

RABBI MENACHEM M. SCHNEERSON
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מנחם מענדל שניאורסאהן
ליובאוויטש
770 איסטערן פארקוויי
ברוקלין, נ.י.

By the Grace of G-d
10th of Nissan, 5716
Brooklyn, N.Y.

Mr. Bezalel Bacher
57/59 Delvers Street
Johannesburg, S.A.

Sholom uBrocho:

I am in receipt of your letter, in which you ask my advice about a contemplated trip to Switzerland to attend a fair in Basle.

In spite of the advantages you enumerate in your letter, one should ~~be~~ bear in mind that, aside from the expense of the round trip, direct negotiations with firms already represented in your area - and most reputable firms no doubt are already represented - might adversely affect your relationship with the representatives, and one cannot be sure how they might react. Also, I understand this would be your first trip of this kind, and unless you have some reliable friends in Switzerland with whom to consult you would find it difficult to make sure that you are taking on the right commitments. I therefore think that you ought to reconsider the advisability of this trip in the light of the above. Perhaps you could consult with some friends in your city who have already made similar trips and would be willing to share their experiences with you.

With the blessing for good health and for a kosher and happy Pesach to you and the entire family.

M. Schneerson