

In Memory of
His Divine Grace
A.C. Bhaktivedanta Swami Prabhupada
 On November 14, His Divine Grace Srila Prabhupada
 passed away from this physical world.



DEAR FRIENDS,

Please accept our humble obeisances. We are not very great devotees of God, nor are we very learned scholars. We are not wealthy or famous. We have practically no good qualities at all. Yet our spiritual master, His Divine Grace A. C. Bhaktivedanta Swami Prabhupada, accepted us as his disciples and friends. His love for us is unconditional. Our only prayer now is that we be able to love others as Srila Prabhupada has loved us and that we are able to give others what he has given us.

He humbly begged us, "Please just place your love on the Supreme Personality of Godhead, Sri Krishna. Sing His names and be happy." Thus he gave everyone the most powerful of all mantras, the Maha Mantra:

Hare Krishna Hare Krishna Krishna Krishna Hare Hare
Hare Rama Hare Rama Rama Rama Hare Hare

"Don't be cheated by those who try to sell mantras. You can chant Hare Krishna quietly or loudly; it will not lose its power. Take Krishna into your hearts and your homes."

To see us happy is Prabhupada's happiness. We pray that one day our hearts will be so soft that we too can experience happiness in the happiness of others. We have lived our whole life trying to enjoy materialistic life—seeing God's property and all souls as ours to use and be exploited. But Prabhupada admonished us, saying, "You should love God (Krishna) and work for the welfare of all mankind. Don't exploit people. Give them Krishna. Give them life. Please don't exploit them."

"The soul is eternal and blissful by nature but due to contact with material nature, being in bodies of flesh, the souls in this world are having to undergo repeated birth, disease, old age and death. Save them from their suffering condition. Help them go back to home, back to Godhead."

Yes, Srila Prabhupada was and is truly the well-wisher of everyone. We hope that people will not hold it against him if they felt offended by us—those of his disciples who are still hard-hearted and full of imperfections.

PRABHUPADA'S GREATEST DESIRE

Srila Prabhupada's greatest desire was to see people reading and hearing about God. Therefore, he made it his life's mission to bring to the Western world the cream of all Vedic scriptures, namely, the *Bhagavad-gita As It Is* and the *Srimad Bhagavatam*. So as an offering to him, we would like to offer these books to you at exactly the price we paid for them.

"This definitive edition of the *Gita* is, due to the extensive purports, a storehouse of ancient Vedic wisdom, poetry, politics and history. It should serve as a useful textbook for students and reference book for scholars of religion, as well as a general introduction to Vedic culture and practical philosophy. It is written for serious readers in general, not only from a scholar's point of view, but from that of a lifelong practitioner. It is this sense of devotion which Srila Prabhupada has captured in his discussion of the verses and which other commentators have failed to reveal. For this reason, *Bhagavad-gita As It Is* is an essential work for understanding the Indian religious tradition." — Dr. David Heron
Department of Religion
Manhattan College

"The increasing number of Western readers interested in classical Vedic thought have been done a great service by Swami Bhaktivedanta. By bringing us a new and living interpretation of a text already known to many, he has increased our understanding manyfold." — Professor Edward C. Dimock, Jr., Department of South Asian Languages and Civilization, The University of Chicago



"When I read the *Bhagavad-gita*, I ask myself how God created the universe. Everything else appears to be superfluous." — Albert Einstein

"When the *Bhagavad-gita* became known in Europe, its reception was an enthusiastic one. The reason that the book made so deep an impression on the European mind must be seen in the fact that it acquainted the West for the first time with a mysticism that demands loving devotion to God to be shown in deed (rather than in spirit only)." — Albert Schweitzer

The *Bhagavad-gita As It Is* is available for \$4.00 (includes postage and handling)

The *Srimad Bhagavatam* (more than 20 volumes) can be obtained by writing:

Holy Name Foundation
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