



6th August 1976.

Highly Private and Confidential

Rt. Hon. Mrs. Margaret Thatcher, MP,  
House of Commons,  
London SW1A 0AA.

Dear Margaret,

I am glad to know that you are seeing a small group on 23rd August. The group contains Norman Strauss, who is a marketing expert from Unilever: his skills include the underlying psychological impact of words and phrases. He has offered to give up part of his leisure to help us on vocabulary. He has done some work with Alfred Sherman, who will also be one of the group.

Both maintain that there is a link between the anti and positive vocabulary - and that brings me to the next point they make: that they do need more knowledge of policies in order to move from themes towards what Strauss calls "new data". I have given to all of them a very brief detail of our general, economic and housing policies - only slightly more detailed than could have been understood from the speeches that have been made.

The other two in the group are Terry Price and John Hoskyns. Terry Price is a physicist, who was a senior civil servant, both in the Ministry of Defence - where he headed their "think tank", and at the Ministry of Transport - where he was chief scientific adviser. He left to work in industry, and is now Secretary of the Uranium Institute.

John Hoskyns is a former regular soldier who founded a highly profitable computer soft-ware company, which he has since floated to give himself time to devote to national matters. He is completing a book on problems of the British economy.

Hoskyns and Price are specialists in interaction. I attach an article by Price. They are not experts on vocabulary but will contribute ideas on substance and causability to the Group.

The two of them devoted much time to us but were discouraged at the reaction in two meetings organised with some MPs.

I hope that the meeting will lead to practical results.

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Meanwhile, I have asked Alfred to give some thought to your Conference speech.

I am copying this letter to all four of them so that they will know what I have told you about them.

Because I am off on holiday, I am asking my secretary, Sue Clarke, to sign this on my behalf.

Yours sincerely,

*Sue Clarke.*

P.P

KEITH JOSEPH  
(Dictated to Sir Keith's secretary and signed by her in his absence)

c. c. Norman Strauss, Esq.  
Terry Price, Esq.  
John Hoskyns, Esq.  
Alfred Sherman, Esq.

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