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ליובאוויטש

770 איסטערן פארקוויי
ברוקלין, נ. י.

By the Grace of G-d
2nd of Menachem Av.
5734. Brooklyn, N.Y.

Miss Adeena Bernhard
23 Erlswold Way
Saxonwold
Johannesburg, So. Africa

Blessing and Greeting:

This is to acknowledge receipt of your letter of July 1st. The reply in detail to the contents of your letter you will no doubt have received from your father, with whom I discussed it at some length. Nevertheless, I want to put down in writing some of the points, and briefly at any rate.

First of all, I am gratified to note your concern, indeed profound concern, for your parents. This does not surprise me, of course, knowing your father and your upbringing. But it is nevertheless gratifying to see it expressed in a letter.

As for the subject matter of your letter, it is surely unnecessary to point out to you that when one thinks about the well-being of any person, including, above all, his inner harmony and peace, one must obviously think not in terms of the immediate days and weeks, but also how it will be in the long run. This should be the consideration in regard to all affairs, but especially so when it is a question of where to settle down. This is a very serious question even when one is at the crossroads, and much more so when one has already been settled in a place and contemplates changing it.

Now, with regard to your father, and knowing him, I have no doubt that he could feel in his element only in a place where he can fully utilize the knowledge which he has acquired and the qualities which G-d has bestowed upon him, that is, to utilize them in the fullest measure for the benefit of the many. By comparison with this, personal amenities - and I mean this also in a spiritual sense - are not the decisive factor, and perhaps no factor at all.

All the above would be true even if it was a matter of conjecture. But in this case, after he has been so successful in his accomplishments in the past, there is no room for any doubt whatever as to the importance of this overriding consideration.

For background information regarding this letter, see page 16.

On the basis of what has been said above, supported by what you and all the other members of the family have seen of your father's Hatzlocho not only in your city, but South Africa as a whole, you will surely realize without any shadow of a doubt that your father will feel in his element, and be truly happy if he continues his present situation in your country. Moreover, it is surely unnecessary to bring special proof that the trend of assimilation, even assimilation in its coarsest form, namely intermarriage, is still very strong in all of South Africa, and that the work and fight to turn back this trend will still be required for a long time. Fortunately, experience has shown that where there is a suitable and determined person with courage and determination to guide the young generation, the response is gratifying, and often highly gratifying. This has also been the experience of your father, who has succeeded, with G-d's help, to literally save many Jewish men and women from complete assimilation and to lead them in the way of G-d within the Jewish fold.

To return to you, I of course inquired from your father about your activities, as well as about those of the other children, in the spreading of Yiddishkeit. May G-d grant that you and each and all of you should go from strength to strength in accordance with the saying of our Sages, "He who has 100, desires 200, and having achieved 200, desires 400." If ambition grows with achievement even in material things, how much more should this be the case in matters of the spirit, which are the essential aspects of Jewish life.

I trust that you have heard about the Five Mitzvo Campaigns which I have been urging recently, also pointing out that Jewish daughters and women have their part in these activities, and a very important part. I am confident that you and your friends are taking an active part in them.

With blessing,

M. Schneerson

P.S. Inasmuch as I understand that your letter was written with your father's knowledge, I am sending him a copy of *my reply*