



CONFIDENTIAL

KJ/FF

9th November, 1977

Dear Tom,

SLOGANS

A regular correspondent has argued that one of the main tasks in and before an election will be to persuade the public that Mr. Callaghan and Mr. Healey are front men - and that the reality of a Labour majority will be to make this country more collectivist.

She suggests for us a slogan which I believe has powerful possibilities.

"Margaret or Marx"

or,

"Margaret or Marxism"

I send this to you for consideration. If it is any use, I assume that it will be kept for carefully timed launching.

I am copying this letter to Mrs. Thatcher and Angus Maude.

Tom Hooson, Esq.,
Central Office,

Emily,

Kevin,