

The answer is that all small businesses have done at least as well as big business, and all sections have benefitted in the existing Community. A recent survey showed that our small businesses also expect to do well.

### 3. PRICES AND JOBS

The fear that membership of the Community will lead to a severe increase in the cost of living (and particularly food prices) is perhaps the most widespread anxiety in the country as a whole. This theme needs careful treatment as food prices will undoubtedly rise as a result of membership, but the fact that other prices (e.g. of domestic appliances) are cheaper in the Community should be stressed. A full and clear statement about prices against the background of the continuing cost-inflation of the past two or more years including the new calculations (being produced in MAFF) and the narrowing between British and EEC food prices is urgently needed. The fact is the continuing worries about inflation are making the European cost generally unpopular, whereas the increase in food prices which entry might bring are very small by the standards of contemporary inflation. There are many extenuating factors both in relation to food prices (e.g. not all food prices will go up) and e.g. the increased opportunities for higher standards of living in the Community, lower prices of other consumer goods owing to the removal of tariffs etc.

On personal security and security of employment, future of Welfare State, etc, the following answer can be given. Our personal security (e.g. British law as it affects the individual) will not be threatened; on the contrary, by giving a secure base, entry will give us better and safer prospects. The enlarged Community will stimulate British industry, thus mopping up unemployment. The Free Movement of Labour provisions have not and will not result in large scale movements, certainly not to a country (like Britain) where employment prospects are not at present attractive. Our Welfare State (National Health Service, etc) will not be affected at all.

### 4. ANTI-MARKETEERS

Anti-Marketeers should not be attacked as part of the message - there is no point in giving them free publicity. But if necessary it should be pointed out that they offer no real alternative to joining the European Communities. Most of their leaders are backward-looking and nostalgic. They have more influence over the old than the young. Like the Appeasers of the 1930's who also temporarily enjoyed considerable mass support, they ignore or fail to understand the real opportunities and dangers facing their country. They are backward-looking and intellectually unrespectable.

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