

RABBI MENACHEM M. SCHNEERSON

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מנחם מענדל שניאורסאהן

ליובאוויטש

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ברוקלין, נ. י.

By the Grace of G-d
29th of Teves, Erev
Rosh Chodesh Shevat,
5734. Brooklyn, N.Y.

Rabbi Moshe Feller
1955 Pinehurst Ave.
S.P., Minn. 55116

Greeting and Blessing:

I am writing to you in English this time, in order to give you an opportunity to convey the contents of this letter to a wider circle of friends, without the necessity to pour it from one vessel into another. Moreover, this is a case where the important thing is the content, and consideration must be given to the avoidance of language limitations, so as to make it accessible to all.

We are now about to pass from the month of Teves, which begins with the latter days of Chanukah, and enter into the month of Shevat, which for us has a special highlight in the Yahrtzeit of my father-in-law of saintly memory on the 10th of this month. And, as has often been emphasized, every commemoration in Jewish life and every observance dictated by Torah or Jewish custom, has for its main purpose to give the Jew an opportunity to relive and experience in a personal way the events or matters remembered or commemorated.

In light of the above, first of all, I want to express to you my sincere appreciation of your activities in connection with our Operation Chanukah, to illuminate as many Jews as possible with the light of Torah and Mitzvoth, as symbolized by the Chanukah lights, which have the special requirement to be seen also outside. Moreover, as in the case of light which is of immediate benefit not only to the one who lights it, but also to many others at the same time, so a Jew has to illuminate his personal life as well as his surroundings with the light of Torah and Mitzvoth. I hope and pray that the benefits which you brought to many, and the effects of which you have already seen, should continue in a growing measure, also in keeping with the message of the Chanukah lights, which are kindled in growing numbers from day to day, as has often been emphasized before.

And from Chanukah to Yud Shevat, which brings to mind my father-in-law's dedicated efforts in the course of the

last decade of his life in this country, to spread the principles and teachings of Chasidus to many who were "outside." Thus, many "outsiders" became "insiders," whose lives were brightly illuminated with the light, vitality and warmth of Chasidus, and who in turn became "shining lights" illuminating others.

In accordance with the saying of our Sages, "He who has 100 desires 200, and having gained 200, desires 400," may the Hatzlocho of the past serve as an ever growing stimulus for even greater accomplishments in the future in all the above matters and activities.

With blessing,

rn. Schneerson

P.S. Inasmuch as we do not have the names and addresses of all those who joined with you in the said Chanukah Campaign, please convey to each and all of them the contents of this letter, or perhaps even a copy of this letter, if possible.