

RABBI MENACHEM M. SCHNEERSON

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מנחם מענדל שניאורסאהן
ליוואוויטש

770 איסטערן פארקווי
ברוקלין, נ. י.

By the Grace of G-d
Rosh Chodesh Kislev, 5740
Brooklyn, N. Y.

Mr. and Mrs. Joseph Tanenbaum
Toronto, Ont. / Miami Beach, Fla.

Greeting and Blessing:

I was gratified indeed to be informed of your generous endowment of the Lubavitch Outreach Center of Florida, which will be dedicated on the second day of Chanukah.

① Words are both superfluous and inadequate to express appreciation of even a single Mitzvah; certainly when it is a noble deed of such dimensions as sponsoring the Lubavitch Outreach Center, reaching out to, and benefitting, a multitude of our brethren who are vitally in need of Torah-true direction. For this is not a single Mitzvah, but a veritable plantation of Mitzvos, producing "fruits and the fruits of fruits" for all generations.

It was therefore with distinct pleasure that I addressed my message for this event, a copy of which is enclosed.

Needless to say, the prayerful wishes expressed therein include you, first and foremost, since it is thanks to your perception and generosity that this milestone ^{of Lubavitch} work in the State of Florida has been reached.

② To this I add a special blessing, in light of the saying of our Sages, "One who has 100, desires 200; and attaining 200, desires 400," meaning that in human nature and experience, achievement stimulates ever growing ambition. If this is true in regard to worldly goods, how much more so in the realm of the eternal values of Torah and Mitzvos. In this spirit, and having, thank G-d, attained "100" and "200," may G-d grant that you should now resolve to attain "400," and the Al-mighty will surely enable you to carry out also this resolve with joy and gladness of heart, in good health and happy circumstances, materially and spiritually.

With best wishes for a bright and
happy Chanukah, and with blessing.

M. Schneerson