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מנחם מענדל שניאורסאהן
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By the Grace of G-d
In the Days of Elul, 5740
Seventh (Shemittah) Year,
A Shabbos unto G-d
Brooklyn, N.Y.

Mr. Reuven Dovid Kimball
Springfield, Mass.

Greeting and Blessing:

I received your correspondence, and may G-d grant the fulfillment of your heart's desires for good.

The present days are particularly auspicious for Divine favor and grace, as explained by the Alter Rebbe in his well-known parable of the "King in the Field." Briefly: There is a time when a king goes out to meet his people in the field. At such a time all formalities pertaining to royal audiences in the palace are dispensed with, and even the workers in the field, dressed as they are in their work clothes, have an extraordinary opportunity to approach the king, greet him personally, and present petitions to him; and the king receives everyone graciously and with a smile, and grants their requests.

Such a time is the month of Elul, when the King of Kings is, as it were, "in the field," and everyone can come close to Him. At the same time, every Jew has the opportunity to approach G-d even in his "work clothes," in the midst of his occupation with worldly matters of his daily routine. But together with this extraordinary opportunity, the Jew must become even more keenly aware that he is in the presence of G-d, the King of Kings, and must obey His laws and ordinances, as set forth in the Torah, which regulate his conduct at all times, including the time when he is at his job or in his business.

It is this mutual "reaching-out" and togetherness between G-d and man that gives this time of the year - the transition from the old year into the new, and preparation for it - its special significance, and makes man worthy of receiving G-d's blessings for a truly happy new year.

Especially as the outgoing year is the "Seventh (Shemittah) Year, a Shabbos unto G-d," and the coming year is a year of Hakhel,

And every Jew - man, woman, and child - will realize in his and her life: "We Your people and the flock of Your pasture, we thank You for ever, from generation to generation we will relate Your praise."

With the traditional blessing of a
Kesivo vaChasimo Tov, for a good
and sweet year

M. Schneerson