

1209
Bomby
8th April, 1975.

Dear Mr. Piloo Mody,

I must say that I quite like your never-ending humour. I still remember the wit of your late father of happy memory, Sir H.P., Whose sense of humour was all-prevading and contagious.

As you are one of the founder - memuers of our Swatantra Party, I have a suggestion to make to you, Please do not translate your keen sense of wit into the cartoon books which you brought out during the last three election cmpaigns. It suits your genuine no doubt but not the public you have in mind to appeal to.

I need hardly tell you that we in India as a people are like the Germans, devoid of a sense of humour - exceptions like you being rare.

Your cartoon booklets may appeal to some of the educated voters but certainly not to the majority of the voters particulalry the semi-literates and labour classes, who are the great majority. They are not levers of fun as you know.

You have got it done for three successive elections elections with the same monotony of noses, ears, poses, mouths etc.. Please have a look at any third rate imported comics particularly the comic, "MAD". Each and every one is well thought out and executed. The captions so neatly given. It is a work of Professionals not amateurish scribblers whom you seem to employ.

Yours Cordially,

HEMEND PARADKAR.

HEMAND PARADKAR.

Copy forwarded to Mr. Minoo Masani, Swatantra Party, Fort, Bombay for information.