

*Celebration Dinner  
on the occasion of the  
10th Anniversary of the new*

**Daily**  **Mail**

*Guest of Honour:  
The Prime Minister,  
the Rt. Hon. Mrs. Margaret Thatcher, M. P.*

*Claridges*

*1st May 1981*

THE QUEEN



Mr. David English  
Editor of the Daily Mail

Guest of Honour  
The Prime Minister  
the Rt. Hon. Mrs. Margaret Thatcher M.P.

The Rt. Hon. the Viscount Rothermere  
Chairman of Associated Newspapers Group Ltd.

## Menu

Les Asperges  
Sauce Vinaigrette

Le Saumon d'Ecosse Poché  
Sauce Hollandaise

Le Contrefilet Rôti à la Broche  
Les Haricots Verts Fines Fleurs  
Les Pommes Croquettes

Les Fraises à la Crème Fraîche  
Les Petits Fours

Le Café



Pouilly Fuissé 1979  
Château Fombrauge 1971

David - 2 dates coincide  
- Problems same time-scale.  
- David began to write

Prohibition of Government.

Last 10 years.

10 years.

=

—

Logan King daily newspaper  
editors: Platt, King, Logan King

Then Jim

SIRSON VOICET.

Hold to your work.

Know.  
Ray Jenkins  
Michael Wood

Incentives → ①

Control → — 17th century.

Discipline → — Turn on lowest penny

Overcoming → — Pressure

to change Peter 1575 → 1576.

Copying to ② — the law

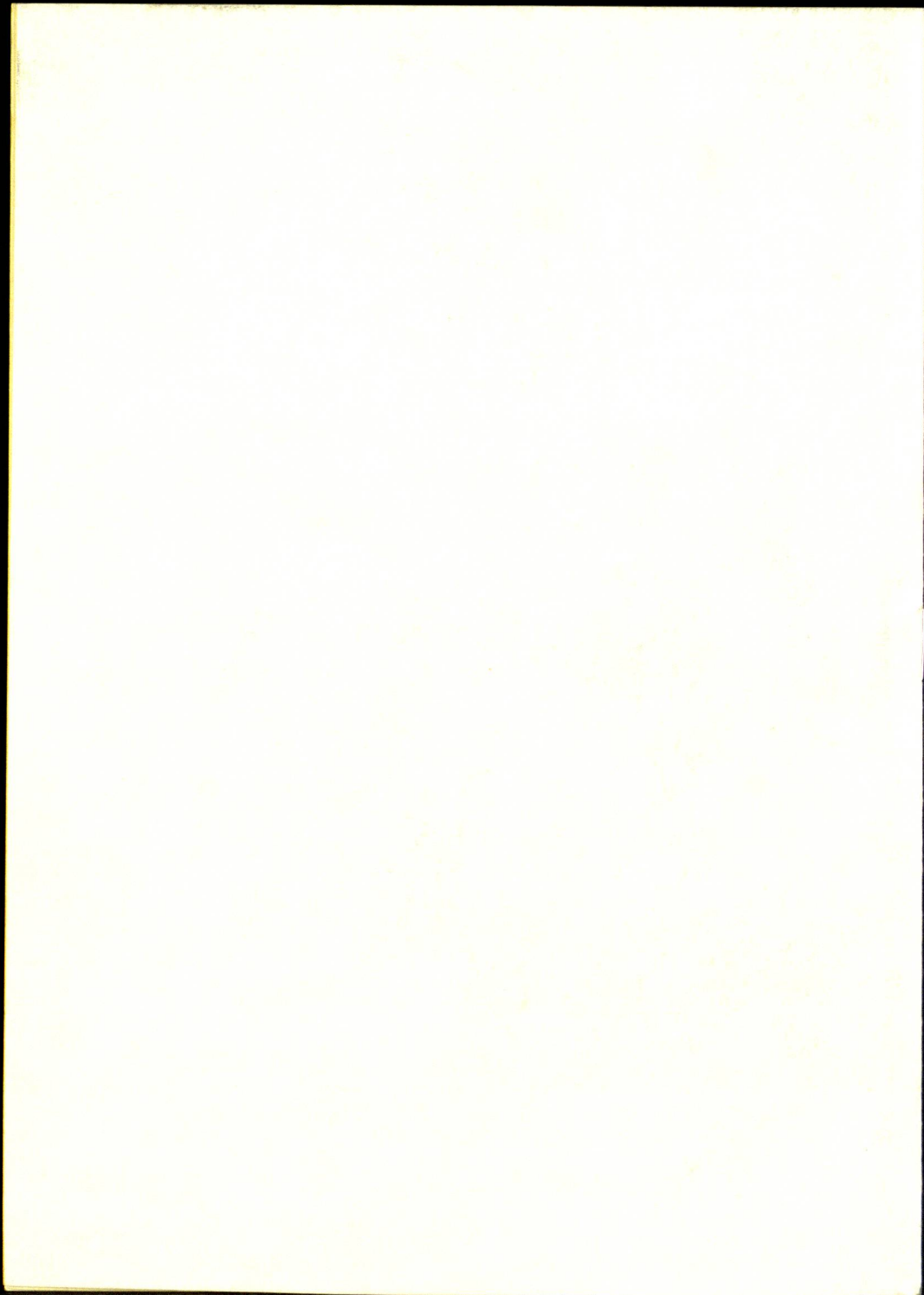
Are you following out. →

364 common

Feel pretty good.

- Quietly confident  
- Use through. (Am) House.

Really believe = Britain.



*Fixed that  
next year even  
morning*  
DRAFT SPEECH FOR THE PRIME MINISTER

DAILY MAIL 10th ANNIVERSARY

*10 years*

*10 years*

This, I fear, has not been a good week  
for British journalism.

While we have gained a new Scottish Sunday  
newspaper we have lost that brave  
experiment in weekly illustrated  
news journalism - Now!

*I have to confess that I shared with them  
too.*

There was, I can assure you, no satisfaction  
for me in making the cover of its  
last edition. Whatever "Private Eye"  
may say, our democracy is the poorer  
for its closure.

*And there is - shared with Lady  
15 men - 20 years*

It is therefore

It is therefore great consolation to me,  
as one dedicated to a free press operating  
freely and responsibly in a free society,  
to be able to join the Daily Mail this  
evening to celebrate its 10th  
anniversary as a tabloid. And a very  
good tabloid it is, if I may say so.

David English sees some similarity between  
his early struggles to establish the  
new Daily Mail and the trial of my  
Government during its first two years.  
Just as he kept his nerve, so we shall  
keep ours - and win through.

And if I were looking for good omens I would  
not seek further than your birthday,  
May 3, 1971 - eight years to the day  
before the British electorate voted me into  
No. 10.

/I look forward

I look forward to being around at least as long in my capacity as David English has been in his. He is, of course, the longest serving daily newspaper editor in Fleet Street.

~~\_\_\_\_\_~~  
That longevity would, of course, accord entirely with my long term view of Government. We shall need 10 years really to put this country back on its feet and make it proud, independent and truly self-reliant again.

Meanwhile, I take heart from the Daily Mail's example. It shows what can be achieved by decisive and determined leadership which has a clear idea of where it wants to go and how to get there.

/That leadership,

Tabloid  
-4-

That leadership, given by Vere Harmsworth and David English, has converted a dying broadsheet which lost £2.4 million in its final year into a profitable tabloid which last year made a profit of £7.5 million.

*You became a fresh newspaper through*

~~It has packaged quality journalism in tabloid form.~~

*with determination & sheer make-or-buy.*

It has conquered the prejudices of the middlebrow who wouldn't be seen dead with a tabloid in their hands - even if it is the only sensible size for a newspaper in the car or on the bus or train or tube.

/It has set

It has set out to appeal to women without losing its men and without talking down to anyone.

The Daily Mail is, in my view, a very good newspaper indeed. All this, Peanuts, Flook and Fred Bassett, too. Not to mention the courage to see the Moonies through the courts.

→ of course - had been - previous A  
written - 7 years

But in case you get the idea that I am an unreserved admirer of the Daily Mail - or for that matter of any other newspaper, radio or television programme - let me set things straight.

I think the Daily Mail is human.

/Indeed, as a part

They are taken in by 'double speak':

10 DOWNING STREET

People's

People's democracy

People's justice

People's rights

---

Public conscience  
stronger than  
individual conscience

Public responsibility

↓

Personal responsibility

Provision to drive freedom  
and markets

Prohibited by rule of law

Taylor

Paul Allen

10 DOWNING STREET

Know what?

To reduce inflationary  
expectations.

For a new international ec  
order

For an wider-based social  
security benefits.

For wider-range reforms.

Fy 44 - because that is a free country.

Card note -

Cloud Shop

Campaign for freedom - only  
Dr. P. ...

10 DOWNING STREET

Maitland,

A

Founded by Maitland - became the  
first daily newspaper to reach  
million sale.

Created an independent Press with its  
own resources for editorial content.

—

Heaven forbid, Maitland wrote that  
I should ever be in Downing Street.

I believe the independent newspaper to be  
one of the future forms of press.

Prize that you are a victim  
of the press

10 DOWNING STREET

1970. Adv. ~~50~~

1980\_ ~~40~~

~~50  
40~~

~~300 £ in real terms~~

~~Became first newspaper recognized  
leader through will, determination  
not to waver.~~

~~Thorn in the side of all sorts  
of people - including politicians.~~

~~- 40 - we had to buy in. - in real  
way, then one had the trade - and they  
have the mass~~

Partly believe in Britain  
of the British people.



Yo. = 1970- show us challenge.

10 DOWNING STREET

Successful Entrepreneurial

Prove that you can succeed  
in Fleet that if you produce  
the right products under  
strong determined leadership

10 DOWNING STREET

Ready to be written - Today

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