



15

Wallops Down - Pinner.

EMBARGO 19.30

Small Business - key to success - water.

SPEECH

Closing the pathway to the top.

Position.

BY

Keep it open - reduce size
with long or short term

THE RT HON MRS MARGARET THATCHER

his knowledge and
has the right to
treat it.

AT THE CITY HALL CARDIFF

ON

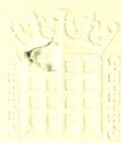
MONDAY 16th APRIL 1979



A.

Mr Chairman, I've been asked is there any special reason for coming to Wales for the first big Conservative Rally of this Election?

Well, yes, indeed there is. I mean, where else should we kick-off for victory than where JPR Williams and his team have just won their fourth Triple Crown on the trot? Yes, I know they beat England in the last match - my husband is a great Rugby fan. But tonight we're all on the same side, shoulder to shoulder for a great Tory triumph.



1.

There comes a point in a nation's story when
the old slogans and the old illusions
crumble and every thinking person comes
face to face with reality.



~~Intro - Ref. We are the only party
 in Wales faithfully to reflect the wishes of
 the people of Wales.
 Problems - growing, pow. - small business.
 Labour "National Party" - unemployment. - Agriculture.~~

For more than a generation now people have been telling
 us socialism is inevitable.

We have been told time and again by experts that
 the drift is bound to be towards state
 control: towards the new order which
 turns out to be the old order gone sour,
 in which people come second and the
 political boss and the party officials
 come first.

Resistance, they cry is hopeless. This is the way
 the world is going.
 Appeasement and delay, they say, is the best
 that we can hope for.
 They claim we can no more hold back the inevitable
 than corks bobbing on the ocean can turn back
 the tide.

Mr Chairman, for too long those defeatists have polluted
 the atmosphere of public debate.



Change is coming.

The slither and slide to the socialist state is going to be stopped in this United Kingdom of ^{Great} Britain and Northern Ireland. Halted and turned back.

It can be done.

and It will be done - starting from May 4th, 1979.

People are rebelling against the bulging socialist state and its insatiable appetites.

Labour, the self proclaimed party of compassion, has betrayed those for whom it promised to care.

In this campaign we will not only extend and consolidate Conservative support. We will carry the fight right into what were once the castles and strongholds of Labour.



3.

Just as you have begun to do here in South
Wales. //

There comes a point in a nation's story when the
old slogans and the old illusions crumble | and
every thinking person comes face to face
with reality.

Today there is a stronger sense of resentment at the
unfairness of the socialist system than I
can ever remember.

After five years of Labour Government our cities and streets
are less safe to walk in; our old folk and children
more at risk- | our faith in the values and beliefs
which we used to think held us together | more
undermined by 'fashionable' theories and
official mockery.

Of how ~~wa~~ many things did one used to hear it said
'Well at least they'll never touch that'.

At least they'll never attack the judges, people
said.

But they have.

At least they won't let the schools be closed.

But they were.

At least they won't support ~~violent~~ mass picketing.

But they did.

At least they won't let militants close hospitals,
neglect emergencies, even prevent people
giving blood.

But they did that, too.

Five years ago these things would have seemd
incredible.

Yet they have heppened in our Britain,
our supposedly free and tolerant
country, with the Labour Government looking
on, supine, paralysed, afraid to do what
they knew ought to be done in case they
offended
~~upset~~ their "master's voice".

These things will be remembered against Labour for
a generation, and so they should be.

There used to be in this country a socialism
~~once~~ which valued people.

It had dignity, and it had warmth.

It's methods were those of the collective, *of which the demands of the Centre*
which
was why it was not my creed.

But its aims to raise the living standards of
the people were the same.

What a world away that is from the officious, jargon-filled intolerant socialism practised by Labour these last few years. What a world away that sort of brotherhood is from the flying pickets, the kangaroo courts, the merciless use of closed shop power, and all the other ugly apparatus which has been strapped like a harness on our people and our country, turning worker against worker, society against itself.

Cromwell's words to another demoralised faction come to mind:

"You were deputed here by the people to get grievances redressed, and are yourselves become the greatest grievance."

That applies ^{to} today's Labour ~~parliamentary~~ party.

But stop and listen a moment.

Listen to what the people are saying today. Listen to the voice deep inside a great and ancient nation.



First, there was a murmur, then a cry, now there is
a great shout of anger and determination that
we will be free, that we will be strong again,
that we too can prosper, so long as we have
a government which serves and does not seek
to master.



In a broadcast just before this campaign began the Labour Leader argued that Labour now stood for continuity.

It was the Conservatives who wanted to change things, he said.

'Carry on as we are", that was the message.

Well now, I will make no comment on this bizarre transformation of the Labour party which always used to be so proud of its radicalism.

I pass over, too, the well-known fact that the present tenant of the Labour leadership could be evicted any day by forces within the Labour party which are determined to transform our society utterly and, if necessary, violently.

To transform it. From the free society we know to one in which they would have the power to do some of the things they do now.



But what appals me is the ^{Labour's} shameless appeal to voters to accept our national decline as inevitable and simply make the best of it.

It is a summons to apathy, a clarion call for inertia and indolence.

Their campaign slogan is "Carry on downhill with Labour - carry on wheeling, carry on dealing, carry on declinging , carry on down, carry on out."

downhill
wheeling
dealing
decling .
down - out.

That is exactly what they have been doing.

And the decline is accelerating.

What the figures tell in their ominous downwards march | we can now see for ourselves.

Travel abroad and see how much better our neighbours are doing.

Travel round our towns and cities and see the

shabby scars of Labour Britain, open and unhealing.



Look at the ugly truth the record spells out over
the last five years of socialism.

Labour Britain - the worst rate of growth of any
industrial country with the sole exception
of Luxemburg.

Labour Britain - with the lowest hourly wages of any
industrial country with the sole exception
of Ireland.

Labour Britain - in income per head not only behind
France, Germany, Holland and Austria, *etc*
but also behind Finland and Libya, and only
a whisker above Czechoslovakia.

Labour Britain - leading in only one respect - the fastest
and highest price increases of any European
country except Italy! *100%.*

Germany 212.



Is this the nation that stood alone in 1940 against
the collapse of European civilisation?

It is the country we have become under Labour.

Try as they may they can't escape the record.

Because of their subserviance to the unions there has been
no industrial progress under Labour.

Because of their commitment to equality - rather than
equality of opportunity - there has been
no social progress under Labour.

Because of the strength of the Left, there has been no
economic progress under Labour.

Half a dozen world recessions can't absolve Labour from
the major responsibility for Britain's decline.

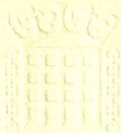
~~After all, other countries have had
the same world recessions.~~



Its full magnitude has been concealed by
one thing only: North Sea Oil.
Here was the windfall of the century.
It should have been husbanded and deployed
in long-term investment, to break out of
the spiral of low productivity and low
wages.
Instead, it has been treated like a win on
the Pools, an invitation to 'Spend, spend, spend!'

The government has used it to hide the collapse of our
industrial performance, || and as an excuse to
postpone the remedies we all know are so
urgent.

During the lifetime of the coming Parliament,
oil production is expected to reach its peak,
and thereafter lose its power to conceal our
predicament.



What would happen then if by any mischance
Labour scraped back to power?

*taxpayers money
also*

What would they do when the spending had
to stop?

The answer is to make certain it doesn't
happen.

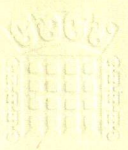
The answers is to return a Conservative
Government now - before time runs out.



One of the strengths of Conservatism is that we are not
mesmerised by the present.

We honour the past and what it has to teach, we look
to the future and prepare for it.
And we see history in human terms.

If I had to sum up Conservatism in a phrase I would say
it means "A sense of ^{personal} Responsibility",
responsibility for one's family and responsibility
towards others.



It is precisely that sense of responsibility which leads us to reject the supine 'let's go on as we are' invitation.

How can I, in good conscience, say to retired people 'I have no plans to change an economy which every single year reduces the value of your savings by at least a tenth'?

10 p - 1/2

How can I say to the young man or woman wanting to start up a business and employ a few others 'We plan to go on with the tax rates which will make every risk financially foolish, which will dog your efforts to expand at every turn'?

I would be ashamed to say to my children and grandchildren 'Our society may not be much good, but it's the best we can do. Be thankful it isn't worse'.



We are the people that in the past made Great Britain
the workshop of the world, / the people who
persuaded others to buy British, not by begging
them to do so but because British was best.

We are a people who have received more Nobel prizes
than any other nation except America.

With achievements like that who can doubt that Britain
can have a great future?
But is that future going to happen?

Only if we have change. We must have change.

The way to put Britain back into the international race
is by giving new life and strength to principles
which made our country the great ^{and successful} trading nation
it used to be.



That is the way to restore security to the old and hope to the young.

~~Because the future must be open with the present and the past
and the young must be able to see the future~~

We can go on as we have been going and continue down, or two weeks on Thursday we can stop and, with a decisive act of will, say "enough".

But recovery can only come about through the work of individuals.

We must not forever take refuge behind collective decisions.

Each of us must assume our own responsibilities.

What we get and what we become depends essentially on our own efforts.

Adv. Individual Tol. - Geni Tol.
=

When do ~~split~~ ~~the~~ ~~split~~ ~~the~~ ~~split~~
over - ~~split~~ ~~the~~ ~~split~~ ~~the~~ ~~split~~
split - hand only; ~~split~~ ~~the~~ ~~split~~ ~~the~~ ~~split~~
split - every student ~~split~~ ~~the~~ ~~split~~ ~~the~~ ~~split~~
split - orange ~~split~~ ~~the~~ ~~split~~ ~~the~~ ~~split~~
split - small human ~~split~~ ~~the~~ ~~split~~ ~~the~~ ~~split~~
split - ~~split~~ ~~the~~ ~~split~~ ~~the~~ ~~split~~
split - over the ~~split~~ ~~the~~ ~~split~~ ~~the~~ ~~split~~
split - hand without ~~split~~ ~~the~~ ~~split~~ ~~the~~ ~~split~~
split - change ~~split~~ ~~the~~ ~~split~~ ~~the~~ ~~split~~
split - Nail ~~split~~ ~~the~~ ~~split~~ ~~the~~ ~~split~~
split - soon, ~~split~~ ~~the~~ ~~split~~ ~~the~~ ~~split~~

For what is the real driving force in society?

It is the desire for the individual
to do the best for himself and his family.

How is society improved?

By millions of people resolving that they
will give their children a better life than
they have had themselves.

There is no substitute for this elemental human
instinct.

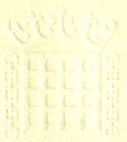
And the worst possible thing a Government can
do is to try to smother it completely with
collective alternatives.

They won't work.

They can't work.

They crush and destroy something precious
and vital in the nation's spirit.

Open to the Young.



The proper role of Government is to set free the natural energy of the people. That means real rewards ^{for effort and skill.} ~~and real penalties.~~ It means restoring a wide degree of freedom to the forces that make up human society.

Now we are re-learning one of the oldest lessons of history - that freedom cannot be divided into compartments.

What use is freedom of speech and of the press in a Closed Shop world?

What value has a vote if all the real decisions in our lives are taken for us by the state?

If economic freedom is denied, political freedom will soon perish.

Our socialist opponents lecture us about the acquisitive society.

It is a criticism that comes in for some of them.

They preach that individual ambition must
be replaced by communal benevolence.

But what is more heartless than the all-powerful state?
And don't the industrious and the farsighted,
by creating new jobs, benefit society as much
as themselves?

~~Charity begins at home; it does not end there.~~

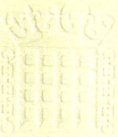
The urge to save and to invest are powerful

and natural engines of wealth creation, which
work efficiently and silently for every one of
us, if only we will let them.

The truth is that individually man is ^{thrifty} ~~creative~~

~~collectively he is spendthrift.~~

Collectively he is spendthrift.



Ry

And
~~that~~

governments

Governments (in general, and Labour Governments in particular, simply love spending other people's money.

Give the state ~~the~~ control of 60 percent of what we produce - as we have been doing - and wealth melts away like winter snow.

Tilt the balance towards freedom of choice, and the wealth-producing process begins again.

Freedom we must have if this nation is to prosper.

But it must be freedom under the law.

The greatest gift any Government can bestow on its citizens is the rule of law.

No Government can ensure equality.

The road to the Communist state is paved with such fallacies.

They call me a reactionary.

Well there's a lot to read of a sort.

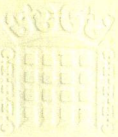
What however doesn't read of a sort a
fact. That has doubled prices in
five years.

What young school leaver doesn't read of a sort
a government that has ~~been~~ ^{seen} ~~more than~~
doubled unemployment.

What school leaver doesn't read of a sort
a government that has halved the
value of their savings in 5 years.

What hard working person, student person,
worker, professional person - doesn't
read of a sort, will however - in despair -
read of a sort a government that lets us
do such a thing.

Who doesn't read of a sort a fact that tests
public opinion to the limit of their ^{power}
Who doesn't read of a sort a government that ^{with}
the ~~best of intentions~~ ^{best of intentions} do the best.



But what Government can provide is equality before
the law | and thereby justice.

~~Can't hold the government~~ ^{leading} - but to reach of unit.
~~I do not want it~~ ^{That's why we are}

I am a reformer, and I am offering change.

No melodramatic overnight ^{change} solutions, but
a fresh and invigorating approach to our
affairs.

As Conservatives we are under no illusions about the
ability of government to transform the moral
climate of society, let alone bring about that
change quickly.

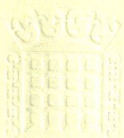
But what human folly can destroy, human wisdom can restore.

Quite modest changes in the law, and still more
the conduct and example of government, can
tilt the balance back towards the creative, and
away from the destructive elements in our midst.

The first - the creative - we shall encourage
and reward; the second - the destructive - we shall
pursue with relentless and unremitting
hostility.

Our country is rich in natural resources, in
imagination,
in talent; but regulation
and taxation have blunted initiative;
poverty of incentive has diminished enterprise.
~~Government~~ Government has done too much and done it badly,
squandering resources that could have been used to
halt the downward trend.

in our factories
Production has fallen under Labour. ~~Prices have more~~
~~than~~
~~doubled under Labour.~~



Business has lacked the confidence to expand under

Labour.

Prices have more than doubled under Labour
Labour has dragged our country down.

Labour

must go.

No easy prospect lies ahead.

When we arrive in office, we shall find the place littered with post-dated cheques, unpaid invoices and final demands left behind by Labour.

Yet with a new Parliament / and a new government with a clear mandate for a change of direction / I see signs of hope.

Provided we face up to those who make free with the taxpayer's money, practicing inefficiency and waste.



~~is wrong for~~ *enable*
Provided we ~~face up to~~ the people who claim it.

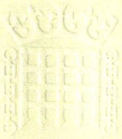
~~is wrong for~~ those who work more to earn more &
~~and those who earn more to keep more of what~~
~~and what they can~~ *they can.*

have no hands with
Provided we ~~face up to~~ the bogus democrats who
glibly demand that political power and influence
should decide everything, from who gets a house
to the price of beer and what's printed
in your daily paper.

Many traditional Labour supporters want the same things
we want, believe the same things we ~~do~~, *believe* but
are held back by old loyalties and old
prejudices.

To them I say:

'We understand these things. After all we too are
conservative.'



You know in your hearts/ that Britain must take
a different road.

Let's take that road together.

We need your help.

The more we can gain your cooperation
and draw on your knowledge and experience
the more we shall be able to achieve.//

We understand the deep-rooted loyalties
and affections/ that make you hesitate to cross
the Rubicon.

We know ~~We know~~ its not easy to forsake the habit of
a life-time.

But the modern Labour Party is no longer the Party of
Clement Attlee, Hugh Gaitskell, and Roy Jenkins.

Labour today is like a pub where the mild is running out.
Soon all that's left will be bitter - and all
that's bitter will be Left.

Some ~~of~~ ^{of} The present Labour Leader ^{may} may not relish or approve
 (~~I'm sure he doesn't~~) the way the wind is
 blowing.

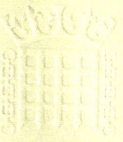
But last week's events in Newham North East
 show yet again the growing size and power
 of the extreme Left-wing of the Labour Party.

The many similarities between the Labour and Communist
 Manifestoes, further underline what is happening.

"All that is necessary for the triumph of evil" said Burke,
 "is that ~~the~~ good men ~~should~~ do nothing."

May I say to Labour's traditional supporters:

All that is necessary for the triumph of Marxist
 Socialism in this country | is that a majority
 of ~~them~~ ^{you} who normally vote Labour should
 believe that the Labour Party of today - and
~~even more of~~ tomorrow is the same as the Labour
 Party of yesterday.



If you care deeply for your country and ~~your Party~~
~~If~~ you do not care for the way your Party
is going, come with us.

We offer you a political home where you can honourably
realise the ideals which took you into
the Labour Party in the first place.

When Paul Johnson resigned from the Labour Party he wrote:
"I have come to appreciate, perhaps for the first
time in my life, the overwhelming strength
of my own attachment to the individual spirit.
The paramount need to keep it alive, (I now see)
is so great as to override any other public
principle whatever."

Today Labour in office stands for the ever-growing
dominance of the state with all its despotism
and frustration of human happiness.
That will never be the Conservative way.



The Britain we want is a country where Parliament remains supreme but acts in the spirit of British law and custom.

The Britain we want is a country where the individual, however weak, still has definite rights which can never be taken from him, and where the minority, however small, cannot be crushed out of existence by majority power.

The Britain we want is one where the rule of law is upheld, impartially, even against the most powerful bodies in our community.

And where those entrusted with upholding the law, whether policemen or judges, are given respect, support and encouragement.



We want a Britain where children are taught that there is a real and absolute difference between right and wrong and that there are certain acts which, by their very nature, ~~are wrong and~~ must be outlawed by society.

In our Britain, those who pursue violence as a way of life, whether armed professional thieves or backstreet muggers, or terrorists, or thugs, will be treated ~~always and~~ solely for what they are - dangerous criminals, to be resisted by civilised society with all its power.

Our Britain is a country where the honest, peaceful and hardworking citizen is valued and prized, and above all defended and supported, by all the institutions of the land.



The spirit of our Britain will be one of hope
and endeavour, where all are equal in votes and
before the law, but where this equality is a
~~starting-point~~ ^{springboard} for those who wish to strive
for a better life.

These are the values which endure, which will bind
together again a wounded nation.

These are the values ^{that} ~~which~~ will ^{inspire} ~~again be to the fore~~
~~in~~ the Conservative Britain that lies ahead,
^{that} ~~which~~ will guarantee our liberties through
dangerous and difficult times and ^{ensure that} ~~which will~~
~~ensure that we become,~~ once again, a powerful
partner rather than a weak and lagging passenger
amongst the free nations of the earth.

In politics, I have learned ^t something you in Wales are born
knowing: if you've got a message, preach it.

~~Tonight the word consensus is~~

I am a "conviction" politician. The Old Testament prophets didn't say "Brothers, I want consensus". They said: "This is my faith, and vision. This is what I passionately believe. ~~If you believe it too, then come with me~~".

Tonight I say to you just that.

Away with the recent bleak and dismal past.

Away with defeatism!

~~Under the twin banners, choice and freedom,~~
a new and exciting future beckons the British people.

Let us join hands and go forward to meet it together.

We have a message - go out, preach
it - make it - go in. go in and let the day
with know.

MT: copy



EXTRACTS OF A SPEECH BY

THE RT HON MRS MARGARET THATCHER

AT THE CITY HALL CARDIFF

ON MONDAY 16th APRIL 1979

EMBARGO 19.30

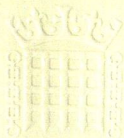


Time for a Change

I am a reformer, and I am offering
change, Mrs Thatcher told

Speaking in Cardiff

① ~~In this traditional Labour stronghold,~~
Mrs Thatcher stressed the vast contradictions
between the aspirations which originally
gained support for Labour and the kind of
Britain which had grown up under Labour. She
appealed to committed Labour supporters to
recognise that their ideals were being betrayed
by the kind of Labour and trade union rule which
had actually grown up in recent years, ~~and to draw
the conclusion from the facts.~~



"Labour, the self proclaimed party of compassion, has betrayed those for whom it promised to care".

There used to be in this country a socialist movement which valued people, had dignity and warmth.

What a world away from the officious, jargon-filled intolerant socialism practised by Labour these last few years, from the flying pickets, the kangaroo courts, the merciless use of closed shop power, and all the other ugly apparatus which has been strapped like a harness on our people and our country, turning worker against worker, society against itself."



"Many traditional Labour supporters want the same things we want, believe the same things we believe," she claimed "but are held back by old loyalties and old prejudices. To them we offer a political home where they can honourably realise the ^{ideals} ~~aspirations~~ which ~~took~~ ^{originally} them into the Labour Party, ~~in the~~ first place."

originally

~~in the first place, many years ago~~

Mrs Thatcher explicitly took up Mr Callaghan's recent claim that Labour represented continuity whereas the Conservatives would uproot. First, she asked what had happened to the radicalism of which the Labour Party always used to be so proud.

Secondly, she pointed out that the Labour leader was at the mercy of forces within the Labour party determined to transform our society utterly and violently.

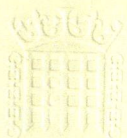


But the main burden of her attack was that underlying Labour's call for continuity was a "shameless appeal to voters to accept our national decline as inevitable and simply make the best of it, a summons to apathy, a clarion call for inertia and indolence.

"Their campaign slogan is: 'Carry on downhill with Labour' ".

Contrasting her political philosophy with Mr Callaghan's present stance, Mrs Thatcher said,

"If I had to sum up Conservatism in a phrase I ^owuld say it means "A Sense of Responsibility" - responsibility for one's family and responsibility towards others.



It is precisely that sense of responsibility which leads us to reject the supine 'let's go on as we are' invitation.

How can I, in good conscience, say to retired people 'I have no plans to change an economy which every single year reduces the value of your savings by at least a tenth'?

I would be ashamed to say to my children and grandchildren "Our society may not be much good, but it's the best we can do. Be thankful it isn't worse' ".

She continued ~~that,~~

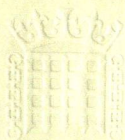
"we must have change to restore security to the old and hope to the young, ~~to put Britain back into the international race.~~"



Claiming that the people are already rebelling against the bulging socialist state and its insatiable appetites and that there is a ~~sense of outrage~~^{resentment} against the unfairness of the system created by Labour, Mrs Thatcher reasserted that the incoming Government would free the natural energy of the people, with "real rewards ~~and real~~^{for effort} penalties": ~~and skills~~^{and skills}.

being a Conservative

She stressed that she had no illusions about the ability of government to transform the moral climate and that no easy prospect lay ahead. "When we arrive in office, we shall find the place littered with post-dated cheques, unpaid invoices and final demands" she warned.



But - she insisted "what human folly can destroy, human wisdom can restore." A new government with a clear mandate for a change of direction would be able to draw on the country's resources and its people's resourcefulness.

Ending with an appeal to moral commitment; "Governments in general, and Labour Governments in particular, simply love spending other people's money. Give the state control of 60 percent of what we produce - as we have been doing - and wealth melts away like winter snow. Tilt the balance towards freedom of choice, and the wealth producing process begins again" she proclaimed.