

Miss Jill Mortimer, Esq.,  
The Publishers' Association,  
19, Bedford Square,  
London, W.C.1.

5th February, 1969.

Dear Jill,

We missed you on Monday: I hope you are feeling better now. Also hope you will be able to make a meeting with Jan Pienkowski at 10.30 on Thursday.

The object of meeting with Jan is to commission him to:

- (a) design an "Oscar-type" thing to be presented;
- (b) design a colophon for the Booker Prize;
- (c) design a display item for use in bookshops.

The meeting with Jan follows my meeting with Tony Colwell at which we spent a long time discussing the best way of backing up the Prize in bookshops.

Subject to your agreement, Tony and I agreed the following:

1. That the likely cost of display material, "Oscars", etc. would be at least £1,250 for the first year, possibly falling to under £1,000 the following years. (And this envisages hitting only the really significant bookshops).
2. That this cost should be met:
  - (a) By the winning publisher handing over the £500 he is committed to spend to Bookers/P.A. (We of course would tell him what he would get for this).

(b) By a contribution from Bookers to make up the balance. (We are going to have to go over our budget in Year 1 but hope to keep within it in future years.

The reason for telling the winning publisher that he has got to hand over his promotional money to us is best explained at a meeting rather than by letter (too long-winded). Tony is very eloquent on the subject.

3. We tentatively agreed on basic requirements for display and to use Pienkowski, but would like to discuss these with you.

4. Tony Colwell agreed to help us in all ways to achieve excellence in design and display. I believed you would welcome this and since I thought he was making all kinds of good sense I asked him to assist us in what is his speciality.

After the meeting with Pienkowski you and I and preferably Tony should meet to plan the campaign on booksellers.

Yours ever,

(J. N. Murphy)