



From THE RT. HON. SIR KEITH JOSEPH, BT., M.P.

Sir K. Joseph
M.P.

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Confidential

The Rt Hon William Whitelaw CH MC MP
House of Commons
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You may remember that you and I corresponded - with copies to Margaret and Geoffrey - earlier in the year about the BBC lecture series on economics by Galbraith. I think we all agreed that the BBC had - in the light of Galbraith's open support for the social contract, incomes policies, Wilson, etc - initiated what might in effect be or at least include a very partisan presentation. I think that you were contemplating writing to the BBC to warn them that they ought to reconsider their alleged ~~balance plan~~ - particularly in the light of Galbraith's open support for the Government's policies in articles and letters to our press - or at least allow equivalent time to someone who would take a very different point of view.

It may be that you have already spoken to the BBC.

Perhaps it may be useful if I pass on the little extra information that I now have.

The BBC still seem to be going ahead. I made a very gentle and noncommittal enquiry and was told that the series would not start for several months - (so there is still time for them to reconsider or to fit in with our request - *my note, not theirs!*)

In the meanwhile you may have been aware that Milton Friedman - at the invitation of the IEA - gave a lecture on the Economics of Galbraith to a fairly crowded audience at St John's, Smith Square, at the end of last month. The BBC had a recording van present and they have therefore some critical material, since Friedman - while chivalrous, impeccably courteous and personally friendly about Galbraith, was devastating in his analysis of the man's economics.

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But even if Friedman's entire lecture were broadcast it could not conceivably offset the tone of voice and possibly the implications in the proposed thirteen Galbraith lectures.

I therefore still hope that you will consider asking the BBC to call off the whole series as by far ^{being} too polemical a figure: or to give precisely equal time and prominence to a series of parallel lectures by someone acceptable to us: or, at the very least - and you may think that this may not be enough - to allow immediately after each Galbraith talk a suitable amount of time by some person approved by us to comment on what Galbraith had said.

Galbraith is socialist, interventionist, anti-enterprise, and totally indifferent to the realities of life. He is not respected by economists but he is a facile journalist sort of a writer with a huge lay following who believe the rubbish he propagates - and he could do the country and us as a party immense damage if he is given the pedestal which the BBC proposes.

At the risk of going on too long I now turn to the question of possible protagonists.

I am not an expert on TV quality. I assume, so as not to underestimate the danger, that Galbraith is good. I am told that he was demolished by Enoch in a televised Oxford Union debate some years ago - but that won't help us now. There are very few people, if any, who have the ideal combination of

- (a) fame - Galbraith is damnably well known to a large potentially flating section of the population:
- (b) ~~powerfully~~ articulate - Galbraith is a powerful coiner of phrases - "the affluent society": "private affluence and public squalor": "the technostucture":
- (c) deeply informed in economics and in industry, with precise examples and anecdotes at command - in order to be able to rebut Galbraith's highly selective abuse of economics and misuse of so-called industrial evidence:
- (d) robust and yet warm enough in character to make a powerfully destructive case without appearing at all inhuman:

and

- (e) preferably witty and pungent.

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You will agree that it is a tall order!
I am copying this letter of course to Margaret
and to Geoffrey. You and they - if you and
they are with me so far! - will have your own
ideas. I - as a non-TV expert - have two
ideas.

My first choice would be Frank McFadzean -
ex civil servant, Visiting Professor at Strathclyde
University, ex-Chairman of SHELL, now Chairman of
BRITISH AIRWAYS. I know nothing about his capacity
on TV but I can vouch that he is ideal under every
other head.

The second is more exotic - Professor Peter
Bauer - ex-Hungarian, still with an accent: ideal,
apart from that, under every other head. I am told
that he had a television triumph on some very contro-
versial subject like foreign aid and I know that he
was snowed under by letters of agreement from the
public.

The other academics who would take our point of
view do not seem to me to have the colour and vitality
needed, and few of the industrialists have the moral,
philosophic and economic depth and self-confidence
that McFadzean has at command.

(X)

Finally, I have one piece of what I think you
will agree is good news - whatever happens.
Some years ago McFadzean, in his Visiting Professor
capacity, gave a series of four lectures on Galbraith
to the students of Strathclyde. They were annihilating.
I read them at the time - and treasured them. When
I heard of the Galbraith danger I wrote to Frank and
told him that it was his public duty to bring the
lectures up to date so that they could be republished
to coincide with Galbraith's series if it came off.
He, managing both SHELL and BRITISH AIRWAYS in tandem!,
naturally refused. But - great character that he
is, he recognised the danger of a rampant Galbraith
philosophy, and changed his mind. Despite his huge
tasks, he has totally rewritten the lectures. I have
the manuscript. He proposes to add a further ten
pages to cover one aspect that he has so far ignored
- and there will therefore be available for publication
- by the Centre for Policy Studies - a first-class
roughly 20,000 word booklet at the time that seems
most apt.

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But, welcome though this is and deeply grateful as I am to Frank, it will not on its own offset the harm that could emerge to country and party.

I am sending a copy of this not only to Margaret and Geoffrey as above but also to Peter Thorneycroft, Angus Maude and Chris Patten so that each of them may be informed. The McFadzean booklet is still confidential though of course if either you or Margaret or Geoffrey do happen to see him I am sure that a word of appreciation for the really public spirited extra effort he has undertaken would be much appreciated.

(X) A few other candidates from industry might include Ian Fraser. Arnold Kell, Michael Edwards. Arnold Westminster, Richard Johnson - but you will no doubt invite suggestions from a few of us if you wish to do so. They nearly all lack Mr Fadzean's solid grasp of basic philosophy and reality.