

Menachem Ab 12, 5703

August 13, 1943

Mr. Paul Finkelstein
Franklin Square Department Store
Franklin Square, L.I.

Dear Mr. Finkelstein:

We wish to express our extreme satisfaction at having had the pleasure of meeting you personally at our office and wish to inform you that we stand ready at all times to serve you and your community in all religious needs.

Since you have expressed an interest in Torah-true publications we have taken the liberty of forwarding you, under separate cover, copies of some of the other pamphlets and books issued by the Merkos L'inyonei Chinuch. We are sure that you will not only enjoy reading them yourself but will also spread them and the idea they seek to convey among the Jews of your community.

In the month of Ab, in which we are at the present moment, the First Temple was destroyed, because the Torah was not held dear by the Jewish nation. (Baba Mezia 85:2). Similarly, the Second Temple was also destroyed in the month of Ab, because of Sinas Chinom, hatred without cause (Yoma 9:2). We, in the month of Ab, now, should draw a moral lesson from both these catastrophes. The lesson of Tisha B'Ab should arouse in our hearts a sincere love for our fellow Jews, Ahavath Yisroel, which should find expression in our constant efforts to bring them nearer to our Torah and precepts and thus remove the causes which have been at the root of all our troubles in the past.

With greetings of
L'Alter Litchuvoh
L'Alter Ligeuloh

Rabbi M. Schneerson
Chairman, Executive Committee