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מנחם מענדל שניאורסאהן
ליובאוויטש

770 איסטערן פארקוויי
ברוקלין, נ. י.

By the Grace of G-d
4th of Adar II, 5738
Brooklyn, N. Y.

Mr. W. Goldberg
18 The Drive
Snaresbrook
London E. 18 2BL
England

Greeting and Blessing:

I am in receipt of your letter of March 3rd, with enclosure.

I appreciate your thoughtfulness in letting me know about your favorable impressions of the Lubavitch activities in London.

As for your suggestion to have a similar set-up in Antwerp, you surely know that there are already a number of people active there for the promotion of Torah-true Yiddishkeit, and to send special emissaries from here overseas is not an easy matter, both for lack of manpower as well as the considerable expenses that it would entail. Besides, every place has its own conditions and it is not quite so simple to apply the same set-up from one place to another. Fortunately, Antwerp has substantial orthodox segments that can be activated locally to greater efforts in spreading Yiddishkeit in the community. At any rate, time will tell, and should there be any changes, the situation could be reconsidered.

Since your unsolicited donation is authorized to be used for any Lubavitch activity, it has been earmarked for the Purim Campaign, which is particularly timely at this time. Receipt is enclosed, and may the Zechus of it stand you and yours in good stead.

Wishing you and all yours a joyous and inspiring Purim,

With blessing,

M. Schneerson

P.S. On the basis of your letter, it is surely unnecessary to urge you to help even more the activities of Lubavitch in your city, especially in keeping with the rule of our Sages, "The needy of your town have first preference."