

13th February 1963

18 FEB 1963

No. 02028

My dear Masani,

Referring to my suggestion that we should advertise our resolution in a few big central papers, I think it will not cost so much as you thought. Suppose we take half a page and spread our resolution in large type over it - in Hindustan Times, Hindu, Times of India and Statesman, we shall have done a very impressive job. It may be printed as an appeal by me to the nation "to study the following resolution of the General Council of the Swatantra Party" with my signature at foot of this introduction.

The total cost will I ascertain be about Rs.12,000/- if we take up half a page single insertion in the Hindu of Madras, Times of India Bombay edition, Hindustan Times Delhi, and Statesman Calcutta. Details are:

Hindu ...	Rs.3024	
Times of India	Rs.3600	
Statesman	Rs.3136	
Hindustan		
Times	Rs.2502	
	-----	Rs.12,262

If we for a good gesture include the Indian Express Southern Edition the total will be about Rs.15,000/- (Indian Express Southern Edition .. Rs.2392/-).

If we take into account the number of the sheets so circulated the expense would seem to be worth incurring. There is something tells me this will tell at the present crisis.

Yours sincerely,

C. Rajagopalachari

Sri M.R.Masani
General Secretary
Swatantra Party
Bombay - 1

1. Tuls
1. Dasgupta
1. R. Shrivastava