

RABBI MENACHEM M. SCHNEERSON

Lubavitch
770 Eastern Parkway
Brooklyn, N. Y. 11213

Hyacinth 3-9250

מנחם מענדל שניאורסאהן
ליובאוויטש

770 איסטערן פארקוויי
ברוקלין, נ. י.

B H. Erev Lag B'Omer, 5734
Brooklyn, N. Y.

Mr. Schneur Zalman Jaffe
Jerusalem.

Sholom uBrocho:

I just received your letter of Iyar 9 from Yerusholayim Ir-haKodesh.

First of all, to open with a blessing, here is wishing you and all the family a hearty Mazal Tov on your nephew's marriage scheduled for ~~xxxxxxx~~ the auspicious day of Lag B'Omer. No doubt my letter with blessing was duly received. May G-d grant that it should be a Binyan Adei-ad.

The reason for my prompt reply to your letter, despite the great pressures you can guess. For, as usual, I come to you with a new "assignment". But a prefatory word will explain why. For, after reading your entire letter, it leaves the unmistakable impression that you consider yourself no more than S. Z. Jaffe, hence you write only about family matters and relatives, etc. Do not misunderstand. Every Jew is a "whole world," as we are especially reminded on Lag B'Omer, which is connected with Pnimius haTorah (RaShBY), with deeper insights into the concept of Ahavas Yisroel as well known to those who are born ~~in~~ bread in Chasidic families.

However, there is the well known saying by our saintly Rebbes - az gut iz gut, iz beser nit beser? (What is good is good, but isn't better - better?)

I have in mind the fact that in addition to being Mr. SZJ, you are "MR. MANCHESTER," and surely you have heard about this appellation in reference to your good self. Consequently, your being now in the Holy Land, in addition to the great Mitzva of sharing and increasing the joy of the Chosson-Kalo and all the family, etc., there is surely a further reason (not necessarily in that order) - to arouse all Mancunians in the Holy Land and those who have family ties with M/c, and inspire them with the spirit of RaShBY, without measure or limit, since such activity should be inspired by unbounded Ahavas Yisroel, and, moreover, you have seen Hatzlocho in your activities in this direction. And further more, since Mrs. Jaffe is your helpmate, and generous in her cooperation.

You will surely also not overlook the fact that one of the Mancunians living in Eretz Yisroel is a "certain" Moshe Jaffe, and will include him, in this your campaign, - and likewise on the principle "Good is

good, but better is better". Particularly in view of the fact of his dominating position in the Federation of Synagogues in Eretz Yisroel, which gives him the great Zechus, hence also great responsibility for all shuls in the Holy Land, including the unaffiliated, since he would surely like to see them join - and, again, to apply to each of them the principle, "Good is good, but better is better."

I believe I had occasion to mention to you once a word of the father of my father-in-law, to the effect that what is expected of every Chossid is that when he is engaged in a job, he should do it with pnimius, so that no other thing should distract him at that time, however important it is. I therefore hope and trust that if you accept my said suggestion about your "job" during your stay in Eretz Yisroel, you will consider it as though this is the only Shlichus which Supreme Providence has given you in Eretz Yisroel.

Because time is of the essence, and because of the importance of the matter, I am having this letter sent to you by Special Delivery-Express. And for better measure still, I will request the office to contact you by long distance phone, so that you can make the most of Lag B'Omer and Shabbos and subsequent days.

With blessing

M. Schneerson