

Conservative and Unionist Central Office

Boyd
cc G. Reece
10/9/79

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Chairman of the Party: THE RT HON THE LORD THORNEYCROFT

Deputy Chairman: R. ALISTAIR McALPINE

Vice Chairmen: SIR ANTHONY ROYLE KCMG MP
THE BARONESS YOUNG

RICHARD RYDER

"Victory for Common Sense"

Thank you for your note about the Conference slogan. In answer to your queries:

- a) It has been approved by both the Chairman and the Chairman of the National Union Executive.
- b) The idea was mine.
- c) The only alternative that aroused any enthusiasm was 'Leading Britain'.
- d) The slogan attracted favourable attention because firstly it would remind delegates that they were there to celebrate a victory and secondly to enable speakers to take the words 'common sense' as key words for Conservative policies.

As you know there is some urgency in getting the Prime Minister's approval for a slogan as we are running up against our printing deadline.

I understand that Adam Ridley does not like the slogan. Does he have a better suggestion?

G.
GORDON REECE
6.9.79

My difficulty is that we are not merely contented to celebrate Victory - that is looking backwards but to get on with the job we were elected to do. A time for fruitful action this day. etc.