

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

By the Grace of G-d
28th of Menachem Av
5724. Brooklyn, N.Y.

Atlantic County Mikveh Society
506 Pacific Avenue
Atlantic City, N.J.

Sholom uBrocho:

I was pleased and happy to be informed by your esteemed and energetic President, Mr. I. B. Summers, and your dynamic Secretary Rabbi Moshe Shuvalsky, about the forthcoming Ground-breaking Ceremony which is to take place on the first day of next week, Rosh Chodesh Elul.

It is gratifying indeed that the efforts of your Society, under Rabbinic leadership headed by the Moro d'Asro, Rabbi Moshe Shapiro, has reached this milestone. With all of you I hope and pray that the construction of the Mikveh will proceed with all speed, so that it will soon be possible to joyously celebrate the completion of the Mikveh with blessing and gratitude to the Almighty.

We all know well the importance of Zerizus in the fulfillment of all Mitzvos, as has been especially emphasized by the Alter Rebbe, the Baal haTanya and Shulchon Oruch, in his Iggeres ha-Kodesh, ch. 21. From which it is obvious how very important it is to follow through with the utmost Zerizus such a great and comprehensive Mitzva as a Mikveh, which is one of the foundations of the House of Israel and one of the main pillars of every Jewish community.

The auspiciousness of the occasion is further enhanced by the auspiciousness of the day - the first day of Elul, the month of special Divine mercy and grace. With it begins the month of preparation for a Kesivo vachasimo toivo, as is customary to wish one another from Rosh Chodesh Elul.

I send my congratulations and prayerful wishes to all the Rabbinic leaders, to the Committee and members of the Mikveh Society, and to each and everyone who has contributed and will contribute towards the speedy realization of this most worthy accomplishment. May the Zechus of this great Mitzva stand everyone in good stead to be blessed with Hatzlocho in this and in all their good works.

With the blessing of

כתיבה וחתימה טובה
לשנה טובה ומתוקה בגו"ר