

Elul 27, 5703
September 27, 1943

Mr. Alexander Cowen
250 W. 104th St.
New York City

Dear Mr. Cowen:

At the approach of Rosh-Hashonah I want to send you herewith my best New Year wishes for a 'Kaiva Vachasimo Toivo' to you and your family.

I also wish to take this opportunity to enclose herewith a copy of our latest publication specially for Jewish Servicemen. As I have not your son's address, I am sure you will be glad to send it to him yourself. I will merely ask you to convey to him my personal best New Year wishes.

As a special Rosh-Hashonah thought--isn't it significant that our Rosh Hashonah is not counted from the very first day of Creation when space and time heaven and earth and their hosts were created, nor is it counted from the seventh day of Creation--the day hallowed by the Creator as the Sabbath. But our Rosh Hashonah is counted from the day on which Man was created on earth--a being who on the very same day made all the universe acknowledge the reign and sovereignty of G-d, proclaiming: 'The Lord hath become king: He hath robed Himself with majesty...' 'Let's come and worship, bow down and kneel before the Lord our maker'. (See Pirkei d'Rabbi Elazar 11; Zohar 1, 221:2)

Once again my sincerest best wishes and kindest personal regards,

Very sincerely yours,

Rabbi Mendel Schneerson
Chairman, Executive Committee