



The Publishers Association

19 BEDFORD SQUARE, LONDON, WC1B 3HJ

A copy of a letter from Tom Meschler
to George Handberg re:
David Holloway

With the Compliments of MARILYN EDWARDS
Book Promotion

20
9th February 1972

The Lord Hardinge of Penshurst
Macmillan Company Ltd
Little Essex Street
London WC 2

Dear George

Thank you for sending the copy of your letter to David Holloway.

Firstly, I would say that it is dangerous to base your argument on the fact that only one title was actually put back to the autumn on account of the Prize. It may be that David Holloway could produce evidence to the contrary, and then by implication we should go into reverse. Or at least seriously reconsider. But to my mind there's a far more important point than that. Surely our rules were made precisely so that publishers would be induced to bring out their potential prizewinners in the autumn? And now you are arguing the opposite. This point seems to me fundamental to the whole issue and quite apart from whether you and I understand each other (or for that matter agree with each other) it seems to me essential that the whole of our committee should fully understand what we're doing and why.

One further point concerns the first paragraph on your page 2. You say that the panel is free to call in novels published from January 1st onwards. That is the case, of course, but I think it is perhaps even more important to underline the fact that the publisher is invited to call the attention of the panel to specific novels published in that period.

I've sent a copy of this to Marilyn and suggest she should forward it to the other committee members if she sees fit.

Yours ever

cc Miss Marilyn Edwards

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