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Chancellor of the Duchy of Lancaster

2 November 1983

Mr. Mount

cc. Mr. Turnbull
FERB

Mr Butler

We spoke. Disraeli was not
asked to be associated
with Reform.

I don't think "progressive"
does have the right vibes. These
days it is almost exclusively
associated with the Left.

What we are looking
for is an antithesis to
"stable & complacent"
"Resolution & Reform"?

You will want to see.

The word "progressive" has the right
right vibes with me.

Dear Robin,

MANSION HOUSE SPEECH

FERB

3.11.

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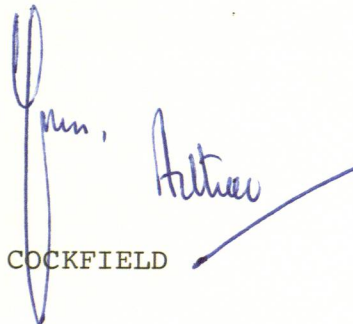
I have serious reservations about describing us as a "Reforming
Government".

The phrase is too reminiscent of Gladstone's policy of "Retrenchment
and Reform"; too much associated with the old Liberal Party: and
likely to be recognised as such.

"Reform" has tended in recent years to attract undesirable overtones.
The image of the small boy taking the clock to pieces and not quite
being able to put it together again.

Nor does John Stuart Mills' antithesis of "Stability and Order":
and "Progress and Reform" strike quite the right note either.

The content of what is said in this part of the speech is admirable.
It is the label which worries me. We do very definitely need a
banner: a short phrase which encapsulates our philosophy and denotes
our policy. Something which is both appealing and evokes an image
in the public mind. The battle cry of the French Revolution
"Liberty, equality, fraternity" has echoed down the ages. We need
one such for ourselves.


COCKFIELD

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