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**Telegrams
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6th May 1968

Charles Tyrrell Esq
Booker Brothers
Bucklersbury H use
83 Cannon Street
London EC 4

Dear Charles

It was good to see you and John Murphy the other day,
and I would like to put down in writing the proposal I
put to you.

I am on a sub-committee of the Publishers Association,
and we are planning to institute a major literary award
- something at least as significant as the National
Book Award in the U.S., and hopefully, something that
is going to have some of the impact of the Goncourt.
I don't think it will be difficult to make it by far
the most important literary award in this country,
because there isn't a serious rival. Furthermore,
attached to the Award, there will be an occasion - probably
a dinner - that will have national TV and newspaper
coverage on a major scale. We need £10,000 a year,
and I'd like you to consider putting up that sum of
money. I believe that the Award will be a really important
contribution to English literature, and there are a
number of reasons why it might be worth Booker Brothers'
while. If you would like me to be more specific, I'd
be happy to come and talk to anyone you like about the
Award, but meanwhile I'd be grateful if you would confirm
(a) whether you are seriously interested; and (b) if
you are, how long it would take before you could come to
a decision.

I will wait for an answer from you before approaching
others - for believe it or not, I am optimistic about
raising the money.

Yours



TM: m