



TESHURAH



*From the wedding celebration of
Sholom Dovber and Chaya Mushka Sheyichyu
Lever*



*11 Elul, 5783
Shnas Flakhel*

Foreword

We are proud to present a collection of the Rebbe's English letters, written in the first years after his arrival in the United States. To date, only a scarce amount of letters from this period have been discovered, and in the English language yet fewer. Earlier this week, a large collection of the Rebbe's letters from this period was shared with us for the benefit of the public. This priceless and historic collection, the first installment of which is being published here for the first time, sheds light on hitherto unknown aspects of the Rebbe's involvement in spreading Yiddishkeit in America during Lubavitch's early years on the continent.¹

The letters are sourced from carbon copies, many of which bear markings in the Rebbe's holy handwriting. The majority of these letters were written by the Rebbe in the capacity of Chairman of the Educational branch of Lubavitch - Merkos L'Inyonei Chinuch.

In this publication, we have attempted to give our readers a broader picture of the events, personalities, and subjects discussed in the letters. The accompanying footnotes were added by our editors and do not appear in the original letters. Due to time constraints in preparing these letters for print, we kindly ask our readers to excuse any omissions or errors (typographical or informational) that may have made their way into this work. The remainder of the letters in the collection will be published in the coming days.

We would like to take this opportunity to thank all those who have generously shared their letters with us, enabling thousands throughout the world to learn and internalize the Rebbe's guidance and perspective they contain. As mentioned above, the Rebbe's letters available from this period are few in number. Many privately held letters from these years (when a permanent secretarial archive was not yet in place) may be the sole copies in existence. We sincerely ask anyone who may have English letters, specifically from the early years, to kindly share them with us for the benefit of the public who thirsts for the Rebbe's words.

The Rebbe Responsa Team

Below you will find a brief overview of the 'Manual of Selected Prayers and Blessings' a work discussed in these letters.

¹ An additional collection of over 30 letters from the period before the Rebbe assumed leadership, addressed to Mr. Julius Stulman was recently added to the Rebbe Responsa app.

Manual of Selected Prayers and Blessings: The manual (סדר ברכות ותפלות עם) (תרגום אנגלי, or as it is referred to in several letters - the “Bencherel”) was published by the Rebbe as Chairman of Merkos L’Inyonei Chinuch - the educational arm of Lubavitch (founded by the previous Rebbe in 5701). The Manual (spanning 128 pages) consisted of a selection of prayers and blessings (Alef-Beis, Birchos Hashachar, Birchos Hanhenin, Birchos Hamozon, Krias Shema She’al Hamito, etc.) with a newly revised English translation in the spirit of Jewish Tradition, and a short introduction on the importance of Prayer and blessings. At the end of the Manual appears a short message on Torah Study and Shabbos. The manual was geared for Jewish Children² as well as members of the Armed Forces.³

The Rebbe began working on the Manual in 5702, with the hopes of having it ready on time for Rosh Hashono 5703⁴. In a letter addressed to Mr. Alexander Cowen on the 21st of Tishrei, 5703, the Rebbe writes that though the Manual had been completed, its publication was held up due to lack of funds.⁵ The Manual was finally published in Shevat 5703,⁶ with the help of Mr. Cowen and the financial assistance of Mr. Julius Stulamn,⁷ among others.⁸

On the 20th of Shevat, the Rebbe writes: “The interest created by this publication is quite keen, and the demand is likely to exceed the supply on hand, which goes to emphasize how much it is appreciated.”⁹

Due to the high demand, a second edition of the Manual was published soon after, as the Rebbe writes (12 Nissan): “I am pleased to inform you that the Manual of Prayers & Blessings has met with great success. The first edition has already been exhausted, finding its way also to Palestine, England¹⁰ and Canada,¹¹ in addition to those distributed in the United States. A considerable number of copies has been

² Especially the children of Mesibos Shabbos.

³ See advertisement published in *Hakria Vehakdush*, Shevat 5703. See *Igros Kodesh* of the Previous Rebbe; vol. 12 letter dated 6 Tishrei (letter 4,519).

⁴ See letter number 1.

⁵ See letter number 2. See also *Igros Kodesh* vol. 1, letter dated 4 Cheshvan, 5703, (pg. 50 - letter 29). *Igros Kodesh* of the Previous Rebbe vol. 7, letter dated 26 Tishrei (letter 1,873). Publication of the Manual was advertised in the Tishrei-Cheshvan edition of Talks and Tales and Shmuesen.

⁶ See letters 12, 13 and 15. The Manual was advertised as published in the Adar I - Adar II editions of Talks and Tales and Shmussen of that year..

⁷ See letters 3, 4, 5 and 6.

⁸ See *Igros Kodesh* vol. 1, letter dated 4 Nissan, 5703 (pg. 114, letter 68).

⁹ Letter number 12.

¹⁰ See *Igros Kodesh* vol. 1, letter 78.

¹¹ See *Igros Kodesh* vol. 1, letter 86.

distributed to Jewish members of the armed forces¹² who find it particularly convenient on account of its pocket-size. The second edition of the Manual is enjoying a similar success.”^{13,14}. A third printing was scheduled for the winter of 5703.¹⁵

¹² See also letter number 14, *Igros Kodesh* vol. 1 letter 68; *Igros Kodesh* of the Previous Rebbe vol. 7, letter dated 3 Adar 2 (letter 1,962) - a cover letter addresses to Servicemen accompanying the Manual; *Ibid* letter 1,995 (pg. 203).

¹³ Letter number 16.

¹⁴ Distribution of the Manual and its vital importance is also mentioned in *Igros Kodesh* vol. 21, letter 7,778; *Igros Kodesh* of the Previous Rebbe vol. 7, letters 2,094 and 2,098; vol. 13, letter 4,864.

¹⁵ For more about this Manual and the Rebbe's involvement in it see M. Greenfield *HaBencherel Shel HaRebbe* in *Kefar Chabad* issue 1997 pp. 34-42. M. Greenfield *Iyunin Beseder Berachos UTefilos* in *Heoros Ubiurim Oholei Torah* 11 Nissan, 5783, pp. 167-181) and a follow-up in the following edition *Acharei-Kedoshim*, 5783 (pp. 68-71). See also M. Greenfield *Be'Ikvos 13 HaChovos* in *Kefar Chabad* issue 2017, pp. 44-47.

1

מל"ח

August 20, 1942¹⁶

Mr. Alexander Cowen¹⁷
250 West 104th Street
New York City.

My dear Mr. Cowen:

It was indeed a great pleasure to have the opportunity to get more closely acquainted with you, and I thank you for your visit.

In accordance with our conversation, I am sending you herewith the memorandum in question.¹⁸ I take the liberty of repeating again that it is essential to have the Manual¹⁹ published and distributed before Rosh Hashona,²⁰ and consequently time is of the essence.

Knowing your keen and consistent interest in our activities, I feel confident that you will kindly use your good offices to further the cause of the Merkos L'Inyonei Chinuch, and especially its publication of the manual of Prayers & Blessings for Children.

Assuring you of my appreciation, and with kindest personal regards and best wishes for a 'kesivo vachasimo toivo',

¹⁶ Corresponding to the Hebrew date of 7 Elul, 5702. This letter was written on the stationery of Merkos L'Inyonei Chinuch.

¹⁷ Elchanan (Alexander) Hakohen Cowen (circa 1886-1959) was a life insurance agent in New York. Mr. Cowen became close to Lubavitch through Rabbi Yisrael Jacobson in 1897 and corresponded frequently with the Rebbe Rayatz. He was on the Board of Agudas Chassidei Chabad in America and was instrumental in supporting the work of Merkos L'Inyonei Chinuch together with his acquaintance Mr. Julius Stulman. In 1943, upon the request of the Rebbe Rayatz, he began a study group with young American intellectuals which brought many of them back to Torah observance. He often gave insights and edits on Merkos' publications and in 1944, he authored *Tefillin (Phylacteries): A Brief Treatise on the Significance of This Important Mitzvah* published by Merkos.. Alexander passed away at the age of 73 in 1959. For additional letters to Mr. Cowen (in Yiddish) see *Igros Kodesh*, vol. 14, letter 5,018, and as referenced there; *Teshrah Labkowski-Oster* (5783-08-18), and as referenced there. Rebbe Responsa, letter dated 23 Cheshvan, 5709.

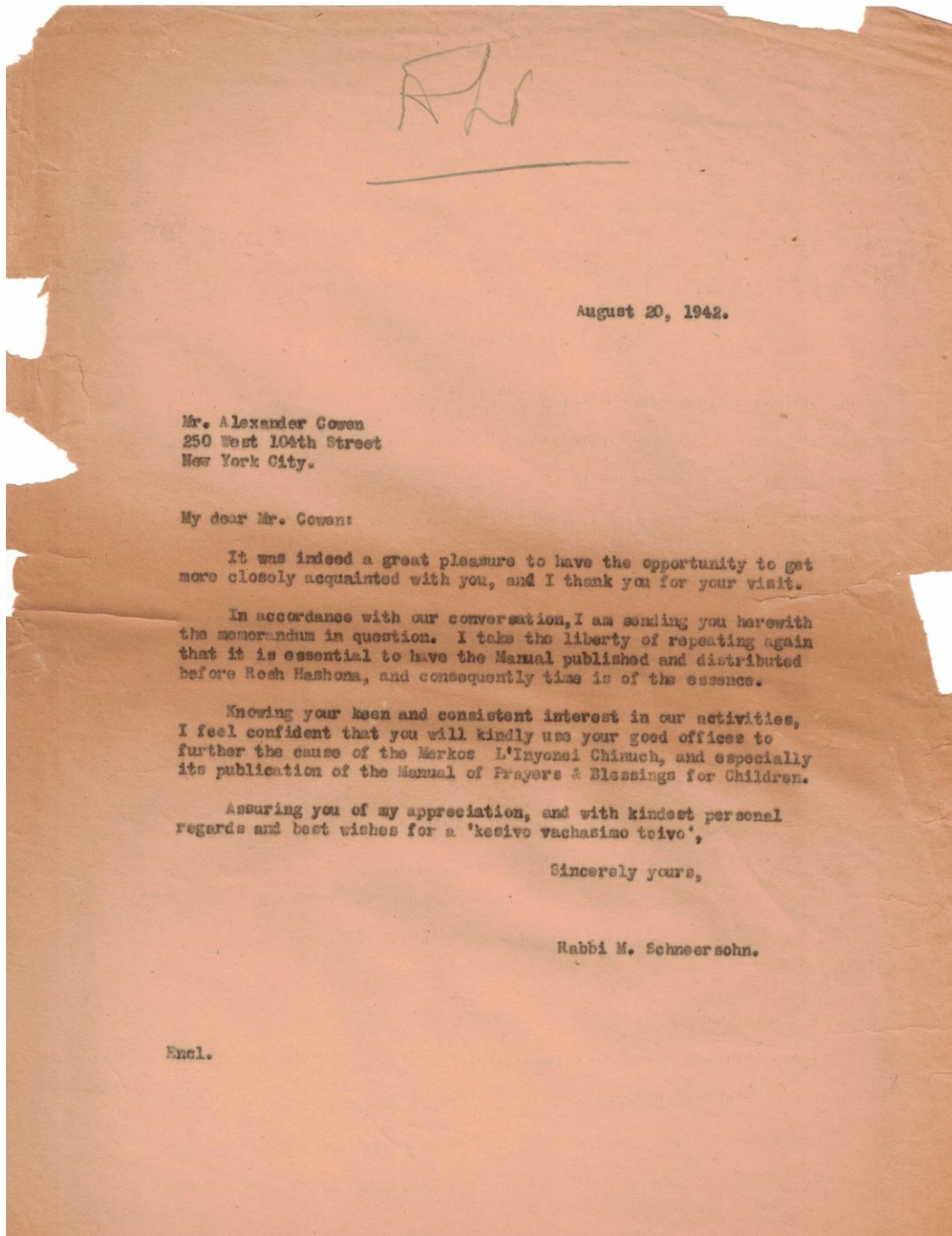
¹⁸ The Memorandum has not reached us to date. It is mentioned in *Igros Kodesh*, vol. 1, letter 21, and was also sent to the Kramer brothers, a family that supported Lubavitch in America in its early years.

¹⁹ The Manual of Selected Prayers and Blessings. For more information, see the Introduction.

²⁰ The publication of this booklet was unavoidably delayed and was only printed in the month of Shevat the following year (see letter dated January 20, 1943).

Sincerely yours,
Rabbi M. Schneersohn.

Encl.



October 2, 1942²¹

Mr. Alexander Cowen
250 West 104th Street
New York City.

My dear Mr. Cowen:

Under separate cover we are sending you 10 Calendars that have just been published by the Merkos L'Inyonei Chinuch.²² We trust that you will find the Calendar interesting, and will be glad to pass it on to your friends. You will note that the publication of this Calendar was made possible through the generosity of a friend.²³

As the Merkos L'Inyonei Chinuch makes no solicitations or campaigns, it is entirely dependent upon the generosity of individual friends to enable it to publish some major work. For this reason the publication of the "Prayers & Blessings" for children has been held up, though everything is ready to go to the press.²⁴ We trust therefore that you have not given up your effort to secure a generous donor who would be willing to finance this important publication. We shall be glad to hear from you with regard to this at your earliest convenience.

With all best wishes for a very happy Yomtov, and with kindest personal regards,

Very sincerely yours,

Rabbi M. Schneersohn.

N.B. Because of Chol-hamoed the signature is missing.

²¹ Corresponding to the Hebrew date of 21 Tishrei, 5703.

²² *Young Scholar's Daily Calendar, 5703*. Each day of the calendar features a thought for children; a timely Halachah, an appropriate quote from Tanach, Midrash, or Talmud, or a question on Torah and the like with a section to write notes. The Rebbe Rayatz brought up the idea of creating such a calendar in order to address the American youngsters' lack of knowledge in the fundamentals of Judaism (*Igros Kodesh*, Rayatz, vol. 7, letter 1,883 (p. 22)). This calendar, as the one of the following year, was authored by the Rebbe, and translated into English by Rabbi Nissan Mindel (S. B. Levine *Toldos Chabad B'Artzois Ha'Bris* (Kehot, 1988) p. 316).

²³ The calendar was sponsored by Menachem Mendel and his wife Sarah Rivkah Cunin.

²⁴ See also *Igros Kodesh* vol. 1, letter dated 4 Cheshvan, 5703, (pg. 50 - letter 29). *Igros Kodesh* of the Previous Rebbe vol. 7, letter dated 26 Tishrei (letter 1,873).

October 2, 1942.

Mr. Alexander Cowen
250 West 104th Street
New York City.

My dear Mr. Cowen:

Under separate cover we are sending you 10 Calendars that have just been published by the Merkos L'Inyonei Chinuch. We trust that you will find the Calendar interesting, and will be glad to pass it on to your friends. You will note that the publication of this Calendar was made possible through the generosity of a friend.

As the Merkos L'Inyonei Chinuch makes no solicitations or campaigns, it is entirely dependent upon the generosity of individual friends to enable it to publish some major work. For this reason the publication of the "Prayers & Blessings" for children has been held up, though everything is ready to go to the press. We trust therefore that you have not given up your efforts to secure a generous donor who would be willing to finance this important publication. We shall be glad to hear from you with regard to this at your earliest convenience.

With all best wishes for a very happy Yom-tov, and with kindest personal regards,

Very sincerely yours,
Rabbi M. Schneersohn.

N.B. Because of Chol-h moed the signature is missing.

October 11, 1942²⁵

Mr. Julius Stulman²⁶
173 West Street
Brooklyn, N.Y.

Dear Mr. Stulman:

Our worthy mutual friend, Mr. Alexander Cowen, has told me of his bringing the work of the Merkos L'Inyonei Chinuch to your attention and at the keen interest you have expressed in this work.

Mr. Cowen has informed me that you were generous enough to promise a contribution of \$200. - toward the publication of the Manual of Selected Prayers and Blessings for Children, by our organization, which is about to come off the press.

I wish to take this opportunity to extend to you my appreciation of your valuable co-operation. I need hardly tell you that the cause is a most worthy one, since the Merkos L'Inyonei Chinuch is doing truly vital work in supplying the Jewish child with his essential educational needs. The Young Scholar's Pocket Calendar, 5703, which we have just published, may serve as an indication of the high quality and importance of this work. I venture to hope that as you become more closely acquainted with our work, you will become one of our best friends, rendering great service for the cause of traditional education of the American Jewish child.

Once again please accept, in behalf of the Merkos L'Inyonei Chinuch and myself, our cordial thanks and best wishes,

²⁵ Corresponding to the Hebrew date of 29 Tishrei, 5703. From a photocopy of the original sent letter. This letter was written on the stationery of Merkos L'Inyonei Chinuch.

²⁶ Yehudah (Julius) Stulman (New York, 1906-Florida, 1997) was a noteworthy American-born lumber executive. Besides for being a major benefactor of Jewish institutions, Stulman was a thinker and writer. He cared very deeply about Jewish education and through his lawyer Sam Kramer and friend Alexander Cowen became a great admirer of the Rebbe Rayatz. Towards the end of 1939 Stulman aided the efforts to rescue the Frieddiker Rebbe who was then trapped in Riga by writing an affidavit for him. He personally greeted him upon his arrival in the US a few months later (*Igros Kodesh* of the Previous Rebbe, vol. 8, letter 2,303 (p. 203)). He corresponded and met frequently with the Rebbe Rayatz and upon his request set up the Stulman Foundation to support the growing work of Lubavitch. Thus Mr. Stulman became one of the largest financial supporters of Lubavitch's activities at the time, as can be seen in the scores of letters from the Rebbe to him (over 70 of which can be viewed on the Rebbe Responsa app).

Very sincerely yours,

M. Schneerson
Chmn., Exec. Comm.

4

מל"ח

October 15, 1942.²⁷

Mr. Julius Stulamn

173 West Street,

Brooklyn, N.Y.

Dear Mr. Stulman:

With reference to our publication of the Manual of Prayer & Blessings for Children, toward the publication of which you were good enough to promise a donation of \$200.00, we have arranged to have one page of it devoted to the following inscription:

PUBLICATION OF THIS MANUAL WAS MADE POSSIBLE THROUGH
THE GENEROSITY OF MR. & MRS. JULIUS STULMAN.

We trust that this inscription will meet with your approval.

As the printer's bill will be due next week, we shall greatly appreciate receiving your check at your earliest convenience. Our statement is enclosed herewith, and many thanks in anticipation.

Once again assuring you of our sincere appreciation of your kind co-operation.

Sincerely yours,

Rabbi M. Schneerson,
Chairman, Exec. Committee.

Encl.

²⁷ Corresponding to the Hebrew date of 4 Chesvan, 5704. This letter was written on the stationery of Merkos L'Inyonei Chinuch.

5

מל"ח

October 18, 1942.²⁸

Mr. Julius Stulman
173 West Street
Brooklyn, N.Y.

Dear Mr. Stulamn:

Enclosed you will please find receipt for your kind contribution of \$200.00.

I wish to take this opportunity to thank you once again for your kind co-operation. I am sure it will be a source of gratification for you to know that Jewish children will be saying prayers and blessings out of a manual which you have helped to publish.

With all best wishes, I am

Sincerely yours,

Rabbi M. Schneerson
Chrm., Exec. Comm.

Encl.

²⁸ Corresponding to the Hebrew date of 7 Chesvan, 5704. This letter was written on the stationery of Merkos L'Inyonei Chinuch.

6

מל"ח

October 19, 1942²⁹

Mr. Alexander Cowen
250 West 104th Street
New York City.

My dear Mr. Cowen:

I am glad to inform you that Mr. Stulman's check for \$200.00 has been received,³⁰ and I wish to take this opportunity to thank you once again for your kind co-operation.

The Manual will soon be ready³¹ and we shall be called upon to meet the bill, which as you know is several times the amount of the above mentioned check.³² We trust, therefore, that the success of your first effort will be an inducement to you to further efforts in that direction.

Apropos of the Calendar, we have received a very enthusiastic letter from Mr. Delman, National President of Young Israel.³³ He writes that he was 'very deeply impressed' by it, and that he intends to have a committee study it with a view to putting it 'to the widest possible use'.

I was wondering whether that may not be a good introduction to some of the more generous Young Israelites, with whom you might be acquainted, and pave the way to their heart. With your wide connections and fine reputation, I feel confident that your efforts will be successful.

Looking forward to hearing from you, and with kindest personal regards, I am

Very sincerely yours,

²⁹ Corresponding to the Hebrew date of 8 Cheshvan, 5704. This letter was written on the stationery of Merkos L'Inyonei Chinuch.

³⁰ See previous letters.

³¹ Cf. *Igros Kodesh*, vol. 1, letter 29, (p. 50), dated 4 Cheshvan, 5703.

³² See *Igros Kodesh Rayatz*, vol. 7, pp. 6, where the Rebbe Rayatz projects the cost at being \$750.

³³ Mr. J. David Delman (May 22, 1897-August 17, 1983) was an attorney, New York's State Commander of the Jewish War Veterans, and later the President of the National Council of Young Israel (he was first elected in the summer of 1942).

Rabbi M. Schneerson

M. Schneerson

October 19, 1942.

Mr. Alexander Cowen
250 West 104th Street
New York City.

My dear Mr. Cowen:

I am glad to inform you that Mr. Stulman's check for \$200.00 has been received, and I wish to take this opportunity to thank you once again for your kind co-operation.

The Manual will soon be ready and we shall be called upon to meet the bill, which as you know is several times the amount of the above mentioned check. Be trust, therefore, that the success of your first effort will be an inducement to you to further efforts in that direction.

Apropos of the Calendar, we have received a very enthusiastic letter from Mr. Delsan, National President of Young Israel. He writes that he was 'very deeply impressed' by it, and that he intends to have a committee study it with a view to putting it 'to the widest possible use'.

I was wondering whether that my not be a good introduction to some of the more generous Young Israelites, with whom you might be acquainted, and pave the way to their heart. With your wide connections and fine reputation, I feel confident that your efforts will be successful.

Looking forward to hearing from you, and with kindest personal regards, I am

Very sincerely yours,

Rabbi M. Schneerson

7

מל"ה

15 days in [Cheshvan], 5703³⁴
October 26, 1942

Hebrew Publishing Co.³⁵
79 Delancey St.
New York City

Gentlemen:

About 3 weeks ago, our Representative, Rabbi Tarshish, was in to see you in reference to our "Young Scholar's Pocket calendar."³⁶ He was then told that you were interested in it, and that you would get in touch with us.

To the present date, we have not yet heard from you again. Please advise us whether you are still interested and under what terms.

sincerely yours,

Rabbi M. Schneerson
CHAIRMAN, EXECUTIVE COMMITTEE

by Leon M. Keller³⁷

³⁴ The original letter reads '15 days in Tishrei' which is evidently a typographical error. This letter was written on the stationery of Merkos L'Inyonei Chinuch.

³⁵ Hebrew Publishing Company (founded 1901) was an American Jewish publishing house based in New York City. The company also housed a bookstore.

³⁶ The first edition of the calendar was quickly sold out soon after it was printed (see following letter). Accordingly, they were soon looking to republish it. See letter dated Nov. 23, 1942 (by that time the second edition was already published).

³⁷ Rabbi Meir Liver (Leon M.) Keller (15 Cheshvan, 5675 - 30 Shevat, 5764) worked as the Rebbe's secretary upon his arrival in America until mid-5703, before going on to teach in various places.

CRS

15 days in Tishri, 5703
October 26, 1942

Hebrew Publishing Co.
79 Delancey St.
New York City

Gentlemen:

About 3 weeks ago, our Representative, Rabbi Tarshish, was in to see you in reference to our "Young Scholar's Pocket Calendar." He was then told that you were interested in it, and that you would get in touch with us.

To the present date, we have not yet heard from you again. Please advise us whether you are still interested and under what terms.

Sincerely yours,

Rabbi M. Schneerson,
CHAIRMAN, EXECUTIVE COMMITTEE

by Leon M. Keller

8

מל"ח

October 27, 1942³⁸

Hon. Philip M. Kleinfeld,³⁹
Supreme Court of the State of N.Y.

Dear Judge Kleinfeld:

Knowing of your keen interest in the activities of my venerable Father-in-Law, the Lubavitcher Rabbi. I take pleasure in sending you herewith the Calendar recently published by the MERKOS L'INYONEI CHINUCH which is under the auspices of the Lubavitcher Rabbi.

The Calendar answers a great need, and it is not surprising that it has won universal acclaim. Indeed, it is such 'a hit' that we shall shortly publish a second edition of it⁴⁰.

You might be interested to know that the Merkos L'inyonei Chinuch publishes a variety of useful reading material in English, Hebrew and Yiddish, for students of Talmud Torahs and Jewish schools, and renders other valuable service in the cause of traditional Jewish education, such as creating schools for girls, teacher's courses, Boys' circles - Mesibos Shabbos, etc. A detailed report will be published shortly, and we shall be glad to send it to you.

With all best wishes and kindest personal regards,

I am,

Sincerely yours,

³⁸ Corresponding to the Hebrew date of 16 Cheshvan, 5703. This letter was written on the stationery of Merkos L'Inyonei Chinuch.

³⁹Yerucham Fishel (Philip M.) Hakohen Kleinfeld (June 19, 1894 – January 11, 1971) was an American lawyer, judge and politician from New York. He practiced law together with Mr. Samuel Kramer who was a big friend and supporter of Lubavitch. He greeted the Rebbe Rayatz upon his arrival in America on his first visit (in 1929). He was a member of the New York State Senate (1923-1941). In 1941 Kleinfeld was appointed as a judge on the New York Supreme Court (2nd District) (1941-1955) and later served the Appellate Division Second Department (1955-1970). He was very active in supporting Lubavitch and its activities in the early years (see his name in the index of *Toldos Chabad B'Artzos Habris* p. 395). He also helped and participated in the process of the Rebbe Rayatz receiving his American citizenship. He is buried in Montefiore Cemetery in Queens.

⁴⁰ See also previous letter. Soon after a second edition was indeed published (see following letter).

Rabbi M. Schneerson
Chmn., Exec. Comm.

CS

October 27, 1942.

Hon. Philip M. Kleinfield,
Supreme Court of the State of N.Y.
Brooklyn, N.Y.

Dear Judge Kleinfield:

Knowing of your keen interest in the activities of my venerable father-in-law, the Lubavitcher Rabbi, I take pleasure in sending you herewith the Calendar recently published by the MERKOS L'INYONEI CHINUCH which is under the auspices of the Lubavitcher Rabbi.

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With all best wishes and kindest personal regards,

I am,

Sincerely yours,

Rabbi M. Schneerson,
Chmn., Exec. Comm.

9

מל"ח

Nov. 23, 1942.⁴¹

Mr. Alexander Cowen
250 W. 104th Street
New York City.

Dear Mr. Cowen:

In accordance with our telephone conversation I have instructed to send you 15 Calendars of the Second Edition.

I was glad to hear from you and to note that your interest in the publication of the Manual of Prayers & Blessings is very much alive. I shall act upon your suggestion to have the first quantity printed, and I trust that you will make every effort to be of assistance to the cause.

Assuring you of my appreciation, and with kind regards, I am

Sincerely yours,

Rabbi M. Schneerson

⁴¹ Corresponding to the Hebrew date of 14 Kislev, 5703. This letter was written on the stationery of Merkos L'Inyonei Chinuch.

Cal

Nov. 23, 1942.

Mr. Alexander Cowen
250 W. 104th Street
New York City.

Dear Mr. Cowen:

In accordance with our telephone conversation
I have instructed to send you 15 Calendars of the Second
Edition.

I was glad to hear from you and to note that
your interest in the publication of the Manual of Prayers
& Blessings is very much alive. I shall act upon your
suggestion to have the first quantity printed, and I
trust that you will make every effort to be of assistance
to the cause.

Assuring you of my appreciation, and with kind
regards, I am

Sincerely yours,

Rabbi M. Schneerson

10

מל"ה

December 24, 1942⁴²

Mr. Jacob Cohn,⁴³
2411 Brookfield Ave.,
Baltimore, Md.

Dear Mr. Cohn:

It was a great pleasure indeed to receive a personal and first hand 'Gruss' from you through our worthy friend, Rabbi L. Veiler,⁴⁴ who has just returned from Baltimore. Rabbi Veiler spoke very highly of you, of your keen interest in Jewish education and scholarship, and particularly in the work of the Merkos L'Inyonei Chinuch, and its publications.

We are enclosing a few circulars in which you will find a brief account of our work. You might be interested to pass them on to your distinguished friends.

Under separate cover we have sent you some of our publications. We feel sure that you will appreciate their great worth, high standard and educational values.

We wish to assure you of our sincere appreciation of your interest and co-operation. It is with the co-operation of friends like you that we hope to achieve the fullest measure of success in the cause of furthering traditional Jewish education in America.

With all best wishes,

I am,

Sincerely yours,

Rabbi M. Schneerson,
Chairman, Executive Committee

⁴² Corresponding to the Hebrew date of 16 Teves, 5703.

⁴³ Mr. Jacob Cohn (1875 - April 23, 1948, Baltimore Maryland).

⁴⁴ Rabbi Elezar (Leizer) Pinchas Veiler (ben R. Shmuel) (d. 5 Kislev, 5714) was a Chabad activist who helped open tens of Yeshivos and girls' schools in America.



December 24, 1942.

Mr. Jacob Cohn,
2411 Brookfield Ave.,
Baltimore, Md.

Dear Mr. Cohn:

It was a great pleasure indeed to receive a personal and first hand 'Gruss' from you through our worthy friend, Rabbi L. Veiler, who has just returned from Baltimore. Rabbi Veiler spoke very highly of you, of your keen interest in Jewish education and scholarship, and particularly in the work of the Merkos L'Inyonei Chinuch, and its publications.

We are enclosing a few circulars in which you will find a brief account of our work. You might be interested to pass them on to your distinguished friends.

Under separate cover we have sent you some of our publications. We feel sure that you will appreciate their great worth, high standard and educational values.

We wish to assure you of our sincere appreciation of your interest and co-operation. It is with the co-operation of friends like you that we hope to achieve the fullest measure of success in the cause of furthering traditional Jewish education in America.

With all best wishes,

I am,

Sincerely yours,

Rabbi M. Schneerson,
Chairman, Executive Committee

11

מל"ה

January 20, 1943⁴⁵

Mr. Alexander Cowen,
250 W. 105th Street,
New York City.

Dear Mr. Cowen:

I am glad to inform you that the Manual of Blessings and Prayers has now been printed and is ready for distribution. As you know, owing to our conditions the delay was unavoidable. However, it is a timely publication and meets an urgent need.

Under separate cover a dozen copies is being mailed to you. Should you desire to have more, or should you desire us to send them to some of your friends, we shall, of course, be happy to comply with your request.

I wish to take this opportunity to thank you once again, in behalf of the Merkos L'Inyonei Chinuch and in my own name, for your kind co-operation in this matter. I sincerely trust you will continue to take a personal interest in the good work of Merkos L'Inyonei Chinuch, and please be assured of our grateful appreciation.

With kindest personal regards,

Very sincerely yours,

Rabbi M. Schneerson,
Chairman, Executive Committee.

⁴⁵ Corresponding to the Hebrew date of 14 Shevat, 5703. This letter was written on the stationery of Merkos L'Inyonei Chinuch.

January 20, 1943.

Mr. Alexander Cowen,
250 W. 105th Street,
New York City.

Dear Mr. Cowen:

I am glad to inform you that the Manual of Blessings and Prayers has now been printed and is ready for distribution. As you know, owing to war conditions the delay was unavoidable. However, it is a timely publication and meets an urgent need.

Under separate cover a dozen copies is being mailed to you. Should you desire to have more, or should you desire us to send them to some of your friends, we shall, of course, be happy to comply with your request.

I wish to take this opportunity to thank you once again, in behalf of the Merkaz L'Inyonei Chinuch and in my own name, for your kind co-operation in this matter. I sincerely trust you will continue to take a personal interest in the good work of the Merkaz L'Inyonei Chinuch, and please be assured of our grateful appreciation.

With kindest personal regards,

Very sincerely yours,

Rabbi M. Schneerson,
Chairman, Executive Committee.

12

מל"ח

Jan. 20th, 1943.⁴⁶

Mr. Julius Stulman
173 west Street
Brooklyn, N.Y.

Dear Mr. Stulman:

I am glad to inform you that the Manual of Blessings and Prayers has now been printed. Owing to our conditions the delay was unavoidable, but it certainly is a timely publication and meets an urgent need.

Under separate cover a dozen copies were mailed to you yesterday. Should you desire to have more, or should you desire us to send them to some friends of yours, we shall, of course be happy to comply with the request.⁴⁷

The interest created by this publication is quite keen, and the demand is likely to exceed the supply on hand, which goes to emphasize how much it is appreciated.⁴⁸

I wish to take this opportunity to thank you once again, in behalf of the Merkos L'Inyonei Chinuch and in my own name, for your kind contribution towards the publication costs of this important edition.

With kind regards and best wishes,

Sincerely yours,

Rabbi M. Schneerson
Chairman, Executive Committee.

Ms: lk⁴⁹

⁴⁶ Corresponding to the Hebrew date of 20 Shevat, 5703. This letter was written on the stationery of Merkos L'Inyonei Chinuch.

⁴⁷ Mr. Stulman responded to this in a letter dated February 3rd with a list of friends whom he would like to send this publication to (see following letter).

⁴⁸ This assumption proved to be correct (see below, letter dated April 17, 1943).

⁴⁹ Leon Keller.

Jan. 26th, 1943.

Mr. Julius Stulman
173 West Street
Brooklyn, N.Y.

Dear Mr. Stulman:

I am glad to inform you that the Manual of Blessings and Prayers has now been printed. Owing to war conditions the delay was unavoidable, but it certainly is a timely publication and meets an urgent need.

Under separate cover a dozen copies were mailed to you yesterday. Should you desire to have more, or should you desire us to send them to some friends of yours, we shall, of course be happy to comply with your request.

The interest created by this publication is quite keen, and the demand is likely to exceed the supply on hand, which goes to emphasize how much it is appreciated.

I wish to take this opportunity to thank you once again, in behalf of the Markov L'Inyomi Chinuch and in my own name, for your kind contribution towards the publication costs of this important edition.

With kind regards and best wishes,

Sincerely yours,

Rabbi M. Schneerson,
Chairman, Executive Committee.

ms:lk

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מל"ח

February 11, 1943⁵⁰

Mr. Julius Stulman,
171 West Street,
Brooklyn, N.Y.

Dear Mr. Stulman:

I wish to thank you for your letter of February 3rd, and to inform you that your request was promptly complied with. Should there be any more of your friends to whom you would like us to send the Manual of Blessings and Prayers, please do not hesitate to write to me.

In further appreciation of your kind co-operation in the past, we have placed your name on the list of life-subscribers to the "Talks & Tales" published monthly by our organisation. As to the great worth of these monthly publications, despite their nominal price, you will be able to judge for yourself. I might mention that some Jewish schools have subscribed all their hundreds of students in toto for these publications.

Looking forward to your continued interest in our work,
and with kind regards,

I am,

Sincerely yours,

Rabbi M. Schneerson

⁵⁰ Corresponding to the Hebrew date of 6 Adar II, 5703. This letter was written on the stationery of Merkos L'Inyonei Chinuch.

February 11, 1943

Mr. Julius Stulman,
171 West Street,
Brooklyn, N.Y.

Dear Mr. Stulman:

I wish to thank you for your letter of February 3rd, and to inform you that your request was promptly complied with. Should there be any more of your friends to whom you would like us to send the Manual of Blessings and Prayers, please do not hesitate to write to me.

In further appreciation of your kind co-operation in the past, we have placed your name on the list of life-subscribers to the "Talks & Tales" published monthly by our organization. As to the great worth of these monthly publications, despite their nominal price, you will be able to judge for yourself. I might mention that some Jewish schools have subscribed all their hundreds of students in toto for these publications.

Looking forward to your continued interest in our work, and with kind regards,

I am,

Sincerely yours,

Rabbi M. Schneerson

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מחנה

Adar II 11, 5703⁵¹

March 18, 1943

Chaplain Abraham Goldberg⁵²

A.A.F.T.T.C.⁵³

Seymour Johnson Field, North Carolina

Dear Chaplain Goldberg:

We are in receipt of your letter of the 14th instant and wish to thank you for the well wishes offered our organization.⁵⁴

We also wish to acknowledge receipt of your kind donation of \$5.00, your Purim contribution to Machne Israel.

We are taking the liberty of forwarding you 20 bencherlach (Manuals of blessings and Prayers) as our Purim gift to the Jewish boys in your camp. It is our hope that those manuals will be used by your soldiers to acquaint themselves with the various blessings and prayers recited by every Jew.

Kindly feel free to correspond with us regarding your problems as an orthodox Jewish chaplain. We stand ready to serve, with all the facilities at our disposal, anybody seeking to guide and to educate in the spirit of our holy Torah.

With best wishes for a happy Purim to you and the boys of your camp, we remain

With greetings of L'Alter Litshuvoh L'Alter Ligeuloh

Rabbi Mendel Schneerson
Chairman, Executive Committee by

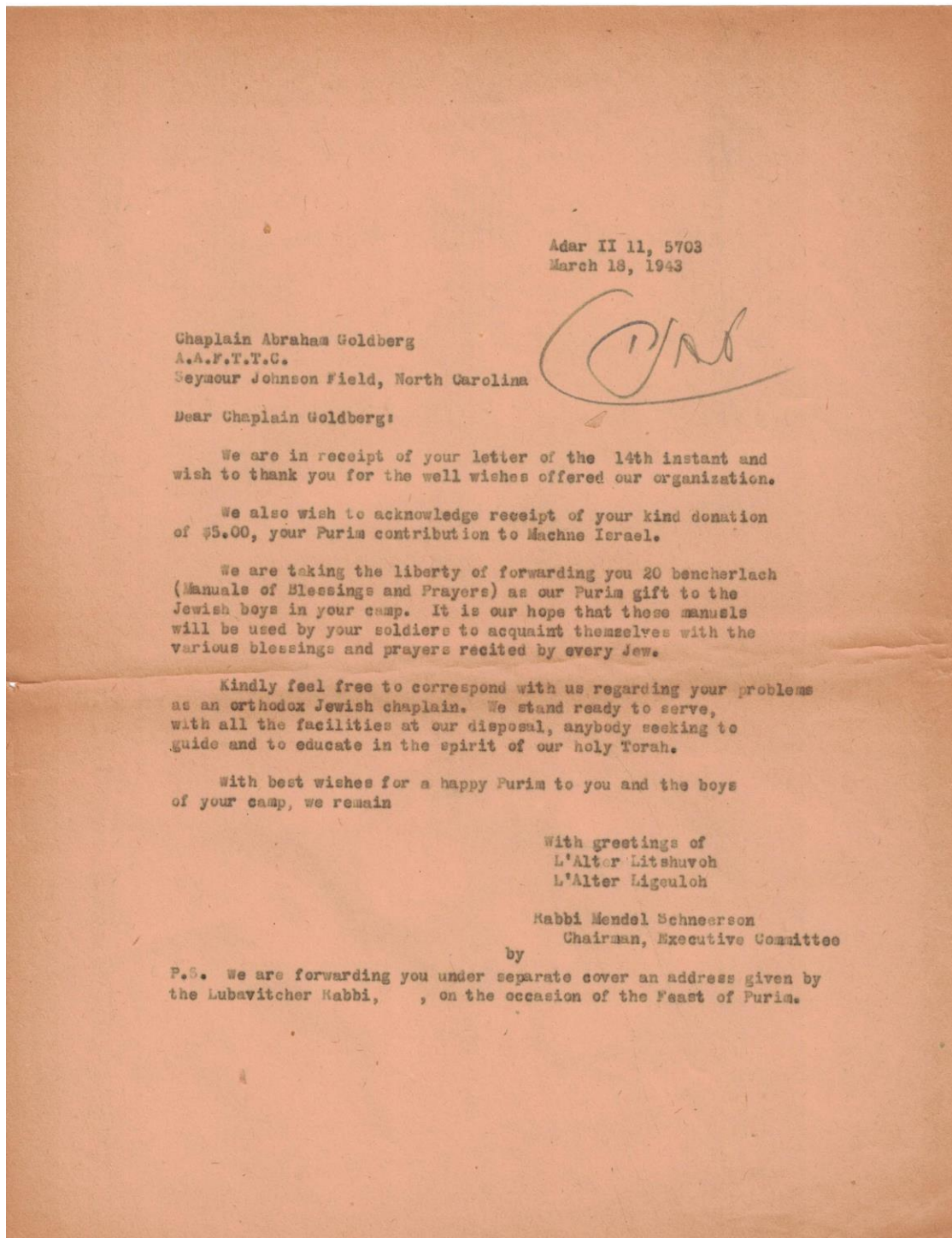
⁵¹ This letter was written on the stationery of Machne Israel.

⁵² Avraham Goldberg (January 22, 1913, Pittsburgh, Pennsylvania – April 13, 2012, Jerusalem, Eretz Yisrael) was a chaplain in in United States Armed Forces during World War II and later a Professor of Talmud in Eretz Yisrael. Rabbi Goldberg learnt in Yeshiva Torah V'Daas and Chafetz Chaim. For more letters to Chaplain Godlberg see *Igros Kodesh* vol. 21, letter 7,780 (p. 31-32) dated 13 Adar I, 5703 (a prior to this letter); vol 2, letter 187 (pp. 35-36) dated 13 Nissan, 5705; letter 251 (pp. 178-179) dated 9 Cheshvan, 5707 (congratulating his move to Eretz Yisrael to study Torah).

⁵³ Army Air Forces Technical Training Command.

⁵⁴ Machneh Yisrael had then arranged a Sefer Torah to be brought to his army base (*Igros Kodesh*, vol. 21, loc. cit.).

P.S. We are forwarding you under separate cover an address given by the Lubavitcher Rabbi, [שליט"א],⁵⁵ on the occasion of the Feast of Purim.⁵⁶



⁵⁵ There space was left empty in the secretary's copy to be filled in with שליט"א in Hebrew.

⁵⁶ An Address Delivered (by the previous Rebbe) on the Feast of Purim 5701. Translation published by the Machne Israel New York 1941.

15

מל"ה

April 17, 1943.⁵⁷

Mr. Alexander Cowen,
250 West 104th Street,
New York City.

My dear Mr. Cowen:

Under separate cover I am sending you a copy of the latest publication, just off the press.⁵⁸ As you will see, it contains a selection of sayings of my venerable father-in-law and short subjects, most of which has not been published before. I trust you will find it interesting.

The printer's bill for the first edition of the Manual of Prayers & Blessings has now been received. I am enclosing it herewith, in the hope that you might have an opportunity of bringing it to Mr. Stulman's attention. I am also enclosing a copy of my letter to Mr. Stulman.⁵⁹

I wish to take this opportunity to thank you once again for the book which you have presented to me.

Wishing you and yours a kosher and happy Pesach,

I am,

Very sincerely yours,

Rabbi M. Schneerson.

P.S. On second thought, the booklet is enclosed herewith.

RMS:NM⁶⁰

⁵⁷ Corresponding to the Hebrew date of 12 Nissan, 5703.

⁵⁸ *HaYom Yom* was compiled by the Rebbe and published by 11 Nissan of that year.

⁵⁹ Following letter.

⁶⁰ Nissan Mindel.

April 17, 1943.

Mr. Alexander Cowen,
250 West 104th Street,
New York City.

My dear Mr. Cowen:

Under separate cover I am sending you a copy of the latest publication, just off the press. As you will see, it contains a selection of sayings of my venerable father-in-law and short subjects, mos. of which has not been published before. I trust you will find it interesting.

The printer's bill for the first edition of the Manual of Prayers & Blessings has now been received. I am enclosing it herewith, in the hope that you might have an opportunity of bringing it to Mr. Stulman's attention. I am also enclosing a copy of my letter to Mr. Stulman.

I wish to take this opportunity to thank you once again for the book which you have presented to me.

Wishing you and yours a kosher and happy Pesach,

I am,

Very sincerely yours,

Rabbi M. Schneerson.

RMS:NM

P.S. On second thought, the booklet is enclosed herewith.

16

מל"ח

April 17, 1943.⁶¹

Mr. Julius Stulman,
161 West Street,
Brooklyn, N.Y.

Dear Mr. Stulman:

I am pleased to inform you that the Manual of Prayers & Blessings has met with great success. The first edition has already been exhausted, finding its way also to Palestine, England⁶² and Canada,⁶³ in addition to those distributed in the United States.⁶⁴ A considerable number of copies has been distributed to Jewish members of the armed forces who find it particularly convenient on account of its pocket-size.⁶⁵

The second edition of the Manual is enjoying a similar success.

With best wishes for a kosher and happy Pesach to you and all yours, and with kindest regards,

Very sincerely yours,

Rabbi M. Schneersohn

⁶¹ Corresponding to the Hebrew date of 12 Nissan, 5703.

⁶² See *Igros Kodesh* vol. 1, letter 78....

⁶³ See *Igros Kodesh* vol. 1, letter 86.

⁶⁴ Distribution of the Manual and its vital importance is also mentioned in *Igros Kodesh* vol. 21, letter 7,778; *Igros Kodesh* of the Previous Rebbe vol. 7, letters 2,094 and 2,098; vol. 13, letter 4,864. (see also sources referenced in the introduction).

⁶⁵ See letter dated Adar II 11, 5703; *Igros Kodesh* vol. 1 letter 68; *Igros Kodesh* of the Previous Rebbe vol. 7, letter dated 3 Adar 2 (letter 1,962) - a cover letter addresses to Servicemen accompanying the Manual; *Ibid* letter 1,995 (pg. 203).

April 17, 1943.

Mr. Julius Stulman,
161 West Street,
Brooklyn, N.Y.

MS

Dear Mr. Stulman:

I am pleased to inform you that the Manual of Prayers & Blessings has met with great success. The first edition has already been exhausted, finding its way also to Palestine, England and Canada, in addition to those distributed in the United States. A considerable number of copies has been distributed to Jewish members of the armed forces who find it particularly convenient on account of its pocket-size.

The second edition of the Manual is enjoying a similar success.

With best wishes for a kosher and happy Pesach to you and all yours, and with kindest regards,

Very sincerely yours,

Rabbi M. Schneersohn

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