

The Public Relations Center, Inc.

PUBLIC RELATIONS REPORT
FOR
INTERNATIONAL SOCIETY FOR KRISHNA CONSCIOUSNESS

July 24 , 1975

The Public Relations Center, Inc.

HIS DIVINE GRACE'S PRESS CONFERENCE

Caracas Room, Sheraton-Chicago Hotel, July 9, 1975

Though there had been some vague discussion of arranging a press conference for His Divine Grace before the Rathayatra Festival, The Public Relations Center received a definite go-ahead only two days before the event itself.

Accordingly, speed was of the essence so as to insure conditions for the conference would be most favorable for the Swami and the Society. A room was secured at the Sheraton-Chicago Hotel on Michigan Ave., the hotel closest to all of the major Chicago media.

A report of the impending conference was transmitted over the public relations newswire a day before the conference in order to reach all the major media, especially radio and television, as quickly as possible.

As with the Swami's arrival, the major radio and television stations, the daily newspapers, the national wire services, and the national news magazines all received hand-delivered releases of the conference and biographies of His Divine Grace a day before the event.

On the morning of the conference, The Public Relations Center contacted all the major media by phone, for coverage commitments. Arrangements were also made with hotel management to assist devotees in preparing a suitable resting place for the Swami

The Public Relations Center, Inc.

PRESS CONFERENCE : (continued)

and conveniences for the press in the conference room.

Of the major media, the daily newspapers showed up in force. All reporters were serviced press kits by the Center upon their arrival. Reporters and columnists from the Chicago Sun-Times, the Chicago Tribune, the Chicago Daily News, and WLS Radio News participated in a controversial question-and-answer session with the Swami and his attendants. A reporter from the City News Bureau and photographers from the major dailies also took part.

Despite the statement of conference topics received from the Swami's secretary the day before the conference, His Divine Grace changed the subject matter of the press conference.

As an aside, if we had been aware of the new subject matter, we could possibly have delivered a larger audience of media reporters.

The provocative ideas and thoughts about the relative worth and role of women in the Krishna society prompted occasionally heated responses from the reporters present, one of which was a woman. The Swami's comments about the size of women's brains garnered much print in the Chicago dailies, as is evidenced in the clippings which follow.

The next day, a combined audience of more than 1.5 million Chicago area residents read reports of the Swami's conference.

The Public Relations Center, Inc.

PRESS CONFERENCE (continued)

Though The Public Relations Center expended much effort in trying to attract the television news stations to the conference, it met with resistance and objections usually centering around the complaint that a news conference (regardless of who holds it) is not photogenic enough to justify the expenditure of time and effort involved in setting up cameras and microphones.

The controversial topic of women, however, further interested the media and led to increased coverage.

The same day, WMAQ-TV News conducted an exclusive interview with His Divine Grace in Evanston. The topic of women received much attention, as did other beliefs and customs of the Society. Though much more was covered in the interviews than what was filmed, only the portion which reiterated the role of women in Krishna society and the size of women's brains was aired that night during the WMAQ-TV late newscast. An estimated 570,000 Chicagoans viewed this report.

In conclusion, the press conference was a publicity success in view of the news stories which resulted from the Swami's comments and the speed with which the Public Relations Center responded in organizing a successful media event.

The Public Relations Center, Inc.

FOR FURTHER INFORMATION CONTACT: Raymond Ambrose or Morgan B. Moore
The Public Relations Center, Inc.
(312) 649-0007

FACT SHEET Swami Press Conference

EVENT: Press Conference held by the leader and founder of the International Society for Krishna Consciousness (ISKCON), His Divine Grace A.C. Bhaktivedanta Swami Prabhupada (prab hoo POD).

WHERE: In the Caracas Room of the Sheraton Chicago Hotel, 505 N. Michigan Ave., at 10 a.m. Wednesday, July 9.

WHEN

SUBJECT: His Divine Grace will explain a program he believes will help America combat the manifold problems of crime, economic difficulties, moral and political degeneration, and racial strife. His teachings are based on his translations of the ancient Indian scriptures called the vedas.

**WHAT IS THE
KRISHNA
MOVEMENT?** The Krishna Consciousness movement is a cultural movement aimed at bringing individual peace and collective unity through the consciousness of God, Lord Sri Krishna. It is based on the principles of spiritual understanding found in the Vedas, the oldest scriptures in the world. It is a positive alternative to the chaos and confusion that affect today's society. Its followers in the U.S. number in the tens of thousands of people of all ages, who unite in peace for devotional service to Lord Sri Krishna, God..

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His Divine Grace A.C. Bhaktivedanta Swami Prabhupada (prab hoo POD), the founder and leader of the International Society for Krishna Consciousness (ISKCON), has formulated a program which he believes can help alleviate America's manifold problems of crime, economic difficulties, moral and political degeneration, and racial strife.

He will explain his program during a press conference at the Caracas Room at the Sheraton Chicago Hotel, 505 N. Michigan Ave., at 10 a.m. Wednesday, July 9.

Aided by the wisdom of the ancient Indian scriptures called the Vedas, His Divine Grace has concluded that the imbalances of modern American life, especially crime, can be combated through an awareness of the living, universal forces for goodness of Lord Sri Krishna, God.

Through his translations of the Vedic scriptures, the Swami believes man's continuing efforts to solve the greivous problems of America and the world are materialistically based and are therefore doomed to failure.

With the guiding wisdom of the Vedas, the Swami has compared America to a blind man and India to a lay man. A blind man may be strong, His Divine Grace says, but without good direction his energy will be spent uselessly. The Swami suggests blind America accept the assistance of lay India for a perfect arrangement toward the successful management of the world's gravest problems.

One of those problems, crime, has been addressed by no lesser a publication than Time Magazine recently. His Divine Grace will point out this society's pedestrian approach to combating crime during his press conference Wednesday.

The Public Relations Center, Inc.

Channel 5 News

Floyd Kalber: His Divine Grace, A.C. Bhaktivedanta Swami Prabhupada leader of the International Society for Krishna Consciousness (ISKCON) is in the Chicago area. He is visiting his followers here and dispensing his wisdom, shared some of his thoughts today with News Five's Royal Kennedy on the topic of women's liberation and after Ms. Kennedy calmed herself she filed this story:

Royal Kennedy: The spiritual master holds court in an Evanston apartment propped on cushions surrounded by his young followers. They kneel at his feet waiting to answer to his every need. He teaches and they listen because he has all the answers. He even has the answers to America's problems of crime, racial strife and economic crisis. American women must become subordinate to men. "It is their natural place," he says "Because their brains are smaller."

Royal Kennedy: And if women were subordinate to men it would solve all of our problems?

Swami: Yes. Man wants that women should be subordinate then he's ready to take charge. Man's mentality, women's mentality, - different. So, if the woman agrees to the man and is subordinate then the family will be peaceful.

Royal Kennedy: The Swami's ideas about women are based on research done in 1918. I asked him how he could depend on medical statistics over 50 years old. "They're perfectly reliable," he said "because women's brains have not grown in 50 years."

Royal Kennedy News Five

Floyd Kalber: An interesting foot note to all this: the Swami's story was assigned in our news room today by a woman, it was photographed by a woman, it was reported by a woman, and a female producer selected it for this show tonight. So much for the Swami.

That's the news, goodnight.

The Public Relations Center, Inc.

THE ARRIVAL OF HIS DIVINE GRACE -- July 3, 1975

Preparations for publicity of His Divine Grace's arrival in Chicago were undertaken by The Public Relations Center as soon as it learned of definite information two days before the Swami's plane touched down from Denver at O'Hare Airport.

The day before, a notice of his arrival was transmitted over the Public Relations Newswire which serves all the major Chicago metropolitan media. A package consisting of a press release of the arrival and an appropriate biography of the Swami was hand-delivered to all the Chicago daily newspapers, radio and television stations, three wire services, and the Chicago offices of the national news magazines. As a result, the Swami's colorful arrival received excellent coverage by the major Chicago print and electronic media.

Among the media representatives present at the arrival were WGN Television, WMAQ-TV News, the City News Bureau, and photographers from the Chicago Sun-Times and the Chicago Tribune. Television reports of the arrival and short descriptions of the Society appeared the same night on a combined total of five newscasts aired by WGN and WMAQ, and WLS-TV. Photographs of the Swami surrounded by joyous devotees appeared in the Sun-Times and the Tribune the next morning. Members of The Public Relations Center were on hand at the airport to assist reporters and to take appropriate photos of His Divine Grace.

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ARRIVAL -- July 3, 1975 (continued)

In toto, His Divine Grace's arrival was a "well-orchestrated media event," in the words of one reporter present. The media reports of the arrival reached a combined audience of almost 2 million Chicago area residents during July 3 and 4.

ISKCON

INTERNATIONAL SOCIETY FOR KRISHNA CONSCIOUSNESS INC.

FOUNDER — ACARYA, His Divine Grace A.C. Bhaktivedanta Swami Prabhupada



FOR FURTHER INFORMATION CONTACT: Raymond Ambrose or Morgan Moore
The Public Relations Center, Inc.
(312) 649-0007

KRISHNA FOUNDER ARRIVES IN CHICAGO

- WHO:** His Divine Grace, A.C. Bhaktivedanta Swami Prabhupada, founder and leader of the worldwide International Society for Krishna Consciousness.
- WHAT:** The arrival of His Divine Grace at Chicago's O'Hare airport on United flight 222 at 10:53 a.m. on Thursday, July 3.
- WHY:** Swami Prabhupada will be in Chicago to supervise preparations for the second annual Rathayatra festival to be held on Saturday, July 12. The festival will commence at 1 p.m. with a parade down State St. over to the Civic Center Plaza where a free vegetarian feast for 10,000 people will be supplied.
- FEATURES:** Hundreds of devotees will be on hand at O'Hare to welcome His Divine Grace with singing, chanting, and dancing. Interviews are welcomed and encouraged.

-30-

The Public Relations Center, Inc.

VIP MEETINGS WITH HIS DIVINE GRACE

Upon the suggestion of the Chicago Temple, The Public Relations Center worked to arrange meetings with influential and prominent leaders in the Chicago area with His Divine Grace.

Mayor Richard J. Daley, W. Clement Stone, the insurance entrepreneur, and Archbishop John Cardinal Cody were all approached with invitations to meet with His Divine Grace in public while the Swami was in the Chicago area for the Festival.

After several days of communications with the press secretaries of these leaders, all three declined a press conference or public meeting with the Swami because of prior commitments and organizational duties. Mayor Daley was participating in the U.S. Conference of Mayors in Boston; Mr. Stone was traveling in Europe to spread his "positive mental attitude" philosophy; and Archbishop Cody's schedule left him no free time during the entire week before the Rathayatra Festival. All three expressed regret for their inability to meet with His Divine Grace this year, and all three asserted future invitations to meet with the Swami would be seriously considered if received early enough.

We also contacted President Ford's staff in Washington and Chicago to determine the possibility of a meeting of the two leaders, and received a negative, though apologetic response.

233 East Erie Street
Suite 2500
Chicago, Illinois 60611
Telephone: (312) 649-0007

Thomas M. Steuer, President
PRSA Accredited

June 25, 1975

Hon. Richard J. Daley
Mayor of Chicago
Room 507
121 N. LaSalle Street
Chicago, Illinois 60602

My Dear Mr. Mayor:

The founder and leader of the International Society for Krishna Consciousness (ISKCON), His Divine Grace A.C. Bhaktivedanta Swami Prabhupada, will be in Chicago July 9 and 10.

His Divine Grace and the millions of Krishna followers around the world whom he represents would be deeply honored if you introduced the Swami to the people of Chicago during the week of the second annual Rathayatra Festival and Parade from July 7 to 12.

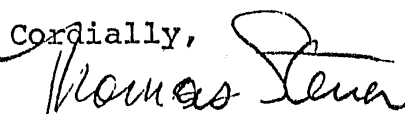
Thousands of Krishna devotees from 14 temples in the U.S. and Canada will be in Chicago for the Festival and Parade. They will be joined by thousands of Chicagoans of all backgrounds and neighborhoods who are followers of the Krishna movement.

Judging from last year's responses, the size, color, and location of the parade (Civic Center Plaza) will ensure good feature coverage by the city's news media.

This could be another opportunity for Your Honor to demonstrate how your appearances at neighborhood and ethnic events are a major unifying force for all Chicagoans.

I am enclosing pertinent background material for your review. I shall contact your office to arrange a meeting date for you with His Divine Grace.

Cordially,


Thomas M. Steuer

TMS/nh
enclosure

233 East Erie Street
Suite 2500
Chicago, Illinois 60611
Telephone: (312) 649-0007

June 25, 1975

His Eminence
John Cardinal Cody
Archbishop of Chicago
P.O. BOX 1979
Chicago, Illinois

Your Eminence:

The founder and leader of the International Society for Krishna Consciousness (ISKCON), His Divine Grace A.C. Bhaktivedanta Swami Prabhupada, will be in Chicago July 9 through 11.

His Divine Grace and the millions of Krishna followers around the world whom he represents would be deeply honored if Your Eminence would meet with the Swami Friday, July 11, at the Chicago ISKCON Temple, 1014 Emerson, Evanston.

His Divine Grace will arrive in Chicago to supervise the preparations for Chicago's second annual Rathayatra festival and parade during the week of July 7. Thousands of Krishna devotees from 14 Krishna temples in the U.S. and Canada will be in Chicago for Rathayatra activities. The parade will be held on State Street to the Civic Center Plaza Saturday afternoon July 12. An initiation ceremony for more than 100 Krishna followers and a Krishna wedding are also planned at the Chicago Temple during the Rathayatra weekend.

If our suggested meeting date or the Chicago Temple location present scheduling or travel problems, I'm sure we can arrange an alternate meeting situation, perhaps a day earlier at your office.

I am enclosing pertinent background material for your review. I am also contacting the office of Father James Roache to arrange a meeting date for Your Eminence with His Divine Grace.

Cordially,


Thomas M. Steuer

TMS/nh
enclosures

cc: Father James Roache.

233 East Erie Street
Suite 2500
Chicago, Illinois 60611
Telephone: (312) 649-0007

July 2, 1975

Mr. Robertson P. Rigg
Vice-President for Advertising and Public Relations
Combined Insurance Companies of America
5050 N. Broadway
Chicago, Illinois 60640

Dear Mr. Rigg:

The meeting of two great minds, W. Clement Stone and His Divine Grace, A.C. Bhaktivedanta Swami Prabhupada, seems natural in light of their respectively positive orientations to life and personal happiness.

Mr. Stone's positive mental attitude philosophy is known the world over, as are the teachings of His Divine Grace. While Mr. Stone has formulated his approach in part as a result of his experiences, His Divine Grace has gleaned Krishna's teachings from painstaking translations of the ancient Vedic religious scriptures -- an occupation he now continues during most of his waking hours.

Both men postulate a positive approach to world dilemmas with very similar orientations. Both Mr. Stone and His Divine Grace are concerned with the plight of humans in the here and now; each wants to impart the positive aspects of their philosophies to followers in need of direction and restoration of self-worth.

His Divine Grace instructs Krishna followers to lead positive lifestyles for the attainment and enjoyment of Lord Sri Krishna's eternal love during their lifetimes. Unlike the somewhat negative connotations imparted by Western religious thought which holds that life is but a prelude to death and subsequently tentative happiness, His Divine Grace teaches that those conscious of Krishna will experience the blissful oneness with Lord Krishna right now. The conduct of His Divine Grace is an example of this transcendental unity with the greatest force of good the world will ever know.

We think it would benefit Mr. Stone's reputation and his relations with his followers if he would meet with His Divine Grace to demonstrate the similarity of each other's orientations to life, personal happiness, and success.

The meeting, of course, hinges on the respective schedules of Mr. Stone and the Swami; as I've mentioned, His Divine Grace will be in Chicago from July 3 to July 10. A meeting in the form of a press conference could be arranged at Mr. Stone's office in the Loop or at the Chicago Temple of ISKCON, 1014 Emerson, Evanston, where the Swami is staying during his visit to Chicago. An Evanston meeting would also work well during the open house at the temple on Wednesday, July 9.

For Mr. Stone's information, I've included a short description of the International Society for Krishna Consciousness movement, a biography of His Divine Grace, and pictures of the Swami and last year's Rathayatra Festival at the Civic Center Plaza.

-continued-

Page Two - Mr. Robertson P. Rigg
July 2, 1975

After you've had a chance to review the materials, I'll call you for your comments and suggestions. I'm confident we can reach a mutually agreeable meeting and proper press coverage.

Cordially,

Ray Ambrose

Raymond Ambrose

RA/nh
enclosure

CHICAGO SUN-TIMES, Thurs., July 10, 1975



One man's view

C. Bhaktivedanta Swami Prabhupada:
Woman is not equal in intelligence to
man.

It's MEN as in 'MENTal': Swami slams the 2d sex

By Peggy Constantine

Forgive me if this story is not well-written.
I am a woman.

My brain weighs less than a man's, and I
am not equal in intelligence.

His Divine Grace, A. C. Bhaktivedanta
Swami Prabhupada, the 77-year-old founder
of the International Society for Krishna Con-
sciousness, said so Wednesday.

The society is dedicated to peace in the
world through love of God and relinquishment
of all things material.

The swami spoke, seated cross-legged on an
expensive-looking cushion, surrounded by
fresh flowers, microphones and burning in-
cense in a conference room he rented in the
Sheraton-Chicago Hotel.

He is in town for a Krishna parade at 1:30
p.m. Saturday down State Street in which he
will ride on a flower-bedecked float. He then
will fly to Philadelphia for more celebrations
and philosophical chats.

He looked occasionally at his gold watch as
he explained his life philosophy.

His adoring disciples — five men — knelt at
his side.

The MAN, he said, who loves God controls
his senses, is clean inside and out, is simple

and tolerant and uses knowledge he has ac-
quired in practical life.

Such MEN, he said, are first-class citizens
and should be advisers to the world.

Second-and third-class MEN have not found
God and should be administrators and work-
ers.

He spoke 30 minutes and never mentioned
women. I asked how women fit into his sys-
tem.

"Woman," he said, "is not equal in intelli-
gence to man. Man's brain weighs 64 ounces.
Women's weighs 36 ounces. It is just a fact."

He continued: "Women are meant to assist
man and that is all." He said women do not
figure in his class system except as daughters
or wives. An unmarried woman presumably
is classless.

"Is that," asked a male reporter, "What is
wrong with Mrs. Indira Gandhi?" The swami
hedged. "I cannot say," he said. "I would
be arrested."

The Swami now lives in Los Angeles. He
trains his followers there. Their income is
from sales of his books, magazines and in-
cense. He said he has about 10,000 followers.

"We do not have so many," he said. "It is
hard to find a first-class MAN."

It's a pity half the population are women.

No mother superior in HIS religion

Peggy Constantine

Forgive me if this story is not well-written. I am a woman. My brain weighs less than a man's, and I am not equal in intelligence. But, then, a good man is hard to find, too.



SWAMI PRABHUPADA

His Divine Grace, A.C. Bhaktivedanta Swami Prabhupada, the 77-year-old founder of the International Society for Krishna Consciousness, said so Wednesday.

The society is dedicated to peace in the world through devotion to God and relinquishment of all things material.

The swami spoke, seated cross-legged on an expensive-looking cushion, surrounded by fresh flowers, microphones and burning incense in a conference room he rented.

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Second- and third-class MEN have not found God and should be administrators and workers.

Fourth- and fifth-class men, according to

the swami, "are good for nothing."

He spoke 30 minutes and never mentioned women. I asked how women fit into his system.

"Woman," he said, "is not equal in intelligence to man. Man's brain weighs 64 ounces. Woman's weighs 36 ounces. It is just a fact."

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newsclip
midwest / chicago
263-4065

JOURNAL-STAR
Peoria, IL
Sun. C 116,503

JULY -20-75

Swami Blames Brain Weight For Women's Low Status

BY Peggy Constantine
Chicago Daily News/Un-Times Wire

CHICAGO—Forgive me if this story is not well-written. I am a woman.

My brain weighs less than man's and I am not equal in intelligence.

His Divine Grace, A. C. Bhaktivedanta Swami Prachupada, the 77-year-old founder of the International Society for Krishna Consciousness, said so recently.

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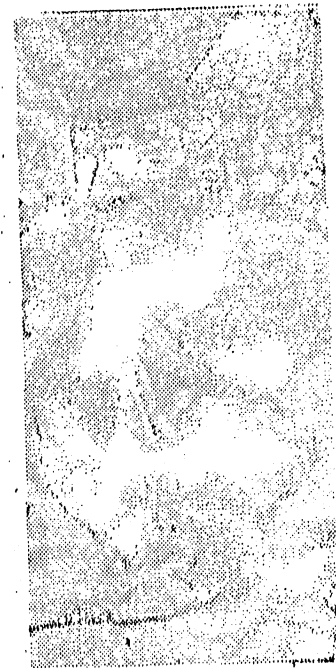
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"We do not have so many," he said. "It is hard to find a first-class MAN."

It's a pity half the population are women.



SWAMI PRACHUPADA

READER
Chicago, IL
W C 49,000

JULY -11-75

THE CHICAGO TEMPLE of the International Society for Krishna Consciousness will sponsor the Rathayatra Festival and Parade July 12. After proceeding down State St. at 1 pm, the parade will end at the Civic Center Plaza, to hear the founder of the society and enjoy a free vegetarian feast. T2

Thursday, July 10, '75

Hare Krishna devotees bow to 64-ounce brain

THE FLACK from Public Relations Center, Inc., handed over the bulging press kit, complete with a complimentary packet of coconut grove incense.

He said, "His Divine Grace will be here any minute now."

A minute later His Divine Grace, a.k.a. A. C. Bhaktivedanta Swami Prabhupada, walked slowly into the Caracas Room of the Sheraton Chicago Hotel, a room heavily laden with the sweet, sticky smell of incense. He climbed upon a thickly cushioned, gold-embroidered throne and stared at the people staring at him.

The Swami, 77, is the leader of the International Society for Krishna Consciousness, a movement he founded in 1965 when he came to the States from India.

KRISHNA CONSCIOUSNESS burst into national consciousness in the late 1960s when the chant, "Hare Krishna, Hare Krishna . . ." was popularized in the play, "Hair."

Now its followers are well-known fixtures in our society and can be seen in the streets and other public places wearing long robes and no hair, asking passers by to part with some money in exchange for literature outlining the joys of nonmaterialistic life.

The Swami is in Chicago in preparation for a parade being held in his honor in the Loop on Saturday. The Swami won't be here. He's leaving for Philadelphia. The parade, says one of the PR releases, will feature a 40-foot chariot. It doesn't say why.

But there should be thousands upon thousands of Krishnas at the parade. The PR flack who handles the Krishna account says the Swami has hundreds of thousands of followers.

THE SWAMI called the Wednesday morning press conference to announce how America can "combat the manifold problems of crime, economic difficulties, moral and political degeneration, and racial strife."

Before he did that however, he took some time to allow some of his young followers to touch their foreheads to the ground before his throne. And after that, another young follower pushed a silver tray before him. On bended knee, the follower lifted a silver chalice.

Then, as was customarily done for kings and Mafia dons, the young man started to taste of the chalice before passing it to his master. Apparently the Swami trusted the Sheraton's catering service however, and he waved off the young man and sipped.

THEN HE MADE his announcement. He said: "We are trying to be happy in this material world and that is not possible."

His followers nodded. He then, at length, explained the various evils of the material world and the bliss of the spiritual, or "eternal" life. He also told how a man must believe in God, Lord Sri Krishna.

He also talked about how a man may attain heaven on earth. This, he said, was possible for a "first-class man." In the Krishna structure, there are four major classes of people.

Rick
Soll



"A first-class man," he explained, "practices how to control his mind and senses. He is truthful, clean inside and outside, simple, tolerant, full of knowledge, and he believes in God."

HE SAID THERE are not too many first-class men. "Men of the first class," he explains, "give advice. The advice is always perfect and they give it to the second class, which administers the advice to all the other people. The third class produces food and protects cows. The fourth class are general workers. They have no brains."

The Swami goes on to explain that there are many other lower classes but they are just full of idiots.

A female reporter asked, "How do women fit into your structure?"

The Swami replied, "They assist men. They are not as equally intelligent as men."

"Why," asked the woman.

THE SWAMI looked at her like she was a stupid woman. Then he calmly said, as if even an imbecile of the fourth class would know this, "The brains of men are 64 ounces. The brains of women are only 36 ounces."

Another reporter asked, "Do you think all the trouble Indira Gandhi is having is because she only has a 36-ounce brain?"

The Swami nodded knowingly. He said, "Yes. She is a woman."

The question was asked again.

The Swami said he could not comment further because he was afraid of reprisals should he ever return to India, where apparently even a first-class man can be undone by a 36-ouncer.

"But I can say this," the Swami continued, "I can cite an old Indian proverb: 'Never trust a woman or a politician.'"

THEN THE Swami was finished. He stood. His followers stood. As he was stepping off his throne, the female reporter timidly approached one of the young Hare Krishnas, leaned close, and whispered, "Is it all right if I walk out the door . . . or does His Divine Grace walk thru the door first?"

The young Hare Krishna looked at her the same way the Swami had looked at her. He chuckled. He said, "You can leave any time you like."

She hurried out the door and the young man watched her disappear. He shook his head in disgust.

But what else can one expect? How far can you stretch 36 ounces?

Hare Krishna followers bow to a 64-ounce brain

T-2-
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Rick Soll



tray before him. On bended knee, the follower lifted a silver chalice.

Then, as was customarily done for kings and Mafia dons, the young man, started to taste of the chalice before passing it to his master. Apparently the Swami trusted the Sheraton's catering service however, and he waved off the young man and sipped.

THEN HE MADE his announcement. He said: "We are trying to be happy in this material world and that is not possible."

His followers nodded. He then, at length, explained the various evils of the material world and the bliss of the spiritual, or "eternal" life. He also told how a man must believe in God, Lord Sri Krishna.

He also talked about how a man may attain heaven on earth. This, he said, was possible for a "first-class man." In the Krishna structure, there are four major classes of people.

"A first-class man," he explained, "practices how to control his mind and senses. He is truthful, clean inside and outside, simple, tolerant, full of knowledge, and he believes in God."

HE SAID THERE are not too many first-class men. "Men of the first class," he explains, "give advice. The advice is always perfect and they give it to the second class, which administers the advice to all the other people. The third class produces food and protects cows. The fourth class are general workers. They have no brains."

The Swami goes on to explain that there are many other lower classes but they are just full of idiots.

A female reporter asked, "How do women fit into your structure?"

The Swami replied, "They assist men. They are not as equally intelligent as men."

"Why," asked the woman.

THE SWAMI looked at her like she was a stupid woman. Then he calmly said, as if even an imbecile of the fourth class would know this, "The brains of men are 64 ounces. The brains of women are only 36 ounces."

Another reporter asked, "Do you think all the trouble Indira Gandhi is having is because she only has a 36-ounce brain?"

The Swami nodded knowingly. He said, "Yes. She is a woman."

The question was asked again.

The Swami said he could not comment further because he was afraid of reprisals should he ever return to India, where apparently even a first-class man can be undone by a 36-ouncer.

"But I can say this," the Swami continued. "I can cite an old Indian proverb: 'Never trust a woman or a politician.'"

THEN THE Swami was finished He stood. His followers stood. As he was stepping off his throne, the female reporter timidly approached one of the young Hare Krishnas, leaned close, and whispered, "Is it all right if I walk out the door . . . or does His Divine Grace walk thru the door first?"

The young Hare Krishna looked at her the same way the Swami had looked at her. He chuckled. He said, "You can leave any time you like."

She scurried out the door and the young man watched her disappear. He shook his head in disgust.

But what else can one expect? How far can you stretch 36 ounces?

OVER

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JULY -10-75



Tribune Photo by Arthur Walker

His Divine Grace

A. C. Bhaktivedanta Swami Prabhupada, leader of the International Society for Krishna Consciousness, explains nonmaterialistic life—and the place of women—at press conference Wednesday.

e Public Relations Center, Inc.

newscip

midwest / chicago
703-4065

TRIBUNE
CHICAGO, IL

D C 806,283

JULY -11-75

64 ounces of Eastern wisdom

THE FLACK from Public Relations Center, Inc., handed over the bulging press kit, complete with a complimentary packet of coconut grove incense.

A minute later His Divine Grace, a.k.a. A. C. Bhaktivedanta Swami Prabhupada, walked slowly into the Caracas Room of the Sheraton Chicago Hotel, a room heavily laden with the sweet, sticky smell of incense. He climbed upon a thickly cushioned, gold-embroidered throne and stared at the people staring at him.

The Swami, 77, is the leader of the International Society for Krishna Consciousness, a movement he founded in 1965 when he came to the States from India.

Now its followers are well-known fixtures in our society and can be seen in the streets and other public places wearing long robes and no hair, asking passers by to part with some money in exchange for literature outlining the joys of nonmaterialistic life.

The Swami is in Chicago in preparation for a parade being held in his honor in the Loop on Saturday. The Swami won't be here. He's leaving for Philadelphia.

THE SWAMI called the Wednesday morning press conference to announce how America can "combat the manifold problems of crime, economic difficulties, moral and political degeneration, and racial strife."

Before he did that however, he took some time to allow some of his young followers to touch their foreheads to the ground before his throne. And after that, another young follower pushed a silver tray before him. On bended knee, the follower lifted a silver chalice.

Then, as was customarily done for kings and Mafia dons, the young man started to taste of the chalice before passing it to his master. Apparently the Swami trusted the Sheraton's catering service however, and he waved off the young man and sipped.

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But what else can one expect? How far can you stretch 36 ounces?

*Chicago Tribune
Saturday, July 12, 1975*

Brainy facts KO swami

HARE KRISHINA founder Swami A. C. Bhakti-vendanta Prabhupada generated considerable fanfare this week when he argued that women should rightly be judged inferior to men because the female brain weighs less than a man's.

Basing his conclusions on what he said was 1915 scientific data, the swami contended that the "woman is not equally intelligent to a man because the brains of men are 64 ounces. The brains of women are only 36 ounces."

Such a conclusion caused some to question the weight of the swami's brain and sent others scurrying for verified anatomical data.

HERE ARE the facts, excerpted from the Encyclopaedia Britannica:

- The weight of the brain varies with age, stature, body weight, sex, and race.

- The entire brain of a male weighs approximately 49.6 ounces while a female brain weighs 44.5 ounces.

OVER

• Tall persons have heavier brains than short persons, but, relative to their height, short persons have larger heads and brains than tall persons.

• AVERAGES calculated from groups of scholarship winners and persons of average and below average ability show statistically only a very slight correlation between large size of head and brain and a high intelligence.

• The brain in males loses about .035 ounces a year in weight after the age of 20 years.

Since the Swami is 78 years old, this would mean his brain might weigh about 47.5 ounces today or 2.03 ounces less than when he was 20 years old.

James Robison

Chicago Tribune, Saturday, July 12, 1975

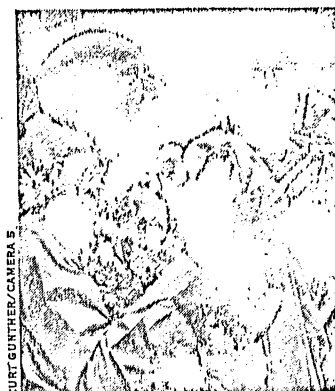
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CHATTER

Hare Brained The bobbing, berobed apostles who drone *Hare Krishna* from urban street corners comprise and recruit youth of both sexes—perhaps ignorant that Krishna Consciousness founder Swami Bhaktivedanta doesn't personally believe that all his disciples were created equal. "Women are meant to assist men and that is all," declares the 79-year-old native of Calcutta. "It is just a fact that woman is not equal in intelligence to man. Man's brain weighs 64 ounces. Woman's weighs 36 ounces." Since adult human brains are roughly proportional to body weight and average between 45 and 50 ounces, the swami seems either over or out of his own head.



Krishna's Bhaktivedanta:
The swami is an Oink

