

SHRIMSLEY



10 DOWNING STREET

7th May 1981

Dear Tony,

Thank you for your letter of 4th May.

I was deeply sorry when I heard the news about the demise of "Now!". It was a brave venture, and, as Sir James said in his statement, I believe what this country needs are more risk-takers.

I know that the high quality of journalistic content was much admired by those who read serious publications. More's the pity that it was not possible to attract sufficient advertising. I fear that the outcome of this bold experiment in which you played such a key part probably only underlines the fact that, in this small country, in geographical terms, there is simply not the spot in the publishing spectrum, as has been the case in the United States, France and Germany.

I should like to send you every good wish for the future. Please let me know when you decide what you intend to do next.

With kindest regards to you and your wife.

All good wishes,

Yours sincerely

Raymond Stedman

Tony Shrimley Esq



10 DOWNING STREET

Derek.

Please can
you do a nice
letter to my
Shrimley

NOW!

The news magazine

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from the Editor-in-Chief

May 4 1981

as from 64 SACROW ST
LONDON NW9.

Dear Pono Pono,

Last time we met you were kind enough to express your solicitude for the future of NOW! It seems your concern was better founded than my optimism.

However these set-backs can usually be shaken off. In the meantime I would like to thank you personally for all the help and encouragement you gave to me & to the magazine. You really were wonderful - especially at the dinner.

I believe you also made some appropriate remarks about "hanging on when things are tough" last Friday. As ever, my very best wishes to you.

Sincerely,

Tony Stansley

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