

To PMS
 From MJW
 Date 15th December 1972
 Subject 1972 BOOKER PRIZE

*File
 Book. Prize
 1972*

**BOOKER
 INTERNAL
 MEMORANDUM**

Thank you for your note of 13th December from which I see the budget of £1,155 ^{for adverstising} was exceeded by £417. As you will realise, this is a somewhat substantial increase over budget and I will be interested to know whether you are bearing any of this excess out of Booker McConnell's advertising budget. Clearly, this has an adverse effect on my own budget for the year and I will have to have closer liaison in future years if our figures are going to be so inaccurate.

In connection with the reasons for the difference, my comments are as follows: -

- 1) The number of people attending the dinner seems to be growing. The intention was that the dinner should be reasonably exclusive and limited to 100 people. This must be adhered to in future.
- 2) I am unable to see why the Cafe Royal cannot stop serving wine rather than finding it necessary to open fifteen additional bottles. The same thing happened last year and I feel that once the wine we have budgeted for has been dispensed, wine should stop being served. It is up to the restaurant to see that the wine is dispensed in a reasonable manner. You also state that after dinner liqueurs and bar were not accounted for in the original estimate. In your memo of 10th October there was an allowance of one liqueur per person at 30p and I know for a certainty that liqueurs were not served at at least three tables because the speeches began before the waiters had got round. The drinks at the bar after the dinner should not, in my view, have amounted to much.
- 3) The poster appears to be a complete waste of time and to incur £159 in excess of the original £330 budgeted strikes me as ridiculous. I agree that it would be a good idea to do away with posters in future years and I feel that the publishers contributions should be used against direct advertising.

I would like to discuss with you and the other Board members of the Artists Services Division the whole matter of the expenses of the Prize. I don't feel that Bookers Books' cost centre should be treated as a bottomless bucket for promoting Booker McConnell.


MJW

c. c. MCWW