

# The Publishers Association

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ME/ADW

14 January, 1970

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BOOKERS BOOKS	Date Recd
ACTION:	15/1/70
<i>For action</i>	Copies
	CWT ?
	JNM <i>u</i>
	BCW
	JNWH
	RDN

Dear John,

Thank you for a copy of your letter to Ross Higgins. Your idea of the article in the Bookseller written by Ross Higgins seems a very good one, although he may feel that as a judge, it would be impossible for him to write about the Booker Prize in the Bookseller, wearing simply a booksellers' hat - but that is his problem and it certainly could be very useful if he did. All power to his elbow!

This brings me to a point which I wanted to raise with you anyway. I gather from Jill that sometime ago you decided that the posters done last year were too expensive and too large, and not as successful as it had been hoped and that your plan for this year was to take a 'Double Page Spread' in the Bookseller and Smiths Trade News on the grounds that booksellers will be able to take the Centre Spread out and use it as publicity material. I have not discussed with Jill whether you were thinking of doing this at both the short-list list and the winner stages, but I think I ought to book space in the Bookseller and Smiths Trade News because Centre Spreads (for obvious reasons) are difficult to obtain. Perhaps this is something we should speak to Tom Maschler about as Jan Pienkowski could probably design this year's Bookseller poster for us as he did last year.

*Centre*

*know*

Taking the 21st April as the day of the announcement and working on our time scale last year, the announcement of the short-list should be made on Friday 27 March. Do you agree with this? It seems a good deadline to me. \*

Yours ever,

*Marilyn*

Marilyn Edwards

*\* we've talked on the phone about this since dictating the letter!*

Secretary R E BARKER Assistant Secretaries R C GOWERS P C L PHELAN