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מנחם מענדל שניאורסאהן
ליובאוויטש
770 איסטערן פארקוויי
ברוקלין, נ. י.

By the Grace of G-d
Rosh Chodesh Shevat, 5730
Brooklyn, N.Y.

Neshei Ubencois Chabad

Los Angeles, Calif.

Blessing and Greeting:

Inasmuch as we are approaching the 20th Yahrzeit of my father-in-law of saintly memory on the 10th of Shevat, I trust that you will duly observe this date, as is customary in cases of Jewish remembrances of this kind. The important thing is to derive guidance and inspiration for practical activities and accomplishments in the spirit of the Baal HaMilulo.

This is especially called for in view of the fact that he has devoted so much interest and effort to the wellbeing of Jewish mothers and daughters, and has also set up guidelines for them as to what their true purpose in life is, and what are their special responsibilities. Moreover, he emphasized the need to carry out these responsibilities with inner vitality and enthusiasm, which adds a great deal to the quality and quantity of the accomplishment, and is more likely to bring forth the proper response, as our Sages said, "Words coming from the heart penetrate the heart" and are eventually effective. In addition to all this, the spirit in which the activities are carried out also increases personal gratification and the desire to go from strength to strength.

May G-d grant that the above be fully reflected in your activities, in a growing measure, and that it be the channel for each and every one of you to receive G-d's blessings for yourself and all yours, in all your needs, materially and spiritually.

With blessing for a happy successful
month in general, and in regard to
the above in particular

M. Schneerson