

RABBI MENACHEM M. SCHNEERSON

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מנחם מענדל שניאורסאהן
ליוכאווים

770 איסטערן פארקוויי
ברוקלין, נ. י.

By the Grace of G-d
12 Adar Rishon, 5744
Brooklyn, N.Y.

Mr. Shmuel Eliezer Selfon
3901 South Ocean Drive
Hollywood, Fla. 33019

Greeting and Blessing:

I was pleased to receive your letter of Rosh Chodesh Adar I, with the good news about the expanding Lubavitch activities to spread and strengthen Yiddishkeit in your community, requiring increased funding activities and special efforts, such as the forthcoming Dinner, etc.

As requested I will remember you in prayer for Hatzlocho in all above. Especially as, in addition to the assurance of yogato umotzoso ("make the proper effort and you will succeed"), we also have the assurance of the Rebbe, my father-in-law of saintly memory, at whose holy resting place you and your co-workers will be remembered, that he will intercede On High in behalf of all who continue the work to which he had dedicated all his life here on earth.

Having now entered the auspicious month of Adar, when "joy should be on the increase," HaShem surely provides good reasons for increased joy both materially and spiritually. And, of course, there is no greater and truer and more lasting joy than the joy of doing and promoting Torah and Mitzvos, and generally serving HaShem with joy and gladness of heart. May this be so in a growing measure for you and for all who are associated with you in this sacred cause.

With blessing for Hatzlocho and good tidings
in all above,

M. Schneerson