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PRIME MINISTER

State of parties at end of first two weeks - Con43/Lab35/All120.

MORI Survey of marginals where Alliance second: Con43/All129/Lab25;
where Labour second: Con42/Lab34/All123.

Labour starts its assault on you as a leader. You say you do indeed care.

Conservatives set to move up a gear.

Alliance switch strategy to concentrate on setting Alliance policies.

CBI's monthly trends survey remains very buoyant.

Lots of pictures of your walk and tea in the park.

Peter Shore reveals opposition to Labour's defence policy. Eric Hammond, EETPU, wants referendum on defence.

B/Telecom white collar workers back Labour plan for public ownership and killing off Mercury competition.

Ken Livingstone's sister buys her council house.

Star: "I do care, says Thatcher" - not a party that talks a lot about it but suspects those who talk big and do little. Feature records "the thoughts of Comrade Ken Livingstone".

Sun leads election page with Labour plan to scrap married man's tax allowance, costing average wage earning couples £10 a week; leader says some would say Jim Callaghan does not deserve any kind of honour if he does not speak out against Labour's defence policy. Will he put his country first or shall we know his true worth?

Mirror devotes several pages to revealing "the true face of divided Britain" - the divide between those who have and those who will never have.

Today claims to have a Marplan poll, carried out for SDP, which shows them ahead in Bath and Stockton S, and neck and neck in Islington S (but, while ahead of Labour, trailing badly in Birmingham Hall Green, Cambridge, Oxford West and St Ives). Its main news story is "Arrogant Maggie comes under fire".

Today leader says it is all still to play for with the next 10 days likely to be about people - you and Kinnock.
Fortunately there is no real chance of Kinnock going to No 10.

Daily News says John Biffen's remarks, apparently anticipating the sack, alarm Ministers. Leader says the quality of Mr Biffen's political thought and his skill as Leader of the House ought to make him a Conservative star but he has been sidelined because he thinks for himself.

David Lipsey, New Society, in Daily News article says the odds remain that the Tories will win and that the opinion polls will correctly predict the outcome, but critics will afterwards call for a review of polling methods.

Duncan Campbell in Daily News, claims that an extreme right group with American backing is planning a newspaper smear campaign against Labour and the Alliance.

Express leads with Kinnock's tax threat to 12m - Chancellor accuses Labour of hushing up a plan which would leave married couples £10 a week worse off by scrapping married man's tax allowance on top of 2p tax cut.

Inside Express leads with "Booming Britain boosts Maggie."

Express feature on the sinister silence of trade union barons during the election campaign. Kinnock has been allowed to run the election his way and the unions have been sidelined, but if he loses, the unions and the hard Left will want to have their say and run it their way next time.

Express leader poses three key questions for voters - which party is best likely to provide climate for business growth and family prospects; which is likely to create a tax system which allows people to keep more of their own money; and which is likely to ensure unions continue to play a responsible part in economic affairs?

Mail leads with Government going on the attack over its economic record and the Chancellor warning the country "Don't throw it all away". Another story headed "Maggie by a mile, says poll" refers to Mori marginals poll. In another story it says that the West Indian community has attacked four leading black Labour candidates - Grant, Abbott, Boateng and Profitt - as agents for control rather than liberation of West Indian community.

Mail leader headed "Badly shaken by good news" says like June, prosperity is bursting out all over. The revival is real, steady and sound and it is paying for real spending increases in welfare, education and law and order. Give us a Government, it says, that delivers the goods.

Mail feature goes back to Kinnock's school which he keeps attacking and quotes a number of people who say he is talking rubbish about the school.

Mail election pages inside feature your broadcast - "Yes the Tories care, but we give action not words". Another story on the storm over Tom King's remarks that Labour candidates and MPs have been encouraging terrorists and consorting openly with Sinn Fein.

Telegraph also puts your broadcast on front page: "We care, says Mrs Thatcher", and also business orders best for 10 years, according to CBI. On the back page it says Kinnock's attempts to switch away from defence suffered an embarrassing setback because of Shore's comments.

Guardian leads with "divisive Thatcher faces onslaught". Ian Aitken, in a panegyric to John Biffen, says that you are now starting on eliminating the few former loyalists who have had the temerity to raise even modest doubts about the direction of your leadership. This is why Labour's onslaught this week will be perfectly fair.

Independent leads with Kinnock calling for the end to private schools because they set an unfairly high standard which the state sector cannot match. His remarks are bound to undermine Labour's decision to focus on your arrogant style.

Independent leader says the stronger the likelihood of a Conservative victory, the more attention will focus on your style. You want to seem tender as well as tough and it is your unsuccessful attempt to look "caring" which confuses the issue, for however hard you try you cannot become a committed champion of the welfare state.

Times leads with Labour failing to advance in marginals and MORI poll suggesting another Conservative landslide. Evidence is that Labour is doing worse in the marginal seats on which the election will depend. Voters respond to united Tory policies. Another front page story: UK factory orders at 10-year high.

Times leader on "Labour's mistaken target" refers to the "extraordinary incoherence" of Labour's defence policy. The truth is that Labour is a unilateralist party with a unilateralist leader who is surrounded by non-unilateralist colleagues. It also says that Labour's targetting of you as a target is a manoeuvre they may come to regret. To attack you can only expose your political honesty and could therefore look very cheap. They will not be able to damage your credibility.

FT leads with "Labour directs attack on Thatcher at key stage in campaign". Tory strategists are prepared to counter the attack by concentrating on Kinnock's qualifications for premiership.

Peter Riddell sums it up: Satisfactory but not yet in the bag for the Tories; unexpectedly good but most certainly not good enough for Labour; disappointing but not yet disastrous for Alliance.

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