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FREE RENDITION

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

By the Grace of G-d
On the Third Day - twice blessed
with "It was good" of Weekly P.
"And Israel shall prevail" (Num. 24:18),
8th of Tammuz, 5735. Brooklyn, N. Y.

To the Sons and Daughters of
Our People Israel, Everywhere
G-d bless you -

Greeting and Blessing:

In these days approaching the 12-13th of Tammuz, the Anniversary of the Geuloh (liberation) of my father-in-law of saintly memory from imprisonment for his self-sacrificing work to preserve and spread Torah throughout that country which then held the greatest Jewish community (in numbers and quality), with tremendous and far-reaching accomplishment in the promotion of living Yiddishkeit, as is well known -

A Geuloh in the fullest meaning of the words, "G-d works salvation in the midst of the earth, "

And on the basis of his words in his message to the first Anniversary celebration (in 1928) to the effect that it was not him alone that the Almighty had liberated on the 12th of Tammuz, "but also all who cherish our sacred Torah, who observe the Mitzvos, and everyone who is a Jew in name, "

Wherein he calls for the "strengthening of Torah and Yiddishkeit everywhere as the need demands, " attaching to said letter his discourse, beginning with the quotation, "Ten who are sitting and learning Torah, the Divine Presence (Shechinah) abides among them"---

It is my timely duty to call once again for intensified actions to spread Yiddishkeit in an increased measure, to illuminate ever more brightly Jewish life everywhere, with the light of the Torah and Mitzvos, everyone in his immediate and wider environment. The Zechus of the many helps, and our Sages declared, "in the Zechus of the Torah will the Jewish people be redeemed from the Golus. "

The emphasis here is on intensified and increased effort, in accordance with the principle that "Things of holiness should be on the ascendancy, " for every increase in matters of Torah and Mitzvos brings a further increase, as our Sages say, "One Mitzvah brings another Mitzvah, " and in the words of my saintly father-in-law at the end of his discourse on the occasion of his first day of Geuloh, beginning with the verse, "G-d is my Helper" - that the Mitzvos which a Jew performs are his true helpers, including (of course) helping him carry out his purpose in life "to serve his Creator" through adherence to His Torah and Mitzvos.

Clearly, the above refers to each and all the Mitzvos, but particularly to those which have a special relevancy, and are also interrelated.

Herein is a special stimulus to every Jew, since every one is duty-bound to learn Torah,¹³ including women, mothers and daughters, who also recite the benedictions¹⁴ over the Torah, saying, "Who sanctified us with His commandments and commanded us concerning Torah study"¹⁵ - to intensify the efforts of promoting the already well-known Mitzvah campaigns, each of which has a particular relevancy to Torah, as has been frequently emphasized:

Torah¹⁶ Campaign - since G-d's reward is in kind, but most generously - much hatzlocho in Torah learning.

Tefillin¹⁶ Campaign and Mezuzah Campaign - since Tefillin and Mezuzahs contain two portions of the Torah (the first two portions of the Shema) in which we are commanded to study the Torah constantly, "when you sit in your house and when you walk by the way and when you go to sleep and rise up." And an imperative of the Torah also provides the ability to carry it out.¹⁷

Tzedoko Campaign - since Tzedoko refines the mind and the heart a thousand times.¹⁸

House Filled with Sacred Books - of Torah and Tefilah (Prayer), for learning Torah immediately after prayer¹⁹ is of particular significance, all the more so that prayer²⁰ requires serious contemplation and humility,²¹ as it is written, "Worship G-d with holy adoration." ("awe")²²

Candle-lighting²³ to usher in the holy Shabbos and Yom Tov - which, according to our Sages²⁴ brings the reward of success in Torah which is light, as it is written, "A Mitzvah is a lamp and brings the Torah which is light."

May G-d grant that each and every one, in the midst of all our people, should go from strength to strength²⁵ in the study of Torah, both Nigleh (the Revealed) and Chasidus, and in the fulfilment of its Mitzvos, to hasten the fulfilment of the prophecy in the portion of this Shabbos, the Day of Geuloh: "And Israel shall prevail."²⁶

With esteem and blessing for much
Hatzlocho in all above,

/Signed: Menachem Schneerson/