. Edwards, Publishers Association.