

August 14, 1959 -

(1764)

Respected Raja ji,

This is with reference to your Note -- The Press and the Swatantra Party -- published in the latest issue of SWARAJYA.

I agree with you that the Swatantra Party needs no new journals solely devoted to the Party's cause.

But I suppose, and I hope, you are not opposed to any organized publicity campaign for and on behalf of the Party. And because I consider 'pamphleteering' (hope you dont object to this word) as one of the most effective media of publicity, I am offering a suggestion.

Could the Party Secretariat undertake to publish a small pamphlet of say about 24/32 pages, say same size and format as SWARAJYA, which may include:

- i) The 'Credo' of the Party;
- ii) One or two of your recent articles (including the one appearing in the 15th August issue of the Illustrated Weekly);
- iii) A summary of the proceedings of the Bombay Convention;
- iv) Brief summary of the recent pronouncements of *Prof. Ran...* Shri M R Masani, Shri V P Menon & Shri K M Munshi briefly explaining what the Party stand, for...
- and lastly (and this is important)
- v) Reproduce the editorial comments of leading newspapers -- like the one published in the Sunday (2nd August) issue of Sunday Standard, all press opinions in favour of the party.

I am confident that atleast a 100,000 copies of such a publication could easily be sold at four annas each. It may not cost the Party very much by way of editorial costs and it will certainly pay for itself. And its 'educative' value will be considerable.

I would have sent you a complete dummy but I do not have all the necessary materials with me. But I hope my suggestion, if not disapproved by you, will be passed on to the Party headquarters.

With regards,

Sincerely,

Shri C Rajagopalachari,
Madras.

Dharam Yash Dev
Dharam Yash DEV