

LETTERS TO MY FATHER

A COLLECTION OF 26 LETTERS

From the

LUBAVITCHER REBBE

RABBI MENACHEM MENDEL SCHNEERSOHN

Of Righteous Memory



Received by

Mr. & Mrs. Mordechai Shoel & Batsheva Landow

During the years

5733-5737 (1973-77)

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INTRODUCTION FAMILY GREETINGS

LON LANDOW | ALAN LANDOW | KAREN ALBERT | MELVIN S. LANDOW | SHOLOM D. LIPSKAR

The 25th of Tishrei, 5767

Dear Dad,

Thank G-d we are alive and well today and are planning to commemorate your 80th birthday by sharing with the world the letters you received from the Rebbe.

Years ago you wrote to the Rebbe because you were worried about my total estrangement from Judaism and the Rebbe assured you that one day you will enjoy nachas from me. Although at that time it appeared to be an impossibility, as you have told me, once again the Rebbe was right.

When you and Mom built The Landow Yeshiva, I honestly thought that you had lost your mind, supporting what I thought was a fanatical sect of Judaism. In my early adult years, I drifted further and further away from Judaism and at one time thought that the very existence of G-d was impossible to determine.

Then, just as the Rebbe had foreseen years before, G-d revealed Himself to me in a very real way. Today, I am certain that it was because of your merit and your incredible tzedakah by founding The Landow Yeshiva, that G-d intervened in my secular life. I then began my journey to Yiddishkeit in San Diego, California in 1993.

I am unbelievably blessed to be your son and you are directly responsible for the birth of my beloved daughter and my love for G-d, Torah, Shabbos, and the Yom Tovim. It is such a blessing from Hashem to have the privilege to sit next to you in shul every Shabbos and Yom Tov, to daven with you and to hear your insights on the parsha.

Thank you for changing my life in so many profound ways.

Love,



 **ALAN LANDOW**

October 2006

Dear Dad,

First of all, Happy 80th Birthday. I will start my letter to you by saying you are the most important person in my life. When Jimmy recently visited me, he said that he is most impressed with me because no matter what adversity I have encountered in my life, I never gave up. I responded to Jimmy, a man that gave up 25 years ago, that I often wondered that if he had Mel as a father and I didn't, that statement would not be possible to say now. You not only taught me how to achieve greatness in business, but also happiness. In spite of all my deficiencies and self-destructive behavior, you showed me how to persevere.

I remember as a child you taking me to the Pirates' games. Then when we moved to Miami Beach, you bought a boat for me. We went fishing. You taught me tennis, boxing, etc. As you know, I still do all of these things now. I also picked up all of your "Mel-isms" (one-liners), and have even added a few of my own. I have achieved great success, and in the business world, I am considered a fierce competitor. I have incredible moxy and ferociousness. All of these qualities were gained through you.

You are my consultant and best friend, each day. I look forward to talking to you and sharing my trials and tribulations with you. There is nothing I have to hide from you. I know how proud you are of me. It is so rewarding to have the opportunity to share my success with you, the person that helped me achieve all of it. I watched you get through tough times as I can remember you telling me that even if the ship is going down, I would rather be Captain. I thrive on adversity and laugh at the way others cave in before I even feel a rise in temperature.

My sense of humor, wit, and thinking on my feet are all attributed to you. I know how to balance my killer instinct with compassion. Where did I get all of these abilities and instincts? You, you, and you. I have achieved great happiness and power and even a sense of thinking smarter and faster than almost everyone else. Some would call that gross arrogance. I call it total happiness. I know you understand it.

During the toughest times of my life you told me as long as you have a whole loaf of bread, I could count on half, even as others told you to bail on me. I am so proud to be paying back that half of loaf you gave to me slice by slice. My partner has said many times that our

business must be driven by a higher force. There have been far too many situations where we took a course that turned out to be the right one. Even some things happened that at the time, seemed like setbacks, but as it turned out we averted disaster. Now that my company is the number one independent title company in the state of Florida, I know that my partner and I are not the best individuals in our field. So why this great success? I know that force that is driving us is your business plan and your knowledge directing me and most of all your beshert.

As you know, recently I re-negotiated a deal we made with a Fortune 500 company. In the process, my partner and everyone else I shared my plan with said that I was crazy for wasting my time. It did sound impossible to accomplish. Even the representative from the Fortune 500 company that was to listen to my request, said why would we do this? Well, you conceived the master plan and I executed it. You and I rehearsed my script for months and it turned out we got more than I originally requested. What a team we are!

As you know over the last several years, I have had great challenges with my daughters, your grandchildren. After my divorce as my ex and I battled, they fell through the cracks. This turned into a life-or-death situation. We almost lost them. I met this task head on. I sought the wisdom from the experts and dismissed the readily available advice from others. Thank G-d we prevailed. As you know both of my daughters now work for my company. Both girls are straight A students. Erin is aspiring to be a criminal attorney, and Brooke wants to be a nurse. Where did I learn how to accomplish this mitzvah? It was your legacy, handed down to me.

I want you to know it is an honor to be your son. As you taught me, it is not achieving your goals that counts, but enjoying the journey. At dinner the other night, Brooke held up her hand and said "High five, Daddy!" I said "Why?" She said "Because you are the best Daddy in the whole wide world." I said "Honey, the second best. I have the best!"

Love, your son and best friend.



By the Grace of G-d

Dear Dad,

This book is in honor of you....The Diamond of the Rebbe, The Jewel of Hashem, and my beloved Father. It is a great pleasure to share with Our People the letters the Rebbe wrote you.

As a young girl, you would sit with me and read to me from the Chumash. So, it was natural that when I became lost in my twenties I opened the same Chumash to search for the answers. I had never opened it before. When I read from the Chumash "In the beginning G-d created the Heavens and the Earth", Hashem made His Presence surround me and allowed me to be aware of it. When I called you the next morning to tell you what had happened to me, you said "You don't need to tell me. When I laid my Tefillin yesterday morning I prayed that G-d would show Himself to you and that is what happened." That began my journey back to My Source, a journey I will always be on and sometimes struggle with.

You told me about the time when you were a soldier in World War Two and you went to a prayer service on Rosh Hashanah located in one of the most remote places in the world. You were all of eighteen years old. The rain started to pour on the Sefer Torah. You ran through the crowd of hundreds of people and took your rain coat off and stood there soaking wet while ensuring that the Sefer Torah was covered and protected. That perhaps was the beginning of your own personal journey back and it would not be the last time you gave of yourself with great self sacrifice to protect the Holy Torah.

Your famous dream was your inspiration to as you call it "Winning the lottery". In 1972 you were on a Board of Directors of a failing Yeshiva. Rabbi Lipskar brought you to a meeting to discuss the future of this Yeshiva. The doors were about to close due to no financial backing. It looked hopeless as you sat around the table. You told me how you observed the reactions of the other Board Members. The wealthier parents were going to pull their children out and send them to another Jewish School. Since it was a problem that only a few thousand dollars could not solve, you made yourself like the rest of the parents at the table...not part of the solution--especially since your own children attended Public Schools.

BUT THAT NIGHT YOU HAD A DREAM...

You dreamt that children were playing a game....Hide and Seek with the Sefer Torah. This took place in a little village that looked like Russia. As the Sefer Torah was hidden, the children were always able to find it due to the bright light that emanated from it. The children would just simply always follow the light. Then one older boy hid the Sefer Torah in the attic. There were no cracks in the attic, thus the light of the Torah was concealed in the attic. The children looked for the light but were unable to find it. After awhile, the children became frustrated and went on to play a different game. They stopped searching for the Torah. You woke up from that dream with tears rolling down your pillow. You called Rabbi Lipskar the next morning and told

him you will build a new Yeshiva. You said you will sell your house if you had to in order to pay for it. Thus, The Landow Yeshiva was born.

When you went to meet the Rebbe for your first time it was at 770. You were the last person on the line. It was already way into the wee hours of the next morning, and the Rebbe was just finishing seeing all the people on the line. You felt sorry for the Rebbe because it was so very late and the Rebbe had been standing on the line for so many hours and you were sure he was exhausted. So, when it was finally your turn you didn't want to take anymore of the Rebbe's time. You introduced yourself to the Rebbe and you told him, "Thank G-d I'm fine, my wife is fine and my children are fine. I don't want to take any more of your time so it was nice to meet you." The Rebbe replied "Mordechi Shoyel... may I call you Mordechi Shoyel? Please sit down. When two Jews meet it is for the purpose of helping a third Jew." That begun the meeting you had with the Rebbe that lasted for hours. When you finished meeting with the Rebbe you looked at your watch and couldn't believe so much time had gone by, for it seemed to you that only minutes passed. During that meeting the Rebbe challenged you to bring Jews back to Torah.

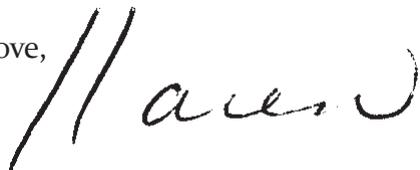
The Rebbe later commented regarding meeting you, "I have met a Jew that has an enormous merit that the Abishter gave him. That he opened a funnel by which he will be able to save and bring back 100,000 Jewish youth to The Jewish Source. An example will be made of what one person can single handedly accomplish."

You described the time in your life when you had millions of dollars. You recalled that some people ridiculed you donating over a million dollars and building the Landow Yeshiva. Even the Rabbi of the Reform Temple called you to question you. He asked why you would donate over a million dollars to a Yeshiva that your own children didn't attend. You told me it took you over thirty years to answer that question. Your answer is that while your children didn't attend the Landow Yeshiva, and your grandchildren didn't attend the Landow Yeshiva....your great grandchildren attended the Landow Yeshiva.

Dad you always compare building the Landow Yeshiva to "Winning the Lottery". You describe having been given the opportunity to "Buy a Lottery Ticket." ...one that you nor anyone would know what would be the end results. You built a Yeshiva and as a result your own children, grandchildren and great grandchildren have returned to Torah in your zechus. You say this is truly winning the Lottery of Life.

Dad, you have a merit so great...you and Mom have built a palace in the World To Come. I pray that in your great merit all of your family should merit to serve Hashem with joy every moment of their lives. I am humbled that Hashem chose me to be your daughter.

Love,

A handwritten signature in black ink, appearing to read "Haera". The signature is written in a cursive, flowing style with a large initial letter.

 **MELVIN S. LANDOW**

Thank you to my children, Lon, Alan, and Karen for your meaningful birthday gift. Your words during my 80th birthday will always be cherished.

Before moving to Florida some 41 years ago, my interaction in Judaism was as president of Beth El in Pittsburgh. My disappointment was shocking when I later realized that the overwhelming majority of students in our Conservative Hebrew School were destined to leave mainstream Judaism by intermarrying, assimilation, and lack of interest. This was repeated in my own family when the Reform Temple School was futile in terms of motivating my own children. I realized that my approach had failed. I was destined to see two of my children intermarry and the third almost mocking a Rabbi.

My introduction to children who grew up with the knowledge and love of Judaism, was in a Lubavitch school. This school was about to be closed due to the lack of funds.

Rabbi Sholom Dov Lipskar then introduced me to the Rebbe and I realized how shallow my life had become. I realized that I had failed my own children!!!

Was it possible to make a difference in the growth and continuity of my heritage by being proactive and help to build a Yeshiva?

As time went on, each good deed that I accomplished opened the door to more realization that even my own children would have a chance if the example would be set for deeds that could be emulated and not meaningless rhetoric.

I then had the joy of meeting the Rebbe who directed and motivated an entire army of Rabbis that were helping in this cause worldwide. When I could no longer give the funds to help, I recognized another opportunity to teach our Rabbis how to develop successful fundraiser events worldwide. We then published a book with this information and donated the funds to distribute this book worldwide. We gave seminars to our Rabbis on successful fundraising as well. During a two day seminar in New York we had over 300 Rabbis in attendance. We then followed through with correspondence and answered phone calls from around the world to attend to the financial needs of our Shluchim. I wrote two books both entitled "Life After Death". One was for the general public and the other was for a twelve week course on outreach.

On my 80th birthday my children demonstrated that I had not failed....

The Rabbis and friends in attendance confirmed that I could look back on a meaningful life.

Melvin S. Landow

SHOLOM D. LIPSKAR

Comments by Rabbi Sholom D. Lipskar, at the 80th birthday celebration of Mel Landow.

Mordechai Shoyel, as the Rebbe lovingly referred to you,

I'm here because G-d gave me the opportunity to be your friend.

All these beautiful buildings that Chabad has all over the world – Mel, you were and continue to be the inspiration.

The Landow Yeshiva Center was the first gorgeous, beautiful building that Chabad built in America.

So it was of historic impact. And from that point on, Shluchim looked at it as a paradigm as to how they would build new modern buildings.

I want to tell you one thing the Rebbe said about Mel which was not published in the letters.

It was 12:30 at night and we were waiting to see the Rebbe. Mel said to me, “I don’t want to bother the Rebbe, I have only good news to tell him.” I said, “You’re not going to give up this appointment. People wait years to see the Rebbe. Take advantage of it. There is no way that we’re leaving..” So he goes to see the Rebbe and the Rebbe gives him a big smile and immediately challenges him to formidable tasks.

The next morning, the Rebbe’s personal secretary (who is the only person who speaks to the Rebbe after these meetings) told me the following. I actually wrote down what he said and I have it in a file. The Rebbe never said anything superfluous, he never exaggerated. Never. Everything that came out of his mouth was exact. He said as follows:

“I met a person last night (referring to Mel) that Almighty G-d gave him merits that even I don’t have. Hashem (Almighty G-d) gave him the merit to open the spickets, the faucets through which he will bring back 100,000 children to the Jewish Faith. The foundations of buildings are not what you see, but that which is at the origin of those foundations. The pillars are what you see, but the foundations are what hold up the pillars.” And he referred to Mel as one of those foundations.

Rabbi Shalom D. Lipskar was the founding Principal of Landow Yeshiva, the Founder and Rabbi of the Shul of Bal Harbor, and the Founder of Aleph Institute.

LETTERS FROM THE REBBE

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By the Grace of G-d
 10th of Adar I, 5733
 Brooklyn, N. Y.

Mr. Mordechai Shoel Landow
 4340 North Bay Road
 Miami Beach, Florida 33140

Greeting and Blessing:

This is to acknowledge receipt of your celebrated book. I appreciate your thoughtfulness in sending me an autographed copy. I understand you are soon to publish a second book, and take this opportunity of thanking you in anticipation of a copy of it, too.

The world of business and finance is, of course, not the primary sphere of my interest. Nevertheless, many principles and even methods are common, or at any rate relevant, to various disciplines of human endeavor. I trust, therefore, that I may glean from your books some useful points that may successfully be applied in the area nearer to my sphere of interest, namely "how to make a million souls" -- to paraphrase the title of your book -- for Torah Judaism, which admittedly may be a little harder. And to make it by "retailing", for

The approach and method to attain this goal, however, is not radically different. We cannot expect of every "poor" Jew to be instantly transformed into a "millionaire" Jew in terms of total commitment to Torah Yiddishkeit. It is a step by step process - "retailing", but with the clear understanding that, while, concessions may be made to human nature on the road to a radical change, there can be no diluting or compromise insofar as the inchangeability of Torah and Mitzvoth. If at any point in ~~this~~ this gradual advancement commitment falls short of the goal, the goal is unmistakably clear. For the Torah, Toras-Emes, is not subject to change. And our great teacher Maimonides declared it a basic principle of our Faith. This great "Guide for the Perplexed" (the title of one of his major works), and universally recognized doctor -- of both the body and soul, was ~~not~~ concerned ^{not} merely with the perplexed of his ~~century~~ generation, but with the perplexed of ^{all} times, including, especially, those of our own day and age, when perplexities have perhaps never ~~been~~ greater.

It has been very encouraging to learn that you are utilizing your substantial influence and other resources in taking an active part to further the activities of Lubavitch to spread and strengthen Yiddishkeit in your community. Our representatives there have informed me of your personal interest, which has found such eloquent expression in the text of your address to the Banquet, as I see from the copy received by me. I am told that it made a strong impact on the audience. This is certainly

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proof that it was a case of "words coming from the heart, which penetrate the heart," to quote our Sages. And, if I may be permitted another quotation, our Sages succinctly expressed human ambition, which grows with accomplishment, in the adage "He who has 100 desires 200, and having attained 200 - desires 400" (not merely a further increment of 100). If this is so in mundane matters, how much more so should it be in regard to eternal spiritual values.

May G-d grant that this should be so in your case, in your communal endeavors in behalf of the advancement of all matters of Torah. The utmost Hatzlocho is assured where the endeavor is a total one, in terms of "body, soul, and financial resources," to quote our Sages again. In other words, not only through generous financial contributions, but also through personal involvement, including the recruiting of friends to the cause, by word and example, and in a way that all these efforts are permeated with inspiration and joy, reflecting all the spiritual capacities of ones' soul.

With prayerful wishes for Hatzlocho in all above, and

With blessing *m. Schwartz*

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By the Grace of G-d
22nd of Adar II, 5733
Brooklyn, N.Y.

Mr. Mordechai Shoel Landow
4340 North Bay Road
Miami Beach, Fla. 33140

Greeting and Blessing:

Your letter of March 1st reached me with some delay. I regret that my acknowledgment has been unavoidably delayed by the intervening days of Purim. Please accept my apology.

First of all, I want to express my gratification at your response to the suggestions which I proposed to you during your visit here. It was, of course, a pleasure to make your personal acquaintance.

Frankly, I had wondered what your reactions might be to my "un-American" manner of welcoming you. For, the accepted American way, if I am not mistaken, is to greet one with a shower of compliments and praise, even if not always fully merited. In your case, of course, it would have been well deserved credit, for I was fully aware of your accomplishments and generosity in behalf of the Lubavitch work in your community, given in the best tradition of inspiration and dedication, even to the extent of getting your friends involved in it. Yet, instead of verbalizing my appreciation at length, I glossed over it briefly, and immediately challenged you with new and formidable projects.

However, the fact is that I felt impelled to use the precious time at our disposal to discuss with you those matters which, in my estimation, are of vital importance, namely the expansion of our program in Miami and also the project in our Holy Land, knowing that however much we could extend the late hour, the time would still be too short to discuss the vital need of these matters in all their ramifications.

My guiding principle in this case, as when meeting with people in general, is the bon mot I heard from my father-in-law of Saintly memory: "When two Jews meet, they should not be content with the benefit that the meeting brings to each of them, but they should immediately be concerned with the prospect of bringing a benefit to a third Jew, a fourth, and to as many Jews as possible." Moreover, I was hopeful that you would accept my suggestions in the right spirit, precisely because you have already made a magnificent start. And as I wrote to you in my previous letter, quoting our Sages of blessed memory, "He who has 100 desires

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200," etc., or, in other words, since achievement is the greatest incentive to further and more ambitious achievement, I had reason to believe that your achievement in the past will widen your horizons and intensify your desire for *even* greater things. Hence, without losing time, I embarked upon the practical aspects of our meeting for the benefit of so many of our fellow Jews. This, I felt, would ensure also our share of the benefit, yours and mine, and yours even more than mine, since the actual implementation of these projects is something which Divine Providence has entrusted in your hands.

As for the projects themselves, I can hardly overemphasize their importance. The development of the educational facilities in Miami on all levels up^{to} and including the highest, goes beyond the thing itself, for, as the point was mentioned, Miami is a showcase for American Jewry from all parts of the U.S.A., so that every accomplishment there, in the area of Torah education and revival of Yiddishkeit, has the significance of a "pilot" project for others to emulate. Similarly, giving new direction to the networks and other media, would trigger off beneficial repercussions on a global scale.

Thus even a small accomplishment in these areas could be multiplied on an unforeseen scale; how much more so a substantial accomplishment.

As Miami is the showcase for American Jewry, so Eretz Yisroel is the showcase for world Jewry, due to the considerable and growing tourism. Add to this the fact that it is the "Holy Land" also for other faiths, and attracts non-Jewish tourists, too, in growing numbers. Eretz Yisroel must therefore serve as a model for all. The project has still greater merit because it is directly connected with the influx of the new immigrants.

In the light of all that has been said above, you can well understand that your letter has greatly relieved my mind, for you have indeed shown yourself big enough to overlook the scanty praise and to give your serious and favorable attention to the tasks at hand. I feel certain that the Zechus of your good deeds already accomplished has stood you in good stead.

I am very gratified to note that the activities in Miami are proceeding at an accelerated pace. No doubt these include the summer camp and day camp which came up in our conversation, as well as making your influence increasingly felt in the networks and news media, *after the promising start you made.*

As for the third project, namely, the one for Eretz Yisroel, may I say, with all due respect, that I do not agree with your contention that you are not equipped to develop it. I am certain that you are. However, it would in any case have to wait until the Miami program is well advanced, so as not to detract attention from the latter. Actually, I regret to say, there is also a different factor, which makes the present moment not very opportune for the immediate implementation of the Eretz Yisroel project. For, such a project must, of course, have the utmost cooperation of various departments of the Israeli government. But, unfortunately,

(continued)

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for various reason, the present moment is not very auspicious to embark upon the project, so that it must be postponed for the time being.

Finally, with reference to the conclusion of your letter, on the subject of ritual observance, I need not emphasize to you, a successful businessman, that although knowledge and motivation etc. are very desirable things, the essential thing, after all, is the actual deed. As for the 'disappointment' at the lack of greater progress, I would like to cite a basic Chasidic principle, actually deriving from the Alter Rebbe, in his classical work, the Tanya. It is to the effect that inasmuch as a Jew must utilize to the full all his capacities towards increasing the good and the holy within himself and the environment, "disappointment" (which usually is a negative factor, being closely linked with discouragement) can also be converted into a positive force, to redouble one's efforts in the right direction. Indeed, it can be made into a springboard for an even greater accomplishment, as in the case of a person who has to make a wide leap, which he can do only by going back a few steps in order to gain momentum for that extra leap. May God grant that your hope for complete observance will be realized even sooner than you expect, and The Zechus Horabim (the benefit for many) will help you, since your way of life and conduct will surely be an inspiration to many.

*in his feelings
of satisfaction
-not God
forbid, in
doing mistakes*

With esteem and with blessings
for good tidings.

M. Schreiber

P.S. I was pleased to receive personal regards from you through Prof. Yirmyah Branover, who informed me that he gained the distinct impression that the Eretz Yisroel project has become much closer to your heart, not just theoretically, but also from the practical viewpoint. And while, as mentioned above, the time now is not opportune, the situation might change at any moment, though the Miami program must have top priority, as above; and, hopefully, the other project will have its turn at the proper time.

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By the Grace of G-d
Rosh Chodesh Sivan,
5733. Brooklyn, N.Y.

Mr. Mordchai Shoel Landow
4340 North Bay Road
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Greeting and Blessing:

Thank you very much for your letter and for the bound volume of your latest book Your People Are Your Business, topping off the gratifying reports about the Groundbreaking.

It is surely unnecessary to dwell at length on the significance of the Groundbreaking event in terms of what it means for our young generation in Miami and environs, as you so aptly interpreted it. According to my informants, your speech was impressive and well received. I hope and pray that the words spoken and the enthusiasm engendered will evolve into actual deeds, for it is action that really counts, especially in the area of Torah, called Toras Chayim, so termed because it is the Jew's practical guide in the daily life in this world of action, thereby making life worthy of being called "life" (not just "existence").

The emphasis on action is brought home to us particularly in these days of preparation for Mattan Torah. For the first word of acceptance of the Torah by all our people, in complete unanimity, was naaseh - "we will do." The fact that it was enunciated at a moment of the greatest spiritual elation, makes it all the more significant. It is a clear instruction for each and all of us not to let ourselves be carried away by enthusiasm alone, but immediately translate it into the reality of tangible deeds. Which is why a Jew begins his day not with lengthy contemplation or meditation, but with actual doing Mitzvos. Indeed, Kabbolas haTorah (our receiving the Torah) is a daily experience, which is also the reason why one of the earliest Morning Blessings is to thank G-d for having chosen us from all peoples, to give us His Torah, the benediction concluding

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in the continuous present tense ("Giver of the Torah"). And since we receive the Torah every day, it is only right that we start the day with naaseh. But, of course, on the anniversary of our receiving the Torah at Sinai, on Shovuos, the principle of naaseh (before v'nishma) is the focal point, the very soul, of Kabbolas haTorah, from which we draw renewed vitality and strength throughout the year.

I would also like to take this opportunity of referring to the idea of Groundbreaking - in the light of the teaching of the Baal Shem Tov that everything in a Jew's experience should serve as a stimulus in Avodas haShem.

"Groundbreaking" seems to^{be} an American innovation, for traditionally it is rather the "laying of a corner stone" that was celebrated in such cases, to which there is reference also in T'NaCh. Yet since Groundbreaking has become a legitimate and useful initiation of a Torah institution, it can be very instructive. For one thing, digging up a piece of earth for a sacred purpose can be thought-provoking - if we stop to think how a small piece of matter contains a tremendous amount of (atomic) energy which, if used constructively, can achieve so much for humanity.

More close to home, and specifically realting to further teachings of the Baal Shem Tov and of Chasidus, is the thought which Groundbreaking evokes in relation to human endeavor in general, and spiritual advancement in particular. For, in order to achieve fullest productivity, an individual must often begin with breaking his outer shell or crust (formed by habits, natural dispositions, environmental influences, etc.), so as to release the tremendous inner powers and resources, which are infinitely greater than those on the surface, and, more importantly, are infinitely more stable and durable, since they are closer to the individual's self and are anchored in the essence of the soul itself.

Finally, "Groundbreaking" is particularly symbolic of the nature of the Jewish people, called by G-d "desirable earth." As the Baal Shem Tov explained it: Just as the earth is the repository of the greatest natural treasures and resources, so incalculable are the treasures with which G-d has endowed every

- 3 -

Jew, His own "desirable land."

Being permitted to "state only part of one's deserving praise to one's face," I will say only that, while I never doubted the hidden potentialities which you possess, it has been very gratifying to see their emergence into the open, particularly as reflected in your activities since our personal meeting, leading up to the Groundbreaking. I am confident that these are the forerunners of further discoveries and revelations of hidden treasures which you will put to good use, in a growing measure, with G-d's help. The Zechus Horabim will additionally stand you in good stead.

Wishing you and yours a joyous and
inspiring Yom Tov of Kabbolas haTorah,
and to receive the Torah with joy and
inwardness.

M. Schwartzman

P.S. I was, of course, especially pleased to hear that your wife and children were present at the Groundbreaking. Their presence must have surely strengthened the involvement of all participants, including commitment to the principle advocated by the title of your book, namely, that Your People - the Jewish people - should truly be Your Business.

RABBI MENACHEM M. SCHNEERSON
Lubavitch
770 Eastern Parkway
Brooklyn 13, N. Y.

HYacinth 3-9250

מנחם מענדל שניאורסאהן
ליובאוויטש

770 איסטערן פארקוויי
ברוקלין, נ. י.

By the Grace of G-d
Rosh Chodesh Menachem Av
5733. Brooklyn, N.Y.

Mr. Mordechai Shoel Landow
4340 North Bay Road
Miami Beach, Fla. 33140

Greeting and Blessings:

Our contact has been on matters of a higher level, or, in Chabad language - "inward" matters. To me, as I hope also to you, this means a continuous contact, even during intervals between correspondence, for where there is a meeting of minds and thoughts, the contact transcends time and distance.

This being the case, and since my thoughts are with you, I want to share with you in a matter that has preoccupied my mind in recent weeks, namely, the inadequacy of attention given to the Chinuch of children of pre-Bar (Bas)-Mitzvah age, down to the very little ones. Even in circles where serious attention is given to older boys and girls, there is a prevalent tendency to take the Chinuch of the little ones more lightly.

This attitude is rather surprising, for the Torah has quite strong views on the role of the youngsters. Suffice it to cite the rule laid down by our Sages that as soon as a child begins to speak, his father must begin to teach him Torah, specifically the verse תורה ציוה לנו משה מורשה קהילה יעקב - "The Torah which Mosheh commanded us is the heritage of the congregation of Jacob" (Deut. 33:4). At first glance, there is a very long way between a two-year old toddler, just beginning to speak, and the Torah which Mosheh Rabbeinu received at Sinai when he was 80-odd years old and at the height of his greatness. Yet, this is precisely what the Rabbis had in mind: to put this toddler in immediate relationship with the Torah which Mosheh received at Sinai. So much so, that the Alter Rebbe, founder of Chabad, begins the Laws of Talmud-study in His Shulchan Aruch with this very rule laid down by our Sages.

In view of the above, I have addressed two special messages to pre-Bar (Bas)*Mitzvah children, as per enclosed copies, which I trust you will find illuminating.

Needless to say, I am certain that you will not suspect me of an indirect appeal for money. For, as you know, it is our understanding that your priority is specifically bound up with Miami, whence the voice of Torah will hopefully reverberate to the far corners of the earth. What I am after, and I make no secret about it, is the children: תן לי הנושא -

- 2 -

"Give me the persons" - in this case, the children; not to me, of course, but to Torah, in accordance with the commandment which Jews recite twice daily: "And you shall teach them (words of Torah) diligently unto your children" - meaning talmidim, school children.

With blessing for Hatlocho in all your activities, both general and personal, aided by Zechus Horabim, and looking forward to hearing good news from you at all times.

m. Schneerson

RABBI MENACHEM M. SCHNEERSON

Lubavitch
770 Eastern Parkway
Brooklyn, N. Y. 11213

Hyacinth 3-9250

מנחם מענדל שניאורסאהן
ליובאוויטש770 איסטערן פארקוויי
ברוקלין, נ.י.By the Grace of G-d
12th of Tishrei, 5734
Brooklyn, N.Y.Mr. Mordechai Shoel Landow
4340 N. Bay Road
Miami Beach, Fla.

Sholom uBrocho:

It was gratifying to read your inspired^{ing} letter of Oct. 3. May G- grant that you should with joy carry to fruition the program of Torah education which you have made your goal - in the fullest measure and more. I believe I had occasion to quote to you my father-in-law of saintly memory to the effect that when a Jew resolves to do a good thing, the One Above immediately opens for him additional channels, if necessary, to accomplish it even better than expected.

Needless to say, in light of what is happening at this moment in our Holy Land, involving our people everywhere, it is impossible to write a letter at this time without making reference to it. I will only say here that these events once again demonstrate, and will do so conclusively in the coming days, what has been emphasized in my letter of the 6th of Tishrei, namely, that our Jewish people have been given by G-d unlimited capacities - if these are linked with the age-old Prophetic principle, "Not by might, nor by power, but by My spirit, says G-d." At first glance, this seems somewhat at variance with the Torah's own principle that a Jew must do everything possible in the natural order, and not rely entirely on miracles. Yet it is an obvious truism and a matter of common experience that even in material aspects, when matching physical forces, it is not brute strength, sheer numbers, or the weight of military hardware that is the decisive factor but rather the quality of the combatants and the sophistication of their methods. The character of the human element, its morale, motivation, selfless dedication, and similar inspired qualities easily outweigh the purely physical disadvantages. And if this is so in the realm of the physical, surely the spiritual capacities of the Jew - and a substantial part of every Jew's life is after all in the realm of the spirit - are inestimable. There is no need to elaborate to you on the above.

May G-d grant that we should all merit soon to see the fulfilment of the Divine promise that "all the earth will be filled with the knowledge of G-d," when, as a matter of course, "Nation will not lift up a sword unto nation," which will come to pass with the coming of our righteous Moashiach, bringing us the true Geulo.

With warm regards and blessing
for a happy Yom Tov,

m. Schneerson

RABBI MENACHEM M. SCHNEERSON

Lubavitch
770 Eastern Parkway
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Hyacinth 3-9250

מנחם מענדל שניאורסאהן
ליובאוויטש

770 איסטערן פארקוויי
ברוקלין, נ. י.

By the Grace of G-d
13th of Cheshvan, 5734
Brooklyn, N. Y.

Mr. Mordecai Shaul Landow
4340 No. Bay Road
Miami Beach, Fla. 33140

Greeting and Blessing:

I trust that the eleven students who were sent from here to form the nucleus of the new Yeshiva in Miami Beach, have duly conveyed to you my personal regards. In addition to the letter I sent with them I am enclosing an additional copy and also a copy of the English translation, which I hope will be of interest to you.

The purpose of this writing is to reiterate the oral message of congratulations conveyed through the students, and to wish you Mazal Tov again on the far-reaching turn in the development of the Oholei Torah Center in Miami Beach through the establishment of the Yeshiva. May G-d grant that this Torah Center, which you have made possible through your generosity, should continue to advance and develop with gigantic steps, especially in view of its importance to serve as a pilot project.

Moreover, I trust that this development will be both steady and at a rapid pace, which, in this case at any rate, will not inhibit the progress, but on the contrary. Indeed, in light of the Baal Shem Tov's teaching that a person must learn from everything around him how better to fulfill his purpose in life, especially in fundamental matters, the present jet age and supersonic transportation should inspire the idea of time-saving in the spiritual realm. A distance that not so very long ago took days and weeks to cover, can now be spanned in a matter of hours, and a message that took as long to communicate can now be transmitted instantly. If this could be accomplished in the physical and material, surely the same should be true in the spiritual realm, whether in the area of personal achievement, or in the area of effecting a change in the environment. To be satisfied with less in the realm of the spirit would be like arguing to return to the era of the horse and buggy on the ground that this was satisfactory in olden days, all the more so since spiritual matters have never been subject to the limitations of time and space.

- 2 -

Mr. Mordecai Shaul Landow

If anyone may entertain any doubt about his ability to meet a challenge which Divine Providence has "thrown into his lap", suffice it to remember that G-d does not act despotically or capriciously, and most certainly provides the necessary capacity to meet the challenge, and to do so joyously, which is the way of all Divine service, as it is written, "Serve G-d with joy," and which, incidentally, is a basic tenet of the Chasidic approach to all matters.

With all good wishes, and

With blessing, *m. Schneerson*

RABBI MENACHEM M. SCHNEERSON

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770 Eastern Parkway
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Hyacinth 3-9250

מנחם מענדל שניאורסאהן
ליובאוויטש

770 איסטערן פארקוויי

ברוקלין, נ. י.

By the Grace of G-d
12th of Shevat, 5734
Brooklyn, N. Y.

Mr. Mordecai Shoel Landow
4340 No. Bay Rd.
Miami Beach, Fla. 33140

Greeting and Blessing:

I just received your letter of January 30th, which arrived in close proximity to Yud Shevat, the Yahrzeit of my father-in-law of saintly memory. *To be answered later.*

Everything is, of course, by Divine Providence. However, sometimes this is not on the surface, and requires deep introspection, but at other times it may be right on the surface and even conspicuous. Such is the case in regard to your letter and its timely arrival on Yud Shevat. The immediate connection is, of course, the subject matter of your letter, which is Chinuch, and which, as you know, was the object of my father-in-law's greatest interest, to which he had dedicated all his life, to the point of actual Mesiras Nefesh. And, as my father-in-law often pointed out, the matter of Chinuch, education, does not refer merely to children, but also to those who are "children" in regard to knowledge and experience of Torah and Mitzvoth. In other words, Chinuch must be directed to Jews of all ages, to bring them closer to their Father in Heaven. I emphasize the word closer, because basically every Jew is really close to G-d, by virtue of his Divine soul which is part of G-dliness Above, and as the Alter Rebbe underscored it Mamash. And even if by reason of external circumstances, the soul may be in a state of "sleep," or suspended animation, it is written, "Though I am asleep, my heart is awake." There is no need for me to elaborate this to you, since this is something which you have personally experienced in your own life and in helping awaken others, and have shown that you could do this with real Mesiras Nefesh. *long ago*

I might add, however, that in evaluating the Mesiras Nefesh of my father-in-law of saintly memory, we can appreciate it better if we realize what it meant for a person like him to tear himself away from his own profound studies of Torah and spiritual matters, in order to give of his time, energy and attention so that one more Jew should be able to learn aleph-beis, in the plain sense, as well as aleph-beis of Yiddishkeit which many an adult Jew had to begin. I dare say that this kind of Mesiras Nefesh was perhaps even harder than placing his physical life in jeopardy for the sake of Yiddishkeit. For, surely, in the case of the Baal HaHilulo, his soul-life and constant striving for spiritual perfection

- 2 -

Mr. Mordecai Shoel Landow

was uppermost. Herein too we can find something which is of practical instruction to each and every one of us. For, as has been mentioned on previous occasions, although none of us can compare to his stature and spiritual qualities and powers, we have the advantage that he has already trodden the path for us, and made it so much easier to follow in his footsteps.

With blessing *M. Schneerson*

RABBI MENACHEM M. SCHNEERSON

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770 Eastern Parkway
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מנחם מענדל שניאורסאהן
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ברוקלין, נ. י.

By the Grace of G-d
6th of Nissan, 5734
Brooklyn, N. Y.

Via Telegram

Mr. Mordecai Shoel Landow
Landow Yeshiva Center
500 S.W.17th Avenue
Miami, Fla.

Greeting and Blessing:

I am delighted to associate myself with the Pre-Dedication Celebration for the new Landow Yeshiva Center - Oholei Torah School.

The timeliness of the event is underscored by the fact that it is taking place in the auspicious days when the Nessiim (Princes of the Twelve Tribes) brought their individual contributions to the Dedication of the Altar of the newly erected Mishkan (Sanctuary) in the Desert on the way to the Promised Holy Land. The connection is obvious, since every sacred House of Prayer and House of Study is termed Mishkon Me'at, a Sanctuary in Miniature.

Moreover, it is written in our sacred sources that the Mishkon is essentially indestructable, which, by extension, applies also to the sacred Houses of Study and Prayer. Indeed, our Sages declare that in the future (in the time of Moshiah) all Houses of Prayer and Study in the Diaspora will be transplanted into the Holy Land.

Reflecting on the eternal nature of the project that you, and we, are celebrating, it should even further "encourage the energetic" to make the utmost effort with the utmost joy and inspiration, for it is truly an everlasting investment bearing everlasting dividends.

Inasmuch as we are soon to celebrate the Season of Our Liberation, Pesach, may G-d grant that the new Center, which is designed to bring true liberation to Jewish children through Torah-true education, will bring true liberation from all negative aspects to each and all of the friends and supporters who are privileged to participate in the project, and the fulfillment of the prophecy of the Sages quoted above.

With esteem and blessing for a
Kosher and inspiring Pesach

MENACHEM SCHNEERSON



Telegram

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1974 MAR 31 AM 11:44

ICS IPMBJNA NYK

01275 NL BJ BROOKLYN NY 158 03-29 550.P EDT

PMS MR MORDECAI SHOEL LANDOW LANDOW YESHIVA CENTER

500 SOUTHWEST 17 AVE

MIAMI FL

GREETINGS AND BLESSINGS

I AM DELIGHTED TO ASSOCIATE MYSELF WITH THE PRE-DEDICATION
CELEBRATION FOR THE NEW LANDOW YESHIVA CENTER -OHOLEI TORAH SCHOOL

THE TIMELINESS OF THE EVENT IS UNDERScoreD BY THE FACT THAT
IT IS TAKING PLACE IN THE AUSPICIOUS DAYS WHEN THE NESSIIM
(PRINCES OF THE TWELVE TRIBES) BROUGHT THEIR INDIVIDUAL CONTRIBU-
TIONS TO THE DEDICATION OF THE ALTAR OF THE NEWLY

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Telegram

1974 MAR 31 AM 11:44

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ME'AT A SANCTARY IN MINIATURE.

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OUR SAGES DECLARE THAT IN THE FUTURE (IN THE TIME OF MOSHIACH)
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TRANSPLANTED INTO THE HOLY LAND.

REFLECTING ON THE ETERNAL NATURE OF THE PROJECT THAT YOU,

AND WE, ARE CELEBRATING, IT SHOULD EVEN FURTHER ENCOURAGE THE EN-

www.shm...
SF-1201 (RS-00)



Telegram

1974 MAR 31 AM 11:44

ERGETIC") TO MAKE THE UTMOST EFFORT WITH THE UTMOST JOY AND INSPIRATION , FOR IT IS TRULY AN EVERLASTING INVESTMENT BEARING EVERLASTING DIVIDENDS.

INASMUCH AS WE ARE SOON TO CELEBRATE THE SEASON OF OUR LIBERATION, PESACH, MAY GOD GRANT THAT THE NEW CENTER, WHICH IS DESIGNED TO BRING TRUE LIBERATION TO JEWISH CHILDREN THROUGH TORAH-TRUE EDUCATION, WILL BRING TRUE LIBERATION FROM ALL NEGATIVE ASPECTS TO EACH AND ALL OF THE FRIENDS AND SUPPORTERS WHO ARE PRIVILEGED TO PARTICIPATE IN THE PROJECT, AND THE FULFILLMENT OF THE PROPHECY OF THE SAGES QUOTED ABOVE.

WITH ESTEEM AND BLESSING FOR A KOSHER AND ISPIRING PESACH

9F-1201 (R5-00)



Telegram

1974 MAR 31 AM 11:44

MENACHEM SCHNEERSON

NNNN

RABBI MENACHEM M. SCHNEERSON

Lubavitch
770 Eastern Parkway
Brooklyn, N. Y. 11213

Hyacinth 3-9250

מנחם מענדל שניאורסאהן
ליובאוויטש

770 איסטערן פארקוויי
ברוקלין, נ. י.

By the Grace of G-d
6th of Nissan, 5734
Brooklyn, N.Y.

Mr. Mordecai Shoel Landow
4340 North Bay Road
Miami Beach, Fla.

Greeting and Blessing:

I just received your letter of March 25, with enclosure.

No doubt my telegram message, as per enclosed, was received in good time. I hope and pray that the event will justify all expectations and more, and will serve as further inducement for even greater achievements, true to the oft quoted saying of our Sages, "He who has one hundred, desires two hundred; and having achieved 200 hundred (is not satisfied with the same increment, but) desires four hundred."

I must apologise for not following up my reply to your previous letter to completion, which is due to pressure of duties, and, regretfully, duties connected with painful problems. However, I am glad to note from your letter that you have been proceeding along lines consonant with my ~~my~~ suggestions, which are yet to come.

May G-d grant that the Season of Our Liberation which we are soon to celebrate will bring each and every-one of us, in the midst of our people, a greater measure of liberation for even greater dedication to the tasks ahead, and to carry them out in circumstances of liberation from distractions, in a happy frame of mind and with gladness of heart.

With warm personal regards, and with prayerful wishes to you and yours for a

Kosher and happy Pesach,



RABBI MENACHEM M. SCHNEERSON

Lubavitch
770 Eastern Parkway
Brooklyn, N. Y. 11213

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מנחם מענדל שניאורסאהן
ליובאוויטש

770 איסטערן פארקוויי
ברוקלין, נ. י.

By the Grace of G-d
11th of Nissan, 5734
Brooklyn, N.Y.

Mr. Mordechai Shoel Landow
4340 North Bay Road
Miami Beach, Fla.

Greeting and Blessing:

Many thanks for your telegram and good wishes,
which I heartily appreciate.

I can best reciprocate your warm sentiments and
good wishes by reiterating the Divine blessing given
to our Father Abraham, "I will bless them that bless
thee." Accordingly, may you and yours enjoy G-d's
blessings"from His full, open, holy, and generous
Hand," both materially and spiritually.

The Zechus of your growing involvement in the
work of spreading Yiddishkeit through the Chabad-
Lubavitch institutions and projects, will surely
stand you and all yours in good stead.

A this time, I send you my prayerful wishes
that the Festival of Our Freedom bring you and yours
a growing measure of true freedom, freedom from an-
xiety material and spiritual, from anything that
might detract from serving G-d wholeheartedly and
with joy,

And to carry over this freedom and joy into
the whole year.

Wishing you and yours a Kosher and inspiring
Pesach,

Cordially, *M. Schneerson*

RABBI MENACHEM M. SCHNEERSON

Lubavitch
770 Eastern Parkway
Brooklyn, N. Y. 11213

Hyacinth 3-9250

מנחם מענדל שניאורסאהן
ליובאוויטש

770 איסטערן פארקוויי
ברוקלין, נ. י.

By the Grace of G-d
Isru Chag of Pesach,
5734. Brooklyn, N.Y.

Mr. Mordecai Shoel Landow
4340 No. Bay Road
Miami Beach, Fla. 33140

Greeting and Blessing:

I was pleased to receive your kind regards through Rabbi Lipskar, as well as your letter of April 3rd.

I congratulate you on your impressive address as Keynote Speaker at the national convention of manufacturers and dealers, as well as at the Pre-Dedication celebration - to follow the order of your letter. Knowing you personally, I am confident that since your words were "words coming from the heart," they will surely justify the promise of "penetrating the heart" and will be effective and productive. All the more so as it involves Zechus Horabim.

I trust that you had an enjoyable and inspiring Yom Tov, and since the purpose of every Yom Tov is to permeate all the days of the year, may the spirit of the Festival of Our Liberation likewise permeate all your activities in the days and months ahead.

With kindest personal regards, and

With blessing,



RABBI MENACHEM M. SCHNEERSON

Lubavitch
770 Eastern Parkway
Brooklyn, N. Y. 11213

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מנחם מענדל שניאורסאהן
ליובאוויטש

770 איסטערן פארקוויי
ברוקלין, נ.י.

By the Grace of G=d
27th of Sivan, 5734
Brooklyn, N.Y.

Mr. Mordechai Shoel Landow
4340 North Bay Road
Miami Beach, Fla.

Greeting and Blessing:

In response to Mr. Daniel Retter, Journal Chairman,
I am sending a message to the forthcoming Journal as
per enclosed copy.

It is gratifying to see further fruits from your
planting, and I take this opportunity of congratulating
you as the initiator and central pillar of the whole
structure.

May you continue to see the good fruits and the
fruits of fruits of your labors.

With blessing,

M. Schneerson

Encl.

P.S. Since writing the above, your letter of June 20
has just been received. Many thanks. Once again,
best wishes on the forthcoming Dedication - on
the eve of the auspicious day of 12th of Tammuz.

RABBI MENACHEM M. SCHNEERSON
Lubavitch
770 Eastern Parkway
Brooklyn, N. Y. 11213
Hyacinth 3-9250

מנחם מענדל שניאורסאהן
ליובאוויטש

770 איסטערן פארקוויי
ברוקלין, נ. י.

By the Grace of G-d
28th of Elul, 5734
Brooklyn, N. Y.

Mr. & Mrs, Mordechai Shoyel Landow
4340 North Bay Road
Miami Beach, Fla.

Greeting and Blessing:

After the long interval, though I have of course inquired about you in the interim, I just received your letter and enclosure relating to the Dedication celebration. Since all good things contain the seeds of continuity, like a chain reaction, may G-d grant that this be so also in this case. It is indeed a great Zechus for both of you - I was pleased to hear that Mrs. Landow, too, actively participated and was honored - and may it be G-d's will that just as you have seen His blessings in the past, in the rapid growth of the students in quantity and quality, and the general blossoming of the program, etc., you should see even greater progress in the future.

All the more so that your letter arrived in the auspicious days before Rosh Hashono.

At this time, I extend to you and all yours my prayerful wishes for a good and happy year, materially and spiritually.

With the traditional blessing of

Cordially *M. Schneerson*

P. S.

Regarding the matter with your son, about which you write, it is surely unnecessary to emphasize at length the need to enlist the cooperation of good friends that they should do all they can to influence your son in the right direction. It is to be expected that he may feel freer to discuss the matter with friends than with parents or close relatives. In that case the friends could promptly refute whatever reasons he may have. Of course, this does not preclude your using your persuasion and influence.

I would like to add - and this is also very pertinent in the present case - that all the members of a Jewish family are like one body. When a particular organ of the body needs strengthening, it is given direct treatment as well as indirect, by strengthening the other organs in an extra measure, to benefit also the affected organ. Certainly, when parents strengthen their personal life in accordance with the teachings of G-d, it is bound to have a benefit upon the children, directly and subconsciously. And, needless to say, there is

-2-

always room for improvement in matters of goodness and holiness, Torah and Mitzvos, which are infinite, being derived from the Infinite. And, as above, every improvement is a benefit, direct and indirect, also for the children.

It is certainly an encouraging sign that the son did not want his father to know about the problem, and may G-d grant that it should be resolved satisfactorily and sooner than expected.

The Zechus of your dedicated work in the cause of Chinuch of Jewish children, of whom the Torah says, "You are children of G-d your G-d," that they should be brought up in the right way, the way of the Torah, will surely stand you in good stead to have true Nachas from your son and all your offspring.

RABBI MENACHEM M. SCHNEERSON

Lubavitch
770 Eastern Parkway
Brooklyn, N. Y. 11213

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מנחם מענדל שניאורסאהן
ליובאוויטש

770 איסטערן פארקוויי
ברוקלין, נ. י.

By the Grace of G-d
25th of Cheshvan, 5735
Brooklyn, N. Y.

Mr. Mordecai Shoul Landow
4340 No. Bay Road
Miami Beach, Fla. 33140

Greeting and Blessing:

As I inquire periodically from our mutual friends about you and your family, I was pleased to receive word about your recent birthday.

No doubt you know that Chasidim observe special customs in connection with a birthday. These also reflect the significance of a birthday in Jewish life.

In general, these customs comprise three items: 1) an Aliyah (being called up to the Torah) on the preceding Shabbos, if at all possible, 2) additional Torah study on the birthday itself, 3) an extra donation for Tzedoko on the birthday - if a weekday, or before or after, if it occurs on Shabbos.

Needless to say, Jewish customs are meaningful in many ways. It would take us too far afield to mention more than one aspect in regard to each of the above three customs.

The Aliyah to the Torah, ~~which is~~ on the preceding Shabbos, which is by way of a preparation for the birthday, emphasizes that with each birthday the Jew rises to a higher spiritual level. This is indicated also by the word Aliyah ("going up"). And although the term also refers to the physical ascent of actually going up to the Bimah which is on a higher level than the floor of the Shul, its real meaning is the spiritual aspect. Indeed, it is precisely because of the spiritual ascent (achieved through the reading and study of the Torah) that the Bimah is elevated.

The particular relevance of the birthday is this: a person, of course, grows physically and mentally from day to day and from year to year, so that in some respects the person is not exactly the same today as the day before. Certainly in the spiritual sphere the birthday is meant to bring about an essential (not merely superficial) change, since on that day his Mazel is renewed. By that is meant, as the Gemoro expresses it *מולי' חזי*, the "root" of the soul, which remains attached to its Source On High, while only an extension of the soul, as it were, descends into the body and vitalizes it. For, obviously, the soul which is eternal and part of "real G-dliness" could not be wholly confined within the body, any more than G-d Himself could be confined within the world He created. And just as G-d is both in the world and beyond it (immanent and transcendent), so it is

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Mr. Mordecai Shoul Landow

in regard to the soul and body. Therefore, when the birthday comes, the Jew is expected to ascend to a higher level in an essential way, namely by strengthening the very root of the soul, when, as a matter of course, the change is felt also in the "lower" aspect of the soul that vitalizes the physical body. Such a change can be achieved only through Torah, which is "our very life and the length of our days."

The second observance - an increase in the actual Torah study - follows the first, but in a more tangible way, namely the study of the Torah with understanding and comprehension, so that it permeates the mind and is reflected in actual living experience in the daily life.

The third item - the giving of Tzedoko - signifies the giving of oneself, both of body and soul. Since a person consists of both body and soul, his growth and advancement has to encompass both the spiritual and the physical. If the Aliyah and Torah study primarily reflect the spiritual, the giving of Tzedoko reflects the physical and material, namely the sweat and toil of earning money, which is then converted into something spiritual and sacred, since it is dedicated to a sacred cause, as indicated by the term "Tzedoko."

Being kept informed by our mutual friends about your consistent advancement both spiritually and materially (in matters of Tzedoko), there remains for me only to express the hope that since your recent birthday, you have been doing this with even greater inspiration and joy, and that the advancement is evident in both quality and quantity.

With blessing, *M. Schwartz*

RABBI MENACHEM M. SCHNEERSON

Lubavitch
770 Eastern Parkway
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Hyacinth 3-9250

מנחם מענדל שניאורסאהן
ליובאוויטש

770 איסטערן פארקוויי
ברוקלין, נ. י.

By the Grace of G-d
Chanukah, 5735
Brooklyn, N. Y.

Mr. Mordecai Shoul Landow
4340 No. Bay Rd.
Miami Beach, Fla. 33140

Greeting and Blessing:

I was pleased, as usual, to receive regards from you through our friend Rabbi S.B. Lipskar, though it was with mixed feelings that I received the special message which he conveyed in your behalf regarding the vital Torah institution, which it was your great Zechus to help create, support and develop to the present stage, with exemplary dedication and enthusiasm.

I say "mixed feelings," because the fact that it has run into a deficit is a good sign of its rapid growth in terms of student enrollment and program expansion. At the same time it gives impressive evidence of its vital service to the community. Ultimately - in terms of real values and services - it is this side of the balance sheet that is important, while the financial deficit is surely of secondary importance, or less. There is no need to enlarge on this assessment to you, since we have discussed it more than once, personally and by correspondence.

I was further pleased to receive your message during Chanukah, the events of which occurred "in those days," but they are just as valid "at this time." Chanukah teaches us - to paraphrase the prayer of "V'Al haNissim" - that the "few" and the "weak" (in a material sense) do overcome even overwhelming odds, and so decisively as to bring about a "great deliverance and redemption." And the reason for this is that they represent the "pure," "righteous," and "those engaged in Thy Torah."

A further, and general, point is to look at such a situation realistically, as I believe we also had occasion to mention it. It is that a deficit in terms of students, namely if even one boy (or girl) is turned away, can be an irretrievable loss, for that boy (or girl) may become a casualty of the pernicious forces of assimilation, etc., whereas a financial deficit can always be made good, if not today then tomorrow, or the day after, with G-d's help. Here, too, a successful American businessman like yourself knows very well what the real score is.

In light of the above, my opinion is that if it is possible to make some economies where there is duplication and the like, it may be justified, provided that it in no way whatever jeopardizes the institution to affect even remotely the enrollment of students and the vital programs. These may be affected not only directly by

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Mr. Mordecai Shoul Landow

lowering the educational standards or limiting scholarships, etc., but also indirectly by giving a mother a possible excuse for not enrolling a child by finding fault with the material and physical aspects of the institution.

Thus, the administration can determine what can be done to effect economies, as above, but not at the expense of the students, those dear souls of whom our Sages said that each Jewish soul is like a whole world.

As mentioned above, I was particularly pleased to receive your message in the days of Chanukah, for the Festival of Lights truly sheds light on this problem too. Chanukah reminds every one of us of the vital need to kindle lights in growing numbers from day to day. "Light" for a Jew is the eternal light of Torah and Mitzvoth (Ner-Mitzvo v'Torah-Or). These are auspicious days for every Jew to help increase this light, and I want to take advantage of this opportunity to have a Zechus in helping reduce the deficit by the enclosed check from one of my special funds.

Having done this, I am emboldened to express my hope and confidence that not only will there be no limitation on the absorption of students, but, on the contrary, every effort will be made to increase the student body and illuminate these young souls, which are also called "lights" as it is written, "The soul of man is the candle of G-d," namely lights which G-d has sent down to earth to light up the darkness of this world. And may all this be in a steadily growing measure, in accordance with the teachings of the Chanukah lights which we kindle in growing numbers from day to day, as mentioned above.

Because of the urgency and importance of this matter, the letter is sent to you by airmail special delivery.

With warm personal regards and

With blessing, *M. Schneerson*

written P.S. In view of the fact that your message was received during Chanukah, and so is this letter, ^{written} in these auspicious days, I take the liberty of fulfilling an old Jewish custom of sending Chanukah-gelt. I trust you will do me the pleasure to accept it for yourself, Mrs. Landow and your son about whom you wrote to me.

RABBI MENACHEM M. SCHNEERSON

Lubavitch
770 Eastern Parkway
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מנחם מענדל שניאורסאהן
ליובאוויטש

770 איסטערן פארקוויי
ברוקלין, נ. י.

By the Grace of G-d
11th of Shevat, 5735
Brooklyn, N. Y.

Mr. & Mrs. Mordecai Shoul
& Batsheva Landow
4340 No. Bay Rd.
Miami Beach, Fla. 33140

Greeting and Blessing;

Thank you very much for your kind message of good wishes in connection with our 25th Anniversary, which we have just observed.

Your sentiments are particularly welcome and meaningful, in view of your devotion to the work and institutions of Lubavitch in your community and your personal identification with all its activities, particularly the ~~Five~~ Mitzvo Campaigns.

I can best reciprocate your good wishes by reiterating the Divine Promise given to our Patriarch Abraham, "I will bless them that bless thee." Accordingly, may you and yours enjoy G-d's blessings in a very generous measure, "From His full, open, holy and ample Hand."

No doubt Rabbi S.B. Lipskar has conveyed to you the mention of the special significance of the Farbrengen for the fulfillment of good resolutions and good wishes, since these meet with the approval of all present at the Farbrengen, and all who participate in it from a distance.

With blessing,

M. Schneerson

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By the Grace of G-d
12th of Nissan, 5735
Brooklyn, N.Y.

Mr. Mordechai Shoel Landow
4340 N. Bay Road
Miami Beach, Fla.

Greeting and Blessing:

I was pleased to receive your personal regards as well as your note through Rabbi Sh. B. Lipsker. May G-d grant the fulfilment of your heart's desires for good, and you should be able to carry on your endeavors and involvement with the work of Lubavitch in good health and in happy circumstances and in a happy frame of mind.

Many thanks for your good wishes, which G-d Himself will surely reciprocate in accordance with His promise to our Father Abraham, as has been said before.

At this time, erev-Pesach, I send you and Mrs. Landow and all yours my prayerful wishes for a Kosher and Happy Yom Tov. And may the Festival of Our Freedom bring you, in the midst of all our people Israel everywhere, true freedom from all anxiety and hindrance, materially and spiritually, from anything that may distract a Jew from carrying out his mission in life with joy and gladness of heart, and in a spirit of true freedom, as discussed in the enclosed Pesach message.

With blessing,

M. Schneerson

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ברוקלין, נ.י.

By the Grace of G-d
Erev Shovuos, 5735
Brooklyn, N. Y.

Mr. & Mrs. Mordchai Shoel Landow
Miami Beach, Fla.

Greeting and Blessing:

At this time before Shovuos, the Festival of Mattan Torah, I send you and yours my prayerful wishes for a happy and inspiring Yom Tov and the traditional blessing to receive the Torah with joy and inwardness, and may the joy and inspiration be with you throughout the year.

No doubt you received my previous correspondence. I trust that this letter will find you in good health and spirits - which is also relevant to Shovuos. For, as our Sages of blessed memory tell us, before G-d gave the Torah to our people at Sinai, all those who were in ill-health were cured and invigorated. This is also understandable, since a healthy Jew, physically, can better understand and follow the Torah and Mitzvot and accomplish all that he has to. By extension to the other end, it follows that a Jew is duty-bound to take care of his health, since the health of the Neshomo depends largely on the health of the body, and both are required to accomplish the maximum. This is particularly important in the case of a person whom Divine Providence has given a special standing in the community, to be a source of inspiration to many. I am pleased to know that Mrs. Landow is a true helpmate.

Wishing you again a happy and joyous Yom Tov,

With blessing 

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By the Grace of G-d
15th of Av, 5735
Brooklyn, N. Y.

Mr. Mordecai Shoul Landow
4340 No. Bay Road
Miami Beach, Fla. 33140

Greeting and Blessing:

I was pleased to receive just now, through our mutual friend Rabbi Sholom Ber Lipskar, the material and pictures in connection with the dinner. Although I had received previous reports, it is quite different when one also receives photographs and visual evidence of the happy and inspiring atmosphere that prevailed at the affair.

May G-d grant that the said happiness and enthusiasm should be reflected also in the day to day activities and events in the life of all participants, particularly those who are the moving spirit behind all this. May G-d grant that this should be so also among all Jews, both those in Eretz Yisroel, of which the Torah says that "G-d's Eyes are on it from the beginning of the year to the end of the year," as well as in the Diaspora, especially in the United States, where the largest Jewish community, in quantity and quality, lives.

Since we are now over the period of the Three Weeks, and have reached the auspicious days of the 15th of Av, of which our Sages relate that in olden days there was not a more joyous and festive day than the 15th of Av, because of various happy events with which this day was associated -- may G-d grant that this joy and festivity should be renewed in our time, and Jews everywhere should enjoy lasting prosperity both materially and spiritually. For Jews the emphasis is, of course, on the spiritual, and advancement in matters of Torah and Mitzvos is also the way to receive a growing measure of G-d's blessings in material affairs as well.

And having entered the period of the Seven Weeks of Consolation, may we soon see the ultimate consolation of the true Geulo and the restoration of the Beis Hamikdosh through Moshiach Tzidkeinu.

With blessing for good
tidings in all above,
as well as in your per-
sonal affairs.

M. Schneerson

RABBI MENACHEM M. SCHNEERSON
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ברוקלין, נ. י.

By the Grace of G-d
25th of Shevat, 5736
Brooklyn, N. Y.

Mr. Mordechai Shoel Landow
4340 North Bay Road
Miami Beach, Fla. 33140

Greeting and Blessing:

Through our mutual friend, Rabbi Sholom Ber Lipskar, I enquire from time to time as to how things are going with you business-wise, and he reports to me insofar as he knows. I have also seen the newspaper clipping.

I surely do not have to emphasize to you that the true businessman is not the person who can manage his affairs when conditions are favorable and things run smoothly and successfully, but also, and even more so, when he shows that he knows how to cope with an occasional setback. Indeed, facing up to the challenge of adversity makes one a stronger and more effective executive than before, with an added dimension of experience and a keen acumen, to put to good use when things begin to turn upwards. Sometimes, a temporary setback is just what is needed for the resumption of the advance with greater vigor, as in the case of an athlete having to negotiate a hurdle, when stepping back is the means to a higher leap.

In plain words, I trust - on the basis of my acquaintance with you - that you are taking the present difficulty well in your stride, coping with it squarely and making the necessary structural and other improvements, in terms of closer supervision and greater efficiency, as I see also from the clipping, although basically the present difficulty is no doubt a ~~symptom~~ *consequence* of the general economic situation.

I send you my prayerful wishes that you should very soon have good tidings about a tangible improvement, and that the setback has indeed served as a springboard for the great upturn in the days ahead. All the more so now that we are about to enter the first of the two months of Adar in the current Jewish Leap Year - may your Hatzlocho be doubled, too, in quantity and quality, i. e. in the resurgence of profits and in their being used in the best possible way, for good, wholesome and happy things, materially and spiritually.

With blessing *M. Schneerson*

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By the Grace of G-d
25th of Shevat, 5736
Brooklyn, N. Y.

Mr. Mordechai Shoel Landow
4340 North Bay Road
Miami Beach, Fla. 33140

Greeting and Blessing:

Pursuing the same subject matter, this letter is written from a different viewpoint, hence it is written separately, and I leave it to you as to what you decide to make of it. You are free, of course, to give it whatever consideration you choose, with or without discussing it with others.

What prompts me to write this letter is the following:

Hitherto, the relationship between your good self and the students of the Torah Center that bears your name was that of benefactor and beneficiaries, i. e. the students have been the recipients of your generous financial support to the institution, though on the spiritual level I trust that you and your family have also been on the receiving end.

Now, reflecting on your present business difficulty, not only from the narrow viewpoint of economics, but also from the broader spiritual perspective, it occurred to me to make the following suggestion to you, namely, that it would be good for all concerned that the students of the educational institution, which was established and has flourished thanks to your initiative and munificence, should have a personal financial interest in your business. For this purpose it would be sufficient that each student have a symbolic share in your business to the extent of \$10.00. [They would, of course, be "silent partners," without "voting rights."] I do not exactly ^{know} what the student enrollment will be this year, but estimating it at 200, I am enclosing a check for \$2000.00. Should the student body exceed this number, the amount will be adjusted accordingly. For technical reasons the check is made to the order of Rabbi Lipskar to be turned over to you for the said investment in behalf of each and all of the students.

The intent of this symbolic partnership of the students in your business is that it should bring an added measure of Hatzlocho in your business in profits and prosperity. There is, however, a prior condition to enable the students to participate in the business (and I believe there is also a connection between this and the present situation). It is, that a so-called "bill of sale" (Shtar Mechirah) in accordance with Halachic procedure has to be formalized,

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which has to do with the observance of Shabbos and Yom Tov - as Rabbi Lipskar will explain to you.

To give the whole matter further "formality," I think it right that the students should be entitled to a return on their investment. I suggest that it might be 1/10,000 of the net profit ^(for all together) ~~for~~ student shares, which should not be deducted from the financial aid which you give so generously to the institution. Here, again, I do not know if this is the proper return in this case, and I leave it to your judgment to decide what it should be. The important thing is that they should receive some return for their investment.

It is possible that the whole suggestion may appear rather "strange" to you. But I am sure you are not one to be taken aback by strange things, and neither am I.

With blessing for utmost Hatzlocho
and happy tidings, *M. Schreiber*

P.S. Needless to say, both letters have been written to you confidentially, but you are, of course, free to show them to and/or discuss them with anyone you wish.

RABBI MENACHEM M. SCHNEERSON

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770 Eastern Parkway
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770 איסטערן פארקוויי
ברוקלין, נ. י.

By the Grace of G-d
4th of Adar I, 5736
Brooklyn, N. Y.

Mr. Mordechai Shoel Landow
4340 North Bay Road
Miami Beach, Fla. 33140

Greeting and Blessing:

This is to acknowledge your correspondence and telephone message. Although my reply was conveyed to you by 'phone, I will reiterate it here in writing, for the record.

(1) It is self-evident that you should continue actively in the business world, which, obviously will be good for your self-confidence and in general, as well as for your wife and family.

There is also a further point to this. You have been successful in business for many years, having put to good use the capacities and talents which G-d has bestowed upon you in a generous measure. It would therefore not be right, to say the least, not utilize them fully in the future, for it would be tantamount to rejecting something which G-d has given you to make good use of. In other words, it is not merely a personal problem, but one that has also other far-reaching implications.

(2) It follows from the above, and in order to go about it in the most practical way, you should concentrate your efforts in the line of business in which you have experience, connections, and general recognition.

As in all areas of fruitful endeavor, it is more effective and successful, and at the same time less strenuous, when it is carried out with confidence and a happy disposition.

(3) You will probably suspect that in advising you the above, I have also the good of the Torah Center in mind. I must confess that I do, for I see no contradiction in it. To be sure, there could be situations where personal ambition may be in conflict with communal interests, but this is certainly not the case in the present instance, where the interests coincide.

(4) With regard to the students' financial participation in your business, I apparently did not make myself quite clear in my previous letter. Let me clarify it. My suggestion is that each and every student of the Torah institutions which you have been instrumental in establishing, should have a \$10.00 investment in your business. I added immediately that if the number of

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students is greater than 200, I would ~~make~~ good the difference. Now that I have been informed of the correct figure, I am enclosing a check for the difference (in addition to the \$2,000.00 sent with my previous letter).

(5) On the basis of my estimation that your business is worth about 10,000 times the amount of the check that I sent in behalf of the students' investment, it was my suggestion that all the students as a body should be entitled to 1/10,000th part of the profits, since it was my opinion that the whole transaction should be done in a businesslike manner, and for various reasons.

how I see
it is worth
50% more
hence the
2nd check

So much for the business part of this letter.

It is an old Jewish custom to connect everything with the Torah portion of the week, as was also emphasized by the Alter Rebbe, founder of Chabad. This week's portion, Terumah, begins with the Divine commandment, "Make Me a Sanctuary, and I will dwell among them" - within each and every Jew. It goes on to call for contributions of gold, silver, and brass, etc, with which to construct the Sanctuary with all its requirements.

At first glance, there seems to be a difficulty here. If G-d wanted a Sanctuary for Himself, promising that He will then dwell within each and every Jew who will contribute the "gold, silver, and brass," etc. for the Sanctuary -- why was it necessary to contribute these material things in the first place?

One of the explanations is as follows:

Every Jew has the ability - hence the duty - to use his "gold and silver," etc., not just for his own material pleasures (which contributes nothing to holiness, but to the contrary); instead, he can convert his gold and silver into something so sacred and holy that G-d desires to dwell therein. Indeed, in doing so, a Jew makes himself personally a fitting abode for the Divine Presence. For, as is well known, it is human nature for any person, particularly a successful businessman, to put his heart and soul into his business, to make the utmost possible amount of "gold and silver." Now, when a Jew takes part of this hard-earned money and dedicates it to a sacred cause in fulfilment of G-d's Will, he dedicates thereby also his body and soul, all the physical and mental efforts, that had gone into the gold and silver which he had worked so hard to earn, thus making himself personally a fitting object of holiness. Moreover, it also serves him as a springboard for further and greater achievements in the realm of goodness and holiness.

In conclusion I would like to add that having heard from our mutual friend Rabbi Lipskar that you showed my previous letters to your wife, I assume that you will also show her this letter. If so, I would like to remind her of the time (may it never recur) when you were not feeling well, and she wrote to me, nostalgically recalling earlier, far less affluent, but

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nonetheless happy days, all the family being well and contented, etc. I am confident that she will not be discouraged by the present temporary business difficulty, and, on the contrary, will be a source of encouragement to you, if further encouragement is needed.

With prayerful wishes for Hatzlocho in Parnosso, in the plain sense of the word, and to have the Zechus not only to continue as heretofore your contributions of "gold and silver," etc. to sacred causes, but also to do so with joy and in an ever growing measure.

With blessing, *M. Schwedson*

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מנחם מענדל שניאורסאה;
ליובאוויטש
770 איסטערן פארקוויי
ברוקלין, נ. י.

By the Grace of G-d
Between Purim Koton
And Purim Godol, 5736
Brooklyn, N. Y.

Mr. & Mrs. Mordechai Shoel Landow
4340 North Bay Road
Miami Beach, Florida

Greeting and Blessing:

This is to acknowledge receipt of your correspondence, and may G-d grant that you should have good news to report in all matters about which you wrote.

Especially as we are now in the auspicious days between Purim Koton and Purim Godol, the festive days of the two Mazeldike months of Adar of this Jewish Leap Year, the highlight of which is, in the words of the Megillah, "For the Jews there was light, joy, gladness and honor." As our Sages explain these words, they have in addition to their plain meaning also the inner meaning of "Light - this is Torah...Honor - this is Tefillin," Tefillin being symbolic of all the Mitzvoth. May this be so also in your case.

Included is, of course, also the Mitzvo of V'Ohavto L'Reacho Komocho, the great principle of our Torah, which makes it the duty and privilege of every Jew to spread the light of the Torah and Mitzvoth in his surroundings. And while all this is a must for its own sake, this is also the way to receive G-d's blessings in all needs, materially and spiritually.

Wishing you and yours a truly happy ^{פריים} and inspiring Purim,

With blessing

M. Schneerson

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By the Grace of G-d
Rosh Chodesh Sivan, 5736
Brooklyn, N. Y.

Mr. Mordechai Shoel Landow
4340 N. Bay Road
Miami Beach, Fla. 33140

Greeting and Blessing:

I just received your telegram about your daughter's marriage taking place today.

I hope and trust that the Bride and Bridegroom have made a firm resolution to establish their home on the foundations of the Torah and Mitzvos, which will also bring them an additional measure of Divine blessings for a truly happy future.

I extend to you and to Mrs Landow, as well as to the newlyweds prayerful wishes of Mazal Tov, and may you and your wife have true Nachas from each and all of your children, in good health, good Parnosso and a happy frame of mind.

With the blessing of Mazal Tov,
Mazal Tov, *M. Schneerson*

P.S. I would like to add, that the marriage is taking place in an auspicious day and month, in the week of the Festival of Mattan Torah, when G-d gave the Torah to all our people, including and in the presence of - as our Sages declare - all Jewish souls of all future generations. It is also fitting to emphasize here, again, the great Zechus that is yours and your family's in being instrumental in the establishment of the thriving Torah institutions in your city under the auspices of Lubavitch, which has also impacted other communities. I am confident that this will be an inexhaustible source of Divine blessings to you and yours also in your personal affairs, materially and spiritually, and enable you to go from strength to strength in your dedicate public work under conducive and happy circumstances.

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מנחם מענדל שניאורסאהן
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By the Grace of G-d
28th of Shevat, 5737
Brooklyn, N. Y.

Mr. Mordecai Shaul Landow
4340 North Bay Road
Miami Beach, Fla. 33140

Greeting and Blessing:

Having just observed the Yahrzeit of my father-in-law of saintly memory, in whose spirit our Torah institutions in Miami are conducted, and in which you have such a major role and privilege to be instrumental in their establishment and growth, it is natural that my thoughts should be turned to you at this time, coming from this auspicious day and about to enter the auspicious month of Adar.

I want to take this opportunity to reiterate to you again my prayerful wishes and confident hope that you should be able to report happy tidings both about the institutions, as well as about yourself and your family in all aspects, spiritually and materially. I hope and pray that you and your wife and family will be able to fulfill the teaching of our Torah, Toras Chaim, in regard to the coming month of Adar, namely "from the beginning of Adar joy should be on the increase," and that you should have many reasons for increased joy in good health and happy circumstances.

With warm personal regards, and

With blessing *M. Schneerson*

RABBI MENACHEM M. SCHNEERSON

Lubavitch
770 Eastern Parkway
Brooklyn, N. Y. 11213
Hyacinth 3-9250

מנחם מענדל שניאורסאהן

ליובאוויטש
770 איסטערן פארקוויי
ברוקלין, נ. י.

By the Grace of G-d
In the Days of Selicoth,
5737, Brooklyn, N. Y.

Mr. Mordechai Shaul Landow
Miami Beach, Florida

Greeting and Blessing:

With the approach of Rosh Hashono, the beginning of the New Year, may it bring blessings to us all, I send you and all yours my prayerful wishes for a good and happy year, materially and spiritually.

With the traditional blessing of

כתיבה וחתימה טובה

Cordially



P.S.

Your letter of September 9th was duly received. *Many Thanks*

RABBI MENACHEM M. SCHNERERSON
Lubavitch

770 EASTERN PARKWAY
BROOKLYN, N. Y. 11213

SPECIAL DELIVERY

Personal

Mr. M. S. Landow
4340 North Bay Road
Miami Beach, Fla. 33140



VIA AIR MAIL

RABBI MENACHEM M. SCHNERERSON
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770 EASTERN PARKWAY
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AIR MAIL

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