

Grand Opening: Encinitas Books and Gifts

A large new building for the Self-Realization Fellowship Books and Gifts store was officially opened on Saturday, October 4. The dedication ceremony was attended by Encinitas mayor Jerome Stocks and City Council members as well as SRF members, and monks and nuns. In a brief speech, the mayor spoke warmly of the appreciation felt by Encinitas residents for Self-Realization Fellowship's presence in and services to the community.

Adjacent to the Encinitas Ashram's well-known lotus towers and public meditation gardens, the new facility occupies an ideal location on southern California's main coast highway, where its striking exterior is seen daily by thousands of tourists and local residents. In addition to serving as a dissemination point for Paramahansa Yogananda's publications,

the facility functions as a visitors' center to introduce Paramahansaji's teachings to newcomers. In the short time since the store opened, already many persons unfamiliar with Self-Realization Fellowship have stopped in to visit, and the display of introductory literature about the SRF teachings and meditation techniques has needed frequent replenishing.

Featuring the complete line of SRF publications and recordings in many languages, as well as a large selection of arts and crafts, clothing, and musical instruments from India, the new store is intended to help advance one of the "Aims and Ideals" set by Paramahansa Yogananda: "to advocate cultural and spiritual understanding between East and West, and the exchange of their finest distinctive features."



In a ribbon-cutting ceremony jointly presided over by Encinitas Mayor Jerome Stocks and Self-Realization Fellowship Encinitas coadministrator, Sister Mridani, the new building is officially opened.

