

RABBI MENACHEM M. SCHNEERSON

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מנחם מענדל שניאורסאהן
ליובאוויטש

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ברוקלין, נ. י.

By the Grace of G-d
Erev Shabbos Mevorchim
Chodesh Elul, 5744
Brooklyn, N.Y.

Greeting and Blessing:

In addition to the gratifying regards received through our mutual friends, I was pleased to receive your letter of Aug. 16, with the news that on Sept. 17 your son will inaugurate the new enterprise, Channel 61. May it be with Mazzal and Brachah.

The Mezuzahs you requested for the new business premises are enclosed. I trust you will permit me to be partner with you in the cost of the Mezuzahs on a 50-50 basis. The essential thing, of course, is HaShem's partnership, as explained in the Torah, Toras-Emes, that the Divine Name on the Mezuzah, Shin, Dalet, Yud, is an acronym of the words שומר דלתות ישראל - "Guardian of the Doors of Jews." This includes not only guardianship of everyone and everything within these doors, but also outside, as it is written, "HaShem will guard your going out and your coming in, from now and for all time" (Psalm 121).

If the above is essential to any Jewish dwelling, it is particularly important in connection with a broadcasting channel that will hopefully be instrumental in strengthening goodwill between all people and in the dissemination of the G-d-given values and principles which are indispensable to making the world a better place to live in for all mankind. Particularly in this day and age, when the world at large urgently needs a substantial infusion of these vital elements in the day-to-day relationships of individuals and nations.

Since everything is by Divine PROVIDENCE, it is significant that the dedication ceremony will take place in the month of Elul. This month, as you know, is especially auspicious. It is also a time of self-assessment regarding achievements in the outgoing year, with a view to doing even better in the new year, both in personal as well as in public affairs.

I am confident that your guidance and inspiration will continue to be felt in your family and in your surroundings in the area of Torah-true Jewish living, while promoting also among gentiles the so-called Seven Noahite Laws, with all their ramifications which were given by G-d to ensure a decent human society. As you know, the President of the United States has made this a strong point in his Proclamation to the Nation in connection with "Education Day - USA."

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With prayerful wishes that as you have enjoyed G-d's blessings in the past, so you should be blessed with Hatzlachah in all above; and that you and your wife should have much true Nachas from and from all your offspring;

And, in keeping with Jewish custom and tradition, wishing you and all yours a Good and Sweet Year, both materially and spiritually,

With esteem and blessing,

M. Schneerson

P.S. Please convey to and my appreciation of their warm sentiments, as well as my good wishes for the new year. *Thanks.*