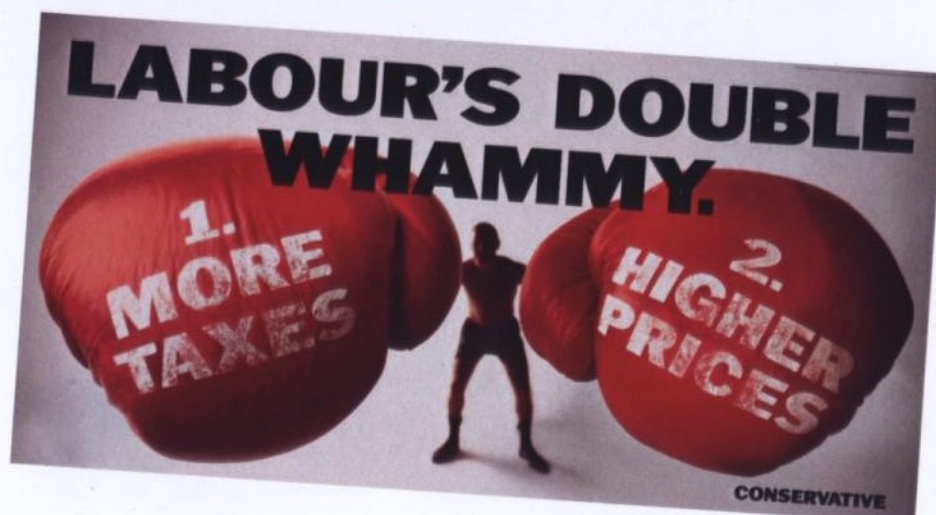


*A unique and limited collectible, signed by Sir John Major*

# **"Labour's Double Whammy"**

Created for the 1992 election campaign, this poster helped to win the Conservatives an unprecedented 4<sup>th</sup> successive general election victory against an unenviable backdrop of a worsening recession and 4 out of 5 polls giving Labour a lead. It is one of the most memorable post-War political images and helped to turn an expected defeat into victory. It also helped John Major achieve the most votes received by any political party in a British general election, polling over 14 million votes.



Saatchi & Saatchi's 1992 poster is credited with bringing the phrase 'Double Whammy' into widespread use in the UK. Reputedly the brainchild of Chris Patten, then Conservative Party Chairman, this catchy and hard-hitting message successfully undermined Labour's efforts to rid itself of its image as a high tax-and-spend Party, forcing it onto the defensive in what had been a highly-successful election campaign, and helped to win the election for the Conservatives.

Neil Kinnock had made great strides to present Labour as a more centrist force, including dropping the long-standing commitment to unilateral nuclear disarmament and re-nationalisation of privatised industry. And with John Smith as Shadow Chancellor, all manifesto policy proposals had been carefully costed out. But on 6th January, 1992 "Labour's Double Whammy" was launched alongside the "Labour's Tax Bombshell". The two posters, together with press advertisements and daily press conferences helped to emphasise the message that voting Labour meant more taxes and higher prices, with the claim that Labour's plans would mean tax increases of more than £1,000 a year for the average voter. This was reinforced by the 'Labour's Tax Bombshell' party election broadcast which costed Labour's spending plans at £35 billion.

The success of the campaign distracted Labour into bringing out a 'shadow budget' on 17<sup>th</sup> March 1992 just a week after Norman Lamont's actual budget and in the first week of the election campaign, in a show of openness which failed to undo the damage.

**Strictly limited to  
50 signed &  
certified copies**

*A limited edition personally signed by*  
**Sir John Major**

Now there is a unique opportunity to celebrate the upcoming 20<sup>th</sup> anniversary of the poster first being used. Strictly limited to 50 certified copies, each signed by Sir John Major, the beautifully framed poster has been issued by the Conservative Party Archive. This rare and valuable poster provides a chance to celebrate an unlikely Conservative election victory.

**ALL PROCEEDS GO TO SUPPORT THE  
WORK OF THE  
CONSERVATIVE PARTY ARCHIVE!**



# PRIORITY ORDER FORM

Please send me "Labour's Double Whammy" posters signed by Sir John Major, certified and framed. I understand the posters cost £495.00 each and will be despatched when funds are cleared. Price includes delivery. Please tick how many posters you would like:

- ☐ 1 Poster @ £495.00  
☐ 2 Posters @ £990.00

## PAYMENT DETAILS

- ☐ I enclose a cheque made payable to the *Conservative Party Archive* for £.....  
☐ Please send me a *pro forma* invoice.

## DELIVERY DETAILS

Please note that your order must be signed for and a signatory must be present when it is delivered.

Title \_\_\_\_\_  
Name \_\_\_\_\_  
Organisation (if relevant) \_\_\_\_\_  
Address \_\_\_\_\_  
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County \_\_\_\_\_  
Postcode \_\_\_\_\_  
Tel: \_\_\_\_\_  
Mob: \_\_\_\_\_  
Signed \_\_\_\_\_ Date \_\_\_\_\_

## RETURN THIS COMPLETED FORM TO:

Jeremy McIlwaine, Archivist, Conservative Party Archive,  
Bodleian Library, Broad Street, Oxford OX1 3BG

- Telephone enquiries: 01865 277181
- Email: [jeremy.mcilwaine@bodleian.ox.ac.uk](mailto:jeremy.mcilwaine@bodleian.ox.ac.uk)

## CONSERVATIVE PARTY ARCHIVE

The official repository of central office and party papers based at the Bodleian Library, Oxford. For further information visit  
[www.conservativepartyarchive.org.uk](http://www.conservativepartyarchive.org.uk)

## Demand will be high order today!

The limited number of posters available will mean demand will be high. No reservations will be taken and the posters are sold on a strictly "first come, first served" basis. Orders are limited to 2 per individual/organisation. To order, complete and return the order form overleaf with your payment. Those who are unsuccessful will be notified in writing and any payment returned.

## About the offer

The posters have been printed digitally on archive cartridge paper and are mounted and framed in black with glass. Each poster is numbered and a signed certificate of authentication is fixed to the reverse. Posters will be despatched by "signed for" postal service. The poster has been issued and authorised by the Trustees of the Conservative Party Archive, part of the Bodleian Library Oxford. All profits go to supporting the work of the Conservative Party Archive. Posters will be sent when funds are cleared. Please allow 28 days for delivery.



**Conservative  
Party Archive**