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17th December, 1970.

Dear Keith,

Booker Prize

I enclose a covering note and the new rules for the Booker Prize for Fiction which we would be very obliged if you would cast your eagle eye over. (Would you cast it rather rapidly as we wish to get these run off before Christmas and send them out immediately after.) Sorry this is a bit of a rush but, as usual, we have fiddled around.

Yours,

(J.N. Murphy)

Enc:

THE BOOKER PRIZE FOR FICTION

Details and rules of the competition for the Prize to be awarded in 1971

1. The Prize

- (a) The Prize is £5,000 and it will be awarded in November 1971 to the author of "the best full-length novel in the opinion of the judges" that is eligible for the Prize.
- (b) The panel of judges will be chosen jointly by the Publishers Association and Booker McConnell Ltd.

2. Eligible Books

- (a) All full-length novels written in English by citizens of the British Commonwealth, Eire and South Africa, and first published in the United Kingdom between 1st September and 15th November 1971 by a United Kingdom publisher are eligible for entry for the Prize (but please see 3. below.)
- (b) Any English translation of a book written originally in some other language is not eligible.
- (c) Previous publication of a book outside the United Kingdom does not disqualify it.
- (d) The decision of the judges as to whether a book is eligible shall be binding.

3. Entry of Books

- (a) Each United Kingdom publisher who publishes works of fiction may enter not more than two full-length novels, with scheduled publication dates between 1st September 1971 and 15th November 1971. These may be submitted in the form of proofs or advance sewn quires or finished copies, should the last happen to be available sufficiently early. Entries must be submitted between 1st January 1971 and 1st July 1971: but if publishers know that copies of an eligible book, which they wish to submit, will be available between 1st July 1971 and 1st August 1971, they must inform the judges by 1st July 1971 and submit copies by 1st August 1971. Six copies of each entry must be submitted to the "Judges of the 1971 Booker Prize for Fiction", care of The Publishers Association, 19 Bedford Square, London, W.C.1.

3. Entry of Books (continued)

- (b) In addition, each publisher may submit a List of further titles published or to be published by them between 1st January 1971 and 15th November 1971 (i.e. already published or still in proof), which will be passed on to the judges who will decide whether any of the books listed should be called in for consideration. Six copies of each such list must be submitted to the address above by 1st July 1971 and six copies of any book called in by the judges, which will then become eligible, must be sent later, if requested.
- (c) The judges may also, not later than 1st September 1971 call for any book published between 1st January 1971 and 31st August 1971, even if such a book does not appear on publishers' lists referred to in (b) above. Any book so called for becomes an eligible book. In that event the publisher will be asked to submit six printed copies of the book to the above address.

Any book entered by publishers or called in by the judges will not be returned to the publishers.

4. Conditions of Award

An eligible book which is entered for the Prize shall not qualify for the award unless its publisher agrees:

- (i) to spend not less than £500 on direct, paid for, media advertising of the winning book, including a winning poster, within the three months following the announcement of the award, and
- (ii) to contribute up to £40 towards co-operative advertising if the book reaches the short list, and
- (iii) to have not less than 3,000 copies of the winning book in stock and available to booksellers on the day of the announcement of the award. (A minimum of five weeks' notice will be given to the publisher of the winning author's book), and
- (iv) not to divulge the name of the winning author or book before the award is announced by the judges.