

A STUDY IN THE MANIPULATION OF
PUBLIC OPINION IN BRITAIN

PRIDE, PREJUDICE
and
PERSUASION

by
CATO

HOW THE ESTABLISHMENT GOT
HOOKED ON EUROPE

"FROM THE TIME the Commission's budget was fixed in the early sixties, it has had about £1m. a year to spend on its activities outside the Community. By far the greatest part of this expenditure was devoted to the U.K. During the sixties between £5m and £10m were devoted to spreading the gospel of the glories of the EEC and the advantages of Britain's membership.

"The conversion of the Conservative Party to the cause of British membership of the Common Market involved a complete somersault in Conservative thinking about foreign policy. Those who have organized and carried out the campaign to get Britain into the Market seem to have recognized at an early stage either that British public opinion could not be converted, or that it didn't matter anyway... Their work has been aided by the fact that, at a certain point in time—and we believe it can be dated with a fair degree of precision—the British political establishment lost confidence in the future of the country. And from this loss of confidence all else has followed."

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EEC Means *Loss* of Trade

THE Anti-Common Market League has published a challenging statement* on Britain's overseas trade.

The pamphlet claims that the diversion of trade which will follow from turning to Europe will inevitably weaken our Commonwealth partnership which so largely depends on a mutually beneficial trading relationship. It shows that in 1970, both in Britain's exports and imports, trade with her traditional trading partners — Commonwealth/sterling area/EFTA — was considerably greater than trade with the EEC; exports were 50% more and imports 55% more. Further, comparing the first half of 1971 with the second half of 1970, exports to the EEC increased by 5% and to the sterling area by 13%.

The French President made it clear in a television interview in June, 1971, that by joining the Market Britain will be committed to obtaining her supplies in the first place from the Community and also to loosen her ties with the Open Sea to which she has always looked. Acceptance of these provisions is bound to lead to a diversion of trade from Commonwealth and sterling area countries to the Common Market, less imports from our traditional suppliers, leading to a decline in exports to them.



The final chapter deals with the role of Sterling, and quotes the conclusion of the Radcliffe Committee on credit and currency: "Sterling is too valuable a constituent of the total volume of international liquidity for it to be an admissible objective of U.K. policy to bring about a limitation or reduction of its use."

**Britain and the Open Seas* by Edward Holloway. Anti-Common Market League, 10p post free.

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